

ON THE SPECIALIZED LANGUAGE OF ECONOMIC FIELD

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This paper is a comprehensive analysis of economic terminology. Its topical subject is indisputable given the fact that we live in the era of globalization where economic terminology not only is increasing, but also it is interacting with other spheres of life. The language of economics is a variety of specialized languages with a commanding share in them, and it is conceived as a means of language. It is used by all groups of people working in different fields of national economy, such as management, marketing, accounting, in finance and banking, including trade. The work aims at analyzing and exemplifying methods of equivalence degree of economic terms. The goal of the paper derives from the current trend of linguistic research in the economic language. Its purpose is to highlight the importance of economic terminology, the problems arising and the application of different methods to overcome some shortcomings. Language problems aroused from economic terminology are numerous and ample, the most complex one is to find the equivalence between the source and target languages, thus the paper's contribution is to elucidate it and to find different ways to simplify its difficulty.

Keywords: *semantic, etymology, language, term, sign, signal, system.*

DESPRE LIMBAJUL SPECIALIZAT ÎN DOMENIUL ECONOMIC

Lucrarea de față reprezintă un studiu al terminologiei. Actualitatea subiectului este indiscutabilă, dat fiind faptul că trăim în epoca globalizării, în care terminologia economică nu doar că ia amploare, dar și interacționează cu alte sfere ale vieții. Limbajul economic, fiind o varietate a limbajelor specializate cu o pondere impunătoare în cadrul acestora, este conceput ca un ansamblu de mijloace de limbă folosite în exprimarea tuturor grupurilor de persoane care activează în diferite domenii ale economiei naționale: management, marketing, contabilitate, în domeniul financiar-bancar, inclusiv în comerț. Obiectivul lucrării derivă din tendința actuală de cercetare lingvistică a limbajului din sfera economică. Scopul propus este de a evidenția importanța terminologiei economice, dificultățile survenite. Problemele lingvistice pe care le ridică terminologia economică sunt pe cât de multiple, pe atât de vaste, cea mai complexă fiind găsirea echivalenței între limba sursă și limba țintă.

Cuvinte-cheie: *semantic, etimologie, limbaj, termen, semn, semnal, sistem.*

The easiest way to describe **Language for Special Purposes (LSP)** is to put it in opposition to **Language for General Purposes (LGP)**. LGP is the language that we use every day to talk about ordinary things in a variety of common situations. In contrast, LSP is the language that is used to discuss specialized fields of knowledge. LSP typically contains a number of specialized terms, and may also combine these words in a special way. Specialized vocabulary is clearly an important feature of an LSP. It also contains collocations, which are words that are typically used together and stylistic features. The specialized languages constitute pragmatic sets of the global language (which is comprised of both the GL and all the sublanguages) that show continuous exchanges among them and with the common language [1, p.126]. The general language presents a neutral register, its units are used in non marked situations and it exhibits a maximum formal variation at all levels, only restricted by the comprehension limits of its users. On the other hand, the specialized languages constitute a set of subcodes, partially coincident with that of the common language, and are characterized by some specific peculiarities such as the subject matter involved, the level of abstraction of the message, the type of user, his or her intentions, the communicative situation, the discourse linguistic particularities...As a result, they can be considered "marked" by all these factors [1, p.128].

The specialized language of economics is a variety of specialized languages with a commanding share in them, is conceived as a means of language (words, terms and joint expressions, more or less fixed, etc.). It is used by all groups of people working in different fields of national economy management, marketing, accounting, in finance and banking, including trade [5, p.36].

The language of economics fulfill mainly a communicative function that stands out against other secondary functions (poetic), it chooses the more economical expression and make use of linguistic resources that transmit information objectively and impersonally: textual formulas such as description, definition, classification, enumeration, argumentation, citation, reference; together with the use of verbs in the present tense, the first

person of the plural, short sentences, passive verbs and noun phrases. Nevertheless, the specialized language of economics also show a poetic function, the specialized texts can be redundant, emotive, metaphorical and ambiguous, and the translator should take this into consideration. The transfer of a specialized text of economics requires knowledge of its composition rules, typical structures and more suitable terminological resources. A specialized text is a sum up of units of knowledge pertaining to different levels of lexicalization (terminological units, phraseological units and specialized contexts), that present an important index of formal variation. In fact, the higher the specialization of the text, the more dense and precise the terminology [4, p.28].

