

TRANSLATING ENGLISH BUSINESS TERMS INTO ROMANIAN

Zinaida CAMENEV

Universitatea Liberă Internațională din Moldova

The article is focused on the translation of the English business terminology into the Romanian language translation, the activity of translation itself help to eliminate the linguistic and cultural barriers among the people of different specialities and nationalities. Besides both written and oral translation contribute to the communication of the specialists from different domains of science. The very aim of the article is the evidentiating of the strategies of translation of the terminology, from this sphere of application in economy, the basic principle of translation being equivalence and precision. We observed that equivalence is the result of the formal structural, semantic and pragmatic analysis of the terms of the texts under consideration. The selection began with the most frequent terms – two-member terms, then the three- and four-member terms, whose translation is not equivalent to the sum of their component parts and which are considered to be idiomatic from the point of view of machine translation. They must be entered into a special micro glossary.

Keywords: *translation, strategies of translation, business economy, multiple nominal phrases, source language, target language, special micro glossary.*

TRADUCEREA TERMENILOR DE AFACERI DIN ENGLEZĂ ÎN ROMÂNĂ

Articolul este centrat pe metodele de traducere a terminologiei engleze de afaceri în limba română. Traducerea, activitatea de traducere ajută la eliminarea barierelor lingvistice și culturale între oameni de diferite naționalități și specialități. În afară de aceasta, traducerea scrisă sau orală contribuie la comunicarea specialiștilor din diferite domenii ale științei.

Scopul propus în articol este de a evidenția strategiile de traducere în acest domeniu al economiei, principiul de bază al traducerii fiind echivalența și precizia. S-a observat că echivalența este rezultatul analizei formale, semantice și pragmatice a termenilor în cauză.

Noi am analizat termeni cu două, trei și patru elemente, a căror traducere nu este suma elementelor componente și care devin idiomatice din punctul de vedere al traducerii. Acești termeni trebuie să fie introduși într-un microglosar special.

Cuvinte-cheie: *engleza de afaceri, economie, idiomatică, dificultăți de traducere, divergență de structură, strategie de traducere, semantică.*

*“Translation is a fine and exacting art,
but there is much about it that is mechanical and routine”
(M.Kay, 1997, History of Machine Translation)*

It is well-known that the XXI-st century was named the century of translation. Today translation is a means of interlingual communication. It makes possible the exchange of information between the users of different languages. Translation is a process of transformation of a source text or original text into target text or translated text. Sometimes the source text is called prototext and the target – a metatext. The greatest contribution of translation is the fact that it breaks the cultural and linguistic barriers between the people. These barriers are the strongest and cannot be removed, without what we call today the translation activity.

The translation aim is to make possible the communication between people that have different customs, think in different ways, have different specialities.

The article is dedicated to business terminology translation which is the recreation of a text that contains business terminology from the English source language into the Romanian target language.

In the scientific direction of Business English Studies it is considered that Business English is the unity of different according to the functional direction divergences of the oral and written language used with business purposes; also the techniques of conducting the conversation, so to say. Socializing, Telephoning, Business Correspondence, Business documents and contracts, Business meetings, Presentations, Negotiating the Business Media, etc.

These aspects of Business English became the object of careful study on behalf of different national and foreign authors of practical course. Alongside with different business-terminology works, there are works connected with lexicological and lexicographical aspects of business English

Less studied in the theoretical plan are the problems connected with the translation of Business English into Romanian.

Business terminology constitutes a very big part in every language vocabulary. It is one of the most intensively developing parts, i.e. the class giving one of the largest numbers of new formations.

The advance in business terminology can be identified over four periods:

1. The origins (1930-1960);
2. The structuring of the field (1960-1975);
3. The boom (1975-1985);
4. The expansion (1985 – present time) [1, p.5].

Business terminology of a language consists of the economic system of terms [3]. A business term is any word or word-group used to name a notion characteristic of the economic field. An ideal business term is monosemantic and when used within its own sphere does not depend upon the microcontext provided; it is not expressed by a figurative variant of a polysemantic word. Its meaning remains constant. Polysemy, if it arises, is a drawback so that all the speakers and writers on special subjects are very careful to avoid it.

The term "fare" for example is "the money a passenger on public transport has to pay" – "preț al unei călătorii; preț al unui bilet" [4, p.228], in the economics field, while it also means "a range of food, especially of a particular type: traditional Scottish fare [5, p.665]. The last is a very different meaning from that accepted in economics.

