



Translation Analysis of Ways of Financial and Economic Discourse English Terms Reproduction in Ukrainian

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ABSTRACT

The article provides a comprehensive analysis of English terms of financial and economic discourse: their structure, semantics, features of functioning and translation. It was found that the peculiarities of the language of financial and economic texts is a low degree of emotionality, active use of professional terminology, figurative expressions as metaphors, winged expressions and figurative clichés. It was investigated that the most common and convenient tool for their translation is the choice of dictionary equivalent, in particular such varieties as translation by lexical equivalent (45.3 %) and translation by search for a variant match (10.1 %), which is natural, because this method is usually the most common when translating texts of many other types. The second most frequently used is transcoding, in particular, its varieties such as transcription (3.3 %), transliteration (4.3 %), mixed transcoding (14.3 %) and adaptive transcoding (11.7 %). Tracing (8.3 %) and descriptive translation (2.7 %) were less frequent.

Keywords: translation analysis, tracing, translation, term, transcoding, financial and economic discourse.

1. Introduction

Globalization processes have covered all spheres of modern society. These processes are particularly rapid in countries that have recently embarked on a path of intensive economic development and follow democratic principles of national development. Ukraine is a member of various international organizations, which significantly affects its scientific and technological progress. There is no doubt that the economic and financial spheres are one of the most developed spheres of human life.

Each science seeks to streamline its terminology and achieve maximum accuracy and conciseness of each term, establishing an unambiguous relationship between the word and the term concept. During its formation and further, the terminology is constantly under the influence of living language and is the most sensitive to external influences part of the vocabulary. The emergence of new scientific and technical terms and entire terminological systems due to the development of various branches of science and technology, which, in turn, multiplies the vocabulary of the language. The rapid development of the economy and international integration have led to the intensive growth of economic and financial terminology and the need for its thorough study.

Study of English financial and economic vocabulary by domestic researchers and their attempts to standardize English borrowings in the Ukrainian language contribute to the adequate formation of Ukrainian terminological vocabulary of relevant industries, facilitate the search and understanding of specific economic information, optimize the processes of normalization and unification of various economic terminology.

In the field of finance and economics, the English terminology system continues to attract the attention of domestic and foreign researchers. Scientists who have studied terminology and, in particular, financial and economic terminology, include the following scientists: (L. Borisova, 2018; D. Cotton, 2006; V. Karaban, 2001; I. Korunets, 2001; K. McConnell, 1999; S. Rybachok, 2005; J. Stiglitz, 1998; L. Venuti, 2001 and others.

2. Materials and methods

The aim of the study is to comprehensive analysis of English terms of financial and economic discourse: their structure, semantics, features of functioning and translation. The research material is special literature on the research topic, and 300 economic terms of English-language financial and economic discourse, collected by the method of continuous sampling on 100 pages of «Macroeconomics» by Gregory Mankiw. The scientific novelty of the study lies in a comprehensive integrated approach to the study of English linguistics, namely: structure, semantics, frequency of use of the phenomena or units under study and their reproduction in Ukrainian translations. The practical significance of the study lies in the possibility of using the results in the educational process for teaching philologists and translators. The pedagogical experiment was carried out on the basis on Poltava National Pedagogical University named after V. G. Korolenko (Ukraine), Higher Educational Establishment of Ucoopspilka «Poltava University of Economics and Trade», which was attended by study groups of students from historical, natural, psychological-pedagogical, physical-mathematical and philological faculties. All students were divided into control and experimental groups by the method of even distribution of groups. The following research methods are used in the work: method of continuous sampling of the studied objects; general scientific methods of deduction and induction of observation and description; quantitative calculation of the collected terms as an integral element of statistical methods of analysis; translation analysis of the text.

3. Results and Discussion

In order to identify translation problems and ways to translate financial and economic terms, the English-language work «Macroeconomics» by Gregory Mankiw on economic issues was analyzed. From which we by a method of continuous sampling have chosen 300 terms which make the case of the investigated units. The English text was translated into Ukrainian thanks to the «Cat tools» automated translation system [2; 7; 8; 11].

As the analysis showed, a number of ways are used to reproduce the terms of financial and economic discourse, namely: transcoding, tracing, descriptive translation, etc. We should consider them in more detail.