Unlike other specialized languages, economics show a high degree of emotive meaning, abstract processes like metaphors that bring about a great number of idioms and figurative expressions. Several authors have pointed out that economics texts are heavily metaphorical it is shown by widely used constructions such as *human capital, falling unemployment, demand expansion and contraction, credit flows, accelerating growth rates, liquidity squeeze* [6, p.145].

In a verbal language such representation is the word – oral or written – and the term in specialized communication.

Thus, the term, as with any other word, is a sign with a triple dimension:

- Linguistic: the signifier (the formal aspect of the term).
- Cognitive: the meaning of the concept represented by a term.
- Ontological: the referent, the object from reality to be named.

The three dimensions give three different, but related aspects of terms:

- Linguistic dimension – symbolic aspect: this refers to a term as a symbol representing an object, a referent.
- Cognitive dimension – conceptual aspect: in relation to the concept that allows the human mind to keep the referent.
- Ontological dimension – referential aspect: the referent itself to be named and understood.

To the three dimensions already explained, it is possible to add a fourth one, the communicative dimension. According to this dimension, the terms are inserted in a discourse with the purpose of taking part in the message produced in a communicative event [2, p.65].

The balance in the relations between the different dimensions and aspects defines the characteristics of each term, but not all the terms share the same level of relations, that is why the features of terms as a whole are more of a trend, desired by their producers and users, than a reality. According to Gutiérrez Rodilla the features of terms are precision, emotional neutrality and stability.

Precision – If a term is precise, then its communicative dimension is unchanging, it means, its meaning does not depend on the context, the discourse in which it is inserted nor the sender of the message nor any other factor of a communicative event. This does happen in the standard communication. Terms have to submit three conditions to be really precise:

- Its meaning has to be previously delimited.
- This meaning has to be monosemic and there has not to be any synonym.
- The relation established among the terms of a system has to be the same as the one among the concepts.

These three conditions are referred to as the immutability of the cognitive dimension. This dimension can be altered in other fields of communication because of emotional reasons, perhaps to ease the content or the purpose of a message, but in a specialized text terminological imprecision is associated by the experts in the topic with conceptual imprecision.

Emotional neutrality – The use of terms has to be free of affective, personal or subjective components that are observed in the standard register. They affect to the conceptual content of the transmitted information, which modifies the message and makes communication more difficult. Only when the sender and receiver know the emotional components used, can communication be kept correct. In specialized fields the emotional interference is categorically rejected. The emotional neutrality of terminologies fades when sciences cross their specialized fields and some terms are used in the common language.

Stability – it refers to the validity of a term (with its concept and referent associated) over time. This desired stability is not always achieved, since as research goes on, the concepts are modified and, consequently, the meaning of terms changes or is even erased [3, p.88]. Over time, two research groups may generate two different terminologies; the use of one or both terminologies may imply the agreement or recognition of one of the research lines, which influences the neutrality of terms.

From all above mentioned things we can state that a term is a specialized word in relation to its meaning and the field in which it is used.

To achieve a correct translation we can recommend to group the economic terms them according to their field of application and some principles of translation of each group. All the terms and idioms existing in economics can be divided into three groups:

1) terms – defining the notions of a foreign reality but identical to the reality of the Romanian language: *fund – fond* [8];

2) terms – defining the notions of a foreign reality absent in the Romanian one, but possessing generally accepted term-equivalents: *Gross Domestic Product – Produs Intern Brut* [9];

3) terms – defining the notions of a foreign reality that are not available in the Romanian language and not having generally accepted term-equivalents: *shop–floor – atelier de producție* [9].

The adequacy of translation of the first group is achieved by the use of terms implementing corresponding notions in Romanian language. At the same time, it is very important for the notion expressed by the notion of another language to correspond in meaning rendered in Romanian language only by its main, essential attributes.

An adequate translation of the second group is comprised in the selection of generally accepted Romanian terminological equivalents. Even terms, not fully meeting the above mentioned requirements due to the terminological meaning fixed for it through the linguistic activity will adequately fit into these rules.

An adequate translation of the words of the third group may be achieved by means of creation of a new terms, which will have to completely merge into the existing system of economic terms underlying the systematization of available notions, reflect the essence of the notion it expresses or at least not to contradict it and possess an unambiguousness within its field of application [7].

Thus, we have considered all the general principals in achieving an adequate translation including translation of economic literature and the essential features of translation of economic terms. As a result, the language of economics may not be literal and more difficult for the beginner to understand.

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Prezentat la 31.10.2014