Being independent of the context a business term can have no contextual meaning whatever. The only meaning possible is a denotational free meaning. A good business term is intended to ensure a one-to-one correspondence between the morphological arrangement and content.

No emotional colouring or evaluation is possible when the business term is used within its proper sphere. As to connotation or stylistic colouring they are superseded in terms by the connection with other members of some particular terminological system and by the persistent associations with this system when the business term is used out of its usual sphere.

The appearance of structuralist schools of linguistics has completely changed business terminology. A short list of some frequently used business terms will serve to illustrate the point: account, staff, company, economy, assessment, capital, etc. Work on terminology standardization has been going on in almost all the branches of sciences including economic science since the beginning of the 20th century and the linguists have taken an active part in it. Now this work of systematization of business terms is well under way. A considerable number of glossaries appeared in different countries.

The terminology of the business branch of science is not simply the total sum of its terms but a definite system reflecting the system of its notions. Business terminological system may be regarded as a part of the interesting sets because some business terms can belong simultaneously to several terminological systems. There is no harm in this if the meaning of the business terms and their definitions remain constant, if the respective branches of knowledge do not meet; where this is not so, much ambiguity arises.

The origin of business terms shows three main channels, two of which are specific for terminology:

1. The use of combining forms from Latin and Greek: macroeconomics, microeconomics.
2. Borrowing from another terminological system within the same language whenever there is any affinity between the respective fields. In economics we come across many terms borrowed from politics, transportation, diplomacy, and many other fields. The character of the business terms borrowed, the objects and ideas they denote, are full of significance for the history of world culture. Since the process of borrowing is very marked in the economic field the whole business terminology has a tendency to become international.
3. Word-formation in which composition, semantic shift and derivation take the leading part (see the examples in point 1).

Business terms are not separated from the rest of the vocabulary and it is rather hard to say where the line should be drawn. With the development and growth of civilization many special notions become known to the specialists and form part and parcel of everyday speech. Are we justified to call such words as **budget** and **price** terms? With radio and television sets in every home many business terms are well known to everybody and are often used in everyday conversation. In this process, however, they may lose their specific terminological character and become similar to all ordinary words in their semantic structure. The constant interchange of elements goes both ways. Everyday English vocabulary, especially the part of it characterized by a high index of frequency and polysemy, constitutes a constant source for the creation of new business terms (2, p.204).

Dictionaries for the most part include these business terminological meanings in the semantic structure of the head-word. The fact that one of the meanings is terminological is signaled by showing the field where it can be used, for example, the word "loan" as a business term means "the amount of money that a bank lends

you" or "the act of lending or state of being lent"; the political term "policy" denotes "the plan of actions or statement of aims and ideas, especially that of a government" while in economics it means "a document that shows an agreement that you have made with an insurance company".

A business term can obtain a figurative or emotionally coloured meaning when taken out of its sphere and is used in literary, colloquial speech or special texts. In such cases the business term may be polisemantic which makes the translation difficult. The fact when we have one-to-one correspondence between the business term and the business concept leads to the decrease of ambiguity of it which brings to idiomaticity of the combination of words in which the business term is a part.

In the treating of the phenomenon of idiomaticity we stick to the point of view of the linguists that suppose that the ideal contents of the word or word combination is materialized not as a result of its component parts, but by the unique meaning which is not deduced from the sum of the meanings of its components [7, p.28].

Idiomaticity is an inseparable constructive feature of the terminological units which appears, in the process of composition of the word combination and its translation [8, p.22]. The functioning of the word in such units leads to additional idiomaticity. Among the analyzed lexical units there are represented highly idiomatic word combinations with undeducted semantic components. Such expressions possess maximal idiomaticity [9, p.15]. These terminological business units are highly idiomatic. The connection between the parts of the terminological unit is not clear. The combination with the undeducted component meanings is unique according to the character of semantic and derivational relations. We connect the degree of idiomaticity with the character of the derivational process.

The translation of such business terminological units (combinations or compound words) takes great pains to the translators because they must get familiar with the system of terms from the domain and make good use of technical dictionaries and other reference books.

We shall analyse the translation of some English business combinations into Romanian:

f.e. The Ministry of Economy's Foreign Trade Regulations.

In order to translate it we must find the nucleus or the defined word, usually it is the last in the chain that means that this word is *regulations*, translated into Romanian as *regulamente*. The next word in the reverse order is the word *trade*. The expression *trade regulations* means *regulamente de comerț* or *regulamentele comerțului*, but in this case the word *foreign* is not clear; a further analysis shows that the word *foreign* in its turn is the determiner for the word *trade*. The word combination *foreign trade* means *comerț extern* and because it is in the role of the determiner it should be translated as *comerțului extern*. Thus, we have: *Regulamentele comerțului extern*. The word combination *Ministry of Economy* is in its turn the determiner to the word *regulations*. So, the whole utterance is translated like: *Regulamentele comerțului extern ale Ministerului Economiei*. It is clearly seen that the word order here is absolutely different from the English variant. This is explained by the fact that such expressions become idiomatic from the point of view of Machine Translation, on the one side, on the other side, such a structure is conditioned by the fact that the languages under consideration are from different groups (families) of languages: English is from the Germanic group and Romanian – from the Romance group which have different structures.

We have a lot of such expressions:

f.e. join-at-all costs – *aderări la orice preț*;

remittance charge commission – *comision pentru transfer poștal* [6, p.107]

air pocket stock – *acțiune a cărei preț scade brusc după comunicarea informațiilor nefavorabile* [6, p. 631].

Only three examples but we see that the translation of those business terms is not the sum of the words from which they are formed: **costs** here is not translated as "costuri", "prețuri", but "aderări"; in the second expression **charge** is not translated by one of those 30 equivalents [6, p.106], but has the meaning of "transfer"; the same situation is with the third expression where even from the point of view of statistics we have three words in the source text (three nouns) and 10 different words in the target text in which the words "pocket" and "air" do not have their direct meanings but have a descriptive translation taken from the dictionary [6, p.107].

Translation of business terms puts a premium on the translator's knowledge of the subject matter of the source text. He/she must be very careful.

The right choice of the translation of the term depends on the context. As a rule, English business terms have their permanent equivalents in the respective Romanian terminological system:

cash on the nail – *banii pe masă*;

department manager – *sef de departament*;

income tax return – *declarație pe venit*;

long-term credit – credit pe termen lung;

surplus value – valoare adăugată.

We see that while translating it is necessary to change the grammatical construction of the expression. Some other deviations can be made due to the peculiarities of the target language or stylistic issue. Grammatical forms play an important role when they fulfill a certain stylistic function. The translator has to clear up things when he/she faces a special difficulty, has to explain things through competent commentaries so that the reader can grasp the essence of the author's thinking. The correct translation is a point of maximum importance because word by word translations are ridiculous.

To sum up we can say that the translator seeks the best possible equivalent form and he/she is faced with the problem of correct equivalence because equivalence is a key-word in translation not to speak of many other strategies of translation.

Bibliography:

1. CABRE, T. *Terminology. Theory, Methods and Applications*. Philadelphia P.A.: John Benjamins, 1998. 347 p. ISBN: 9789027216335
2. GALPERIN, I.R. *Stylistics*. Moscow: Higher School Publishing House, 1971.
3. NAZAROVA, T.B. *Dictionary of General Business English Terminology*. Moscow: AST/Astrel, 2002. 128 p. ISBN: 5-17-011718-3, 5-271-03295-7, 5-271-15218-9.
4. *New Concise Oxford Lingua English Romanian Dictionary*. Educational Centre-Romania: Oxford University Press, 2004. ISBN 978 – 9730 – 05964 – 9
5. *New Oxford Dictionary of English. The World's Most Trusted Dictionaries*. Oxford University Press, 2001. ISBN 0 – 19 -860469 – 6
6. PATRAȘ, M., PATRAȘ, C. *Dicționar economic și financiar bancar englez-român*. Chișinău: Litera, 2002. ISBN: 978-9975-61-495-5
7. АРНОЛЬД, И.В. *Лексикология современного английского языка*. Москва. Высшая школа, 1986.
8. БЕРЕСНЕВ, С.Д. *О терминологической фразеологии*. Сборник работ Свердловского пединститута. Свердловск, 1960, вып. 29.
9. ПИОТРОВСКИЙ, Р.Г., АРЗИКУЛОВ, Х.А. Машинный перевод в исследовательской группе «Статистика речи»: Интроспекция и перспектива. В: *Вопросы моделирования языка и машинного перевода. Сборник научных трудов*. Самарканд: СамГУ, 1984.

Prezentat la 31.10.2014