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Jazykověda a překladatelská studia - Linguistics and Translation Studies

**PHRASEOLOGICAL UNITS WITH COLOR
COMPONENT USED IN ECONOMIC TERMINOLOGY
AND PECULIARITIES OF THEIR TRANSLATION**

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Annotation. The article analyzes phraseological units with color component that are used predominantly in economic terminology. It considers the problems and the main ways of translating phraseological units containing color components. 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 phraseological units with color component used in economic terminology.

Key words: economic term, color component, phraseological unit, translation technique, lexical equivalent, compression, descriptive translation, calque translation, transcription, non-equivalence.

Introduction. Modern languages are constantly changing: some words and expressions become obsolete and come out of usage; others replace them and are actively used by native speakers in different areas of life. This article is dedicated to phraseological units with a color component used in economic terminology and problems of their translation.

Comprehensive analysis of phraseological units of this group, including not only connotations and stylistic peculiarities, but also etymology, synonym and antonymic ties, will enable to expand the variety of searching translation equivalents and develop certain criteria for such search.

The emergence of new phraseological units is inseparable from social development, because language is a reflection of social processes. Economy is the most dynamically changing sphere of public life. Development of a market economy leads to the emergence of new concepts, and therefore, notions in the economic sphere.

The overview of literature. Phraseological units with color component and ways of their translation have been studied by Ukrainian and foreign scientists as B. Azhniuk, N. Boldyriev, A. Zhukov, N. Zavialova, E. Vereshchahin, V. Koptilov, 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 phraseological units with color component used for economic terms; particularly it concerns the rapid development of phraseology and the system of economic 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 phraseological units with color component used in economic terminology.

The main body. Phraseological units with a color component are a vivid illustration of national identity, cultural and historical development, the expressive potential of the language as a way of reflecting the emotional state. Phraseological units with color component are represented both in English and in Ukrainian. Such units are widely used in economic texts of various topics and genres (finance banking, market news, analytical articles, etc.).

In the economic articles of English socio-political journals phraseological unit with a component “black” are often applied. Symbolic meaning of the color is also used in the economic sphere. Very often, this color means “illegal” and expresses negative connotation.

For example, *black economy* (the part of a country's economic activity which is unrecorded and untaxed by its government), *black market* (an illegal traffic or trade in officially controlled or scarce commodities), *black money* (illegally obtained income or not declared for tax purposes) (Kravchenko, 2009).

However, in some cases “black” loses its negative connotation and has positive one: *to be in the black* (to be profitable, have positive earnings) (Kravchenko, 2009).

On the opposite, phraseological units with component “white” have the meaning “legal, official” and possess neutral or positive connotation. White color may also mean the absence of color, or, on the contrary, the presence of all the colors of the light spectrum at once. “White” in various cultures is traditionally perceived as a symbol of hope, kindness, purity, sincerity, innocence, truth, hope and love and other concepts close to them.

For instance: *white money* (money that is earned legally, or on which the necessary tax is paid) (Kravchenko, 2009).

The component “grey” is often used in the same context as “black”. In some phraseological units the color means “semi-legal, explicit, visible, but located in the shade, i.e. not under confirmed by official documents” (Kravchenko, 2009). In terms of visual perception, this color is lighter than black. Grey color in English phraseological units can also symbolize colorlessness and uncertainty.

For example, *grey eminence* - the person who is “in the shade”, but in whose hands the actual power is concentrated (Kravchenko, 2009).

In economic sphere of phraseological units with color component “black” is applied as part of expressions conveying more radical cases of illegal economic activity.

Other widely spread colors used in economic terms are blue, green, yellow and red. For example, *blue chips* means reliable stocks or securities of the largest industrial companies (Zavialova, 2011). The term itself came to the stock market from the casino - chips of this color possessed the greatest value in the game. Blue

chips mean not only reliable stocks, but also national influential companies. In this case, blue color does not convey a connotative meaning.

Other widely-spread terms with color component are *greenbacks* (U.S. paper dollars), *red tape* (excessive bureaucracy or adherence to official rules and formalities), *yellow-dog contract* (agreement between an employer and an employee in which the employee agrees, as a condition of employment, not to join a union during the course of his or her employment) etc. (Kravchenko, 2009).

When translating phraseological units from one language into another one, there has been reflected the whole variety of conditions under which people obtained knowledge of the world - the natural features of people, their social structure, life experience. As a result, the picture of the world as a set of human knowledge is replaced by a picture of the world that exists in a language, namely, the linguistic picture of the world.

Translating phraseological units with color component is a complicated task, because the recipient should understand how speaker's knowledge and vision influences the fulfillment of the sign function of a phraseological unit. Besides, it should be reproduced in the target language what knowledge concerns the semantic space of a phraseological unit, imagery of a phraseological unit, i.e. to keep it pragmatic communicative potential.

There can be separated the main types of transformations typical for phraseological units with color component while translating from English into Ukrainian (Koptilov, 2003).

1. Partial transformations that are widely used for phraseological units while translating. Translation based on partial idiomatic equivalents suggests that there can be some divergences between the source language and the target language. This group includes phraseological units that coincide in meaning, stylistic coloring in the source language and the target language. They are similar to imaginary, but differ in lexical composition. As a rule, in such cases, addition and omission should be applied, as well as using partial equivalence etc.

2. The full transformation that is also used for many phraseological units with color component. Such phraseological units coincide with the Ukrainian phