

Key words: antonomasis, The Life of Bertoldo, paremiological equivalences, idiomatic expressions

**How [not] To Translate Antonomasis
(or, a study about the importance of socio-cultural competence). The
case of *Vita di Bertoldo* (Bertoldo's Life) by G. C. Croce, the version in
no. 328 [230] manuscript of the Zabelin Fond no. 45641, to be found at
the History Museum in Moscow**

Summary

This study, consisting of four parts, is dedicated to the first translation into Romanian (in 1774) of the popular novel *Vita di Bertoldo* (*The Life of Bertoldo*), written by Giulio Cesare Croce, a text that appears in the 328 [230] manuscript of the Zabelin Fond 34541 in the History Museum in Moscow. Starting from the premises that antonomasis is untranslatable literally, requiring a specific socio-cultural competence, the author suggests, considering paremiological equivalence as a model, the concept of "antonomasic equivalence"; this parity can be obtained through a both conceptual and formal congruity. Baker's strategies, which he suggested for the translation of idiomatic expressions, can be applied in the case of antonomasis as well. Obviously, the transfer from one language to another will have certain losses; these, unavoidable losses, do not necessarily depend on the translator. The examples brought here highlight translation strategies as clarifications, paraphrases, omissions, distortions and erroneous explanations. In conclusion, antonomasis reveals, once more, the relation that exists between language and culture.