Quite often (55.3 % of cases – 166 units) when translating terms, the method of choosing a dictionary equivalent is used. These are cases when the lexical units of the original text have dictionary equivalents in the language of translation, for example: **economics** - *ekonomika*, **money** - *hroshi*, **market** – *rynok*.

Translation by choosing a dictionary equivalent is divided into two categories, namely: translation by lexical equivalent and translation by searching for a variant match.

As the analysis showed, translation with the help of lexical equivalent is the main method of translation of economic terms, as it is used in the text quite often (45.3 % or 136 terminological units of the sample) [1; 4; 5; 13; 14; 17].

Translation by searching for a variant match takes place in 10.1 % of cases. This translates 30 terminological units of the sample, which have several matches, and you need to choose the most accurate:

equity	<i>aktsiya bez fiksovanoho dyvidendu, kapital v aktsiyakh</i>
branch	<i>hilka, haluz', filiya</i>
deposit	<i>vkład, depozyt, vnesok</i>

For example, the term «**currency**» has such dictionary equivalents: 1) *hroshovyy obih*; 2) *hroshi, valyuta*; 3) *rozpovsyudzhenist'*.

<i>In such cases debtors are solvent in the sense that they make payment or are in a position to make payment in the local currency</i>	<i>U takykh vypadkakh borzhnyky ye platospromozhnymy v tomu sensi, shcho vony zdiysnyuyut' platizh abo mozhut' zdiysnyty platizh u mistsevy valyuti</i>
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The obtained results of the frequency of use of such a method of translation as the choice of vocabulary equivalent when translating financial and economic terminology are presented in table 1.

As the analysis showed, in 33.7 % of cases the transcoding method was used to translate part of the sampling terms (101 units), in particular the following types of transcoding:

1) transcription (3.3 % of cases), used in the translation of 10 units of the sample in cases where the letters of the translation language convey the sound form of the word of the source language, for example, **trust** – *trast*, **dividend** – *dyvidend*;

2) transliteration (4.3 %), used when translating 13 units of the sample in cases where the word of the original language is transmitted in letters of the language of translation, for example, **marketing** – *marketynh*, **broker** – *broker*, **import** – *import*;

3) mixed transcoding (14.3 %) is used when translating 43 units of the sample in cases where transcription with transliteration elements is mainly used, for example, **motivation** – *motyvatsiya*, **statistics** – *statystyka*;

4) adaptive transcoding (11.7 %) is used when translating 35 units of the sample in cases where the word form in the original language is adapted to the structure of the translation language, for example, **recession** – *retsesiya*; **stagnation** – *stahnatsiya*; **standartization** – *standartyzatsiya*.

Thus, in the process of transcoding the letters of the translation language, the whole form of the word or most of it is transmitted (in this case, the method of adaptive transcoding is used). Mixed transcoding is sometimes used when most of the transcoded word reflects its sound in the source language, but at the same time some elements of its graphic form are transferred. The results of the analysis of lexical financial and economic terminological units translated using different types of transcoding are given in table 1. [3; 6; 9; 15; 16; 19].

In the course of the research it was found out that among the ways of translation of financial and economic terms there is a descriptive way of transferring the meaning of a term, which is used in cases where the word, phrase, term phraseology is replaced in the language of translation by a phrase, which adequately conveys the meaning of this word or phrase (term). This method translates 8 units of the sample, which is 2.7 %, for example:

<i>production schedule</i>	<i>plan osnovnoho vyrobnychoho protsesu</i>
<i>net assets</i>	<i>vartist' vlasnosti z vyrakhuvannyam zobov'yazan'</i>
<i>continuity problem</i>	<i>zhyttyevyy tsykl pidpryyemstva</i>
<i>trustee stock</i>	<i>pershoklasni tsinni papery yak ob'yekt investytsiynoho kapitalu</i>

<i>Private investors looking for new start-ups to invest in</i>	<i>Pryvatni investory shukayut' kompaniyi-pochatktivtsi, shchob investuvaty v nykh hroshi</i>
<i>Commercial mortgage was provided here for acquiring an asset and shares</i>	<i>Komertsiyna ipoteka-pozyka, shcho vydayet'sya pid zastavu nerukhomoho mayna, u ts'omu vypadku bula nadana dlya prydbannya aktyviv ta aktsiy</i>

The obtained results of the frequency of use of the descriptive translation method are presented in table 1.

