**PROPER NAMES AND TRANSLATION**

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Good name in man and woman, dear my lord,

Is the immediate jewel of the souls:

Who steals my purse steals trash 'tis something, nothing;

‘T was mine, 'tis his, and has been slave to thousands;

But he that filches from me good name

Robs me that which not enriches him

And makes me poor.

Shakespeare (Othello, act III, scene III)

**Abstract**

A lot of work has been done on proper names (henceforth

PNS) starting from philosophers, but, yet, not ending with computational

linguists. Moreover, many studies have been devoted

to the translation of PNs, but little work to their translation

from or into Arabic. The present study is an attempt to fathom

the process of rendering foreign PNs into Arabic. Three factors

contribute to this process. A. whether the foreign name is pronounced

properly, B. the way the name is written and C. whether

to translate or transliterate the name. The study sheds light on the

lack of guidelines for unified procedures, or at least consistent

rendition regarding names of people, places and institutions. It