

PECULIARITIES OF TRANSLATING ECONOMIC TERMS FROM ENGLISH INTO UKRAINIAN

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Annotation. The article aims to research the theoretical approaches to the notion of a term and its functions. There has been considered the main ways of translating economic terms, namely descriptive translation, calque translation, transcription. The analysis is based on the Great English-Ukrainian Business Dictionary by N.Kravchenko. The objective of the research is to establish the main ways of translating economic terms.

Key-words: economic term, translation technique, lexical equivalent, descriptive translation, calque translation, transcription, non-equivalence.

Introduction. Due to the constant development of the modern Ukrainian language there have been appeared a lot of new economic terms. The problem of translating terms from English into Ukrainian remains one of the most topical one in translation studies. English economic system of terms is very diverse that cause certain difficulties in the process of translation. Modern translation scientists are aimed at studying factors which influence the choice of translation variant and its connection with the specifics of target language.

The overview of literature. The problems of rendering the meaning of terms in the process of translation have been studied by scientists V. Karaban, V. Koptilov, O. Muraviova, A. Nikolenko and others.

Topicality and theoretical meaning of the research. The topicality of the author's research consists in significance of the problem of translating scientific terms; particularly it concerns the rapid development of economic system of terms.

The theoretical meaning of research is that the results contribute in studying the transformational aspect of translating the economic terms, which change in the process of their translation.

The objective of the research is to establish the main ways of translating economic terms.

The main body. The term may be formed on the basis of the source language or borrowed from the neutral terminological bank (international Greek and Latin terms), as well as from another language. It must reflect the features of this concept; the meaning of the term for a specialist is equal to the meaning of the concept.

According to the structure all terms are divided into:

1. Simple terms consisting of one word (e.g. amortisation; assets).
2. Complex terms consisting of two words and written together or through a hyphen (e.g. Black-Scholes; windfall gains).

3. Term-phrases consisting of several components (e.g. comparative advantage; business cycle) (Koptilov, 2003).

Since term-phrases predominate mainly among economic terms, they are the main problem in the translation of the economic texts.

The most important sign of the term-phrase is its reproducibility in the professional sphere of use for the expression of a specific special concept. The compound term will be stable only for a certain system to understand. Beyond the boundaries of a particular terminology system, such a phrase will not be stable and will not be perceived as a connected linguistic unit.

Consequently, each compound term (term-phrase) possesses a stable, standardly reproducible structure of the complex professional notion (Verba, 2008).

The terminology of modern literary language is very rich and broadened according to existing knowledge in modern society. It consists of a large group of socio-political terminology vocabulary and a special vocabulary.

In the process of translation of a term there has been determined 2 stages:

- 1) finding out the meaning of a term in the context;
- 2) translating the meaning into source language (Azhniuk, 1989).

The main method of translating terms is translation using the lexical equivalent.

The equivalent is a constant lexical coincidence that exactly coincides the meaning of the word. Terms that have equivalents in their source language play an important role in translating. They serve as reference points in the text, from which the disclosure of the meaning of other words depends on them; they give an opportunity to find out the nature of the text. Therefore, one should be able to find the corresponding equivalent in the source language and extend knowledge of the terms-equivalents.

But since economic terms are mainly complex terms or phrases, they are the major problem of translating economic texts.

As already mentioned, a complex term is a stable phrase, which has a certain terminological meaning (e.g. liquidity preference; structural adjustment).

The vast majority of terms are prepositive attribution phrases, namely, such phrases, where there is a definition and an identified component, and an attributive occupies an initial position in the phrase (Nikolenko, 2009).

The process of translation of complex terms consists of two main procedures - analytical and synthetic. The analytical stage plays an important role in the translation of phrases - the translation of its individual components. And for this purpose, it is necessary to correctly identify the components of the complex term, since they can be not only words but also phrases that are the part of a complex term.

It is also important to establish in which semantic relations are components among themselves and with the main component of the term-phrase. The nature of these relations determines the order and the content of the translation of the complex term. The synthetic stage of the translation involves the construction of components, depending on the semantic relations mentioned and obtaining the final version of the translation of the complex term (Nikolenko, 2009).

The descriptive translation is the word rendering by means of a widespread explanation of the meaning of the English word. This technique is used both when the corresponding meaning of the word is absent in the source language, and for explanation of the word in the dictionary.

For example:

Barrier to entry - перепони на шляху входження нового підприємства до галузі; cost-push inflation - інфляція, викликана зростанням витрат виробництва.

Calque method is the translation of an English word or phrase in its parts, with the subsequent addition of these parts. Such a translation reproduces the English word for word.

For example:

Accelerated depreciation - пришвидшена амортизація; authoritarian capitalism - авторитарний капіталізм.

Since the economic statements and treaties often use the names of various institutions and firms, the translation of terms in the economic context often uses such a translation technique as transcription (Nadtochii, 2013).

Transcription method – rendering letters in the source language sounding the English word.

For example:

Clearing - „кліринг”; factoring – факторинг.

Significant difficulties are caused by terms, which include groups of words, so-called multicomponent terms.