Among the ways to translate the financial and economic terms of the sample tracing, observed in 25 units (8.3 %), is also quite common, for example: **debt problems** – *borhovi problemy*, **identifiable assets** – *identyfikovani aktyvy*; **unremitted earnings** – *nesplacheni prybutky*; **unrealized gain** – *nerealizovanyy prybutok* [8; 9; 10; 18].

Tracing (word by word or literal translation) is used in cases when the equivalent of a simple or often complex word (term) of the source language in the target language the first equivalent, as a rule, in the dictionary is selected, for example:

The European Union faces <u>debt problems</u>, its president warned yesterday	<i>Prezydent Yevrosoyuzu poperedyv, shcho Yevrosoyuz zitknusya z borhovymy problemamy</i>
<u>Venture capitalists</u> are used to looking at new ideas especially in hi-tech industries	<i>Venchurni kapitalisty zvykly roz-hlyadaty novi ideyi, osoblyvo u sferi peredovyykh tekhnolohiy</i>
The instability of <u>world currencies</u> puts certain psychological press we w the <u>currency market</u>	<i>Nestabil'nist' <u>svitovoyi valyuty</u> chynyt' psykholohichnyy tysk na valyutnyy rynok</i>

The generalized results of the conducted analysis are given in table 1.

Table 1. Frequency of using different methods of translation of lexical units and lexical transformations in English financial and economic texts

№	Ways of translating English terms		Frequency of use		Illustrative examples	
			Quantitative indicator	% ratio	English term	Ukrainian translation
1.	Choice of dictionary equivalent	Translation using the lexical equivalent	136	45.3 %	economics, money, market	<i>ekonomika, hroshi, rynok</i>
		Translation by searching for a variant match	30	10.1 %	audit	<i>audyt, perevirka, reviziya</i>
2.	Transcoding	Transcription	10	3.3 %	trust, dividend	<i>trast, dyvidend</i>
		Transliteration	13	4.3 %	broker, import	<i>broker, Import</i>
		Mixed transcoding	43	14.3 %	leasing, statistics	<i>lizynh, statystyka</i>
		Adaptive transcoding	35	11.7 %	budget deficit	<i>defitsyt byudzhetu</i>
3.	Tracing		25	8.3 %	identifiable assets	<i>identyfikovani aktyvy</i>
4.	Descriptive translation		8	2.7 %	overdraft	<i>perevyshchennya kredytu</i>
Total			300	100 %		

As can be seen from the table, the most common way in the process of translating English financial and economic texts into Ukrainian is the choice of a dictionary equivalent, in particular such varieties as translation by lexical equivalent (45.3 %) and translation by searching for a variant equivalent (10.1 %), which is natural, after all, this method is usually the most common when translating texts of many other types. The second most frequently used is transcoding, in particular its varieties such as transcription (3.3 %), transliteration (4.3 %), mixed transcoding (14.3 %) and adaptive transcoding (11.7 %). Tracing (8.3 %) and descriptive translation (2.7 %) were much less frequent.

One of the problems that arise when translating English economic terms is that some of them contain words with a broader semantics than in the Ukrainian language, for example:

non-distributable items	(nepodil'ni statii) nepodil'nyy prybutok
extraordinary items	(nadzvychayni statii) nadzvychayni, pozarealizatsiyni prybutky ta vytraty
equity exposure	(literally: zahroza zminy vartosti kapitalu) – fondovyy

Analyzing the financial and economic terms, we can see that some terms of the original language and the language of translation, which are traditionally considered as equivalents, are only relative equivalents, meaning they have certain semantic differences. Semantic differences between the financial and economic terms of the language of translation and the original are due to the differentiation of concepts that has developed historically. This phenomenon is a typical cause of the problem of translation of terms.

English terms **amortization** and **depreciation** are translated as *amortyzatsiya* and *znoshennya*. In English, the first term can be used only to denote the depreciation of intangible assets, the second term is used to denote obsolete tangible assets, which determines the specifics of their use. In the Ukrainian language, the terms «*amortyzatsiya*» or «*znoshennya*» are used for all types of assets.