There is a number of phrasal terms that do not allow literary translation, although they have equivalents in the source language. The individual elements of such terms differ from the components of the equivalent in the source language. Such terms are rarely occurred in economic terminology (Vereshchahin, 1999).

A word, which has several dictionary equivalents, variants analogous in their meaning, is translated by selecting the analogue variant, which would most accurately render the meaning of the term depending on words that are closely related to the given word.

The closest connection exists between the subjective and the predicate, the predicate and the direct object, the attributive and the meaningful word (Zabiiaka, 2015).

For example:

Income inequality - нерівність доходів; opportunity cost - альтернативна вартість.

Having analyzed all the above mentioned, one can conclude that, in general, economic terms have the same ways of translating from English into Ukrainian as all other terms. The main problem of translation of economic terms and phrases is their polysemy not only among different branches of science but also within the economic branch of the text itself. The exact meaning of a term in this case can be detected only by means of a context and other terms that are related in a term- phrase.

Polysemy is observed in cases where a term has different meanings, which are rendered by different equivalents, and in those cases where for the transfer of one meaning of the term in English there can be used several different terms in Ukrainian, and the choice of the variant is usually predetermined by the context.

Research in the field of terminology confirm the fact that the term functions and develops in the language, similar to the word that is implemented in the change, the narrowing, the expansion of its meaning; appearance of new meanings etc. But the author of the article considers that the uniqueness of the term in a particular linguistic situation remains the main requirement for terminology.

Broad semantics, in fact, is one of the preconditions for the ambiguity of terms. The ambiguity is not characteristic of the terms that appeared in the terminology system to refer to the special concept of the relevant scientific and professional area, functions in it and did not acquire other meanings as a result of penetration into a commonly used language. For each such term with one definition, there is a clear definition, a calculation method or a legal norm (Karaban, 2017).

Two varieties of English terms are referred to non-equivalent terminology:

1. Terms that refer to phenomena (concepts) which are absent in Ukrainian economic reality.

For example: custodian; valuation allowance.

2. The terms referring to the phenomena that appeared in Ukrainian reality (in particular, in the last decade), but still have not formed a separate category in the conceptual apparatus of the corresponding professional sphere: in this case, the undifferentiated species concept is the cause of the absence of the term (dilutive securities; group voting ; mortgage backed liability).

There are the following ways to translate non-equivalent terms. Non-equivalence word-for-word terms are presented in our sample by individual cases. When they are translated, the following techniques are applied:

1. Selection of the Ukrainian term or commonly used word (at least, a word combination) with similar meanings;

2. Transcription, transliteration;

3. Descriptive translation (Muraviova, 2016).

Non-equivalence is typical for a small number of one-word terms of financial reporting, and only a few of them are involved in the formation of derivatives of compound terms. If the Ukrainian term (or commonly used word) of close semantics renders the meaning of a non-equivalent key term, in the translation of the derivative term the corresponding term element is recommended to be translated in the same way. In the vast majority of cases, calque translation can be used to render the meaning of the compound term.

Analyzing the methods for the translation of non-equivalent complex terms, the following patterns can be distinguished.

1. In the translation of the non-equivalent terminology explanatory (descriptive) translation can be used.

For example: holding gain - дохід від збільшення вартості активів; purchase commitments - зобов'язання по оплаті розміщених замовлень; stock

option plan - програма пільгового придбання персоналом акцій компанії.

Descriptive translation allows to render the meaning of the term rather accurately, but the multicomponent word combination complicates the syntactic structure of the corresponding sentence text.

2. In the translation of the overwhelming majority of non-equivalent terms, the calque translation can be used.

For example: identifiable assets - активи, що ідентифікуються; unrealized gain - нереалізований прибуток.

3. In the process of calque translation grammatical and lexical transformations can be used.

For example: valuation allowance - оцінний резерв (change of part of speech).

Lexical-grammatical transformations can be also used - in particular, explication of linking components or decompression of one of the term element (explication of linking elements or decompression).

For example: customer acceptance - прийнятність товару для покупця.

Conclusions. The author of the research considered the concept of the term, its classification, and the peculiarities of the translation of economic terms from English into Ukrainian.

Translating English terms into Ukrainian requires knowledge of the field concerned with translation, understanding of the content of terms in English and knowledge of terminology in the source language. While translating economic literature from English into Ukrainian the interaction of the term with the context is important, because it reveals the meaning of the word.

The main objective of the study was to establish the main ways of translating English economic terms into Ukrainian. There has been considered that in terms of economic terminology there are mainly complex terms and phrases.

The translation of complex terms consists of two main procedures - analytical and synthetic. An important role in the translation of phrases is played by the analytical stage - the translation of its individual components. And for this purpose, it is necessary to correctly identify the components of the complex term, since they can be not only words but also phrases that are part of a complex term. It is also important to establish the semantic relations among components and the main component of the term-phrase.

Basic techniques for the translation of term-phrases are: descriptive translation, transcription, calque translation and translation using different prepositions.

The most difficult to translate are terms that have different meanings not only in different fields of science and technology, but even in one industry.

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