To the term «zarobitna plata» correspond two English terms: **salary** (*platnya, oklad, fiksovana zarobitna plata*) and **wages** (*pohodynna zarplata*). Both terms can be translated as wages, when the differentiation of these concepts is not fundamental [19; 20; 21].

The term **property** does not differentiate the concepts of *mayno* and *nerukhome mayno*, while in the Ukrainian language the concept of real estate is allocated to a separate category.

Another phenomenon is observed on the example of the term **recruiting**, which translates as *naym (personalu), pidbir (kadry)*. However, the English term has a broader semantics than the Ukrainian one, as it *denotes purposeful activities related to the search, selection and hiring of certain qualifications*. Because of this, the Ukrainian language often uses borrowing, **recruiting**, which is used to denote recruitment activities. This example shows that the terms of the Ukrainian language are partial equivalents of the terms of English, because they do not convey complete information.

Difficulties in the lexical meanings of key components of complex terms are also a hardship in translating the text of financial and economic issues:

accounting convention	(literally - <i>pravylo bukhhalters'koho obliku</i>) - <i>metod bukhhalters'koho obliku</i>
utilization of losses	(literally - <i>vykorystannya zbytkiv</i>) - <i>pohashennya zbytkiv</i>

Term **Chief Executive Officer** (literally - *holovnyy vykonavchyy kerivnyk*) not in every context is the equivalent of a term with a narrower semantics general director. At the same time, terms with a broader semantics of the first head or chief official are practically not used in the texts of official documents, as they do not reflect the specific powers of the head. Thus, when translating this term, the context in which it is used must be taken into account.

Some difficulties were caused by multicomponent terms, which include groups of words. These are a number of terms-phrases that do not allow literal translation, although they have equivalents in the native language: **private nuisance** - *dzherelo nebezpeky*.

The next problem in the translation of economic terms is their ambiguity. The reason for this is the broad semantics of the term as a result of its use outside the economic and financial sphere, in common language.

The special meaning of a term in a terminological system correlates with the initially existing commonly used meaning with which it functions in other texts:

addition	1) <i>dodavannya, dopovnennya</i> ; 2) <i>pryrist, zbil'shennya (za period)</i>
loss	1) <i>vtrata</i> ; 2) <i>zbytok</i>
account	1) <i>rakhunok; rozrakhunok</i> ; 2) <i>platizh; nesplachena borhova vymoha</i> ; 3) <i>zvit; robyty zvit; poyasnyuvaty</i> ; 4) <i>pozov z vymohoyu do zvitu</i> ; 5) <i>vidpovidaty; nesty vidpovidal'nist'</i>

In order to accurately and correctly translate such a term, it is necessary to consider the micro and macro contexts in which it is located.

In the course of research in the translation of terms of financial and economic discourse also found international terms-duplicators, terms that use Ukrainian and borrowed words, for example: **bonus** (*bonus, vynahoroda, premiya*).

As the analysis of the ways of translating the terms of financial and economic discourse showed, the translator

uses different ways of reproducing English terms in the Ukrainian language, namely: transcoding, tracing, descriptive translation, etc. The basis of most methods of translating financial and economic terms is the choice of vocabulary.

4. Conclusions

As the analysis of special literature on translation and independent analysis of 300 terms of financial and economic discourse shows, the main difficulties in translating English terms lies in the fact, that the meanings of the term may belong to different sectors of the economy, finance, management, and therefore have different meanings. The exact value is determined by the context. Other difficulties may be caused by their, sometimes, complex structure or by the fact that the term is a neologism and has not yet been recorded in any dictionary.

Translation analysis of ways to reproduce English terms of financial and economic discourse revealed that the most common and convenient tool for their translation is the choice of dictionary equivalent, in particular such varieties as translation by lexical equivalent (45.3%) and translation by search for a variant match (10.1%), which is natural, because this method is usually the most common when translating texts of many other types. The second most frequently used is transcoding, in particular its varieties such as transcription (3.3%), transliteration (4.3%), mixed transcoding (14.3%) and adaptive transcoding (11.7%). Tracing (8.3%) and descriptive translation (2.7%) were less frequent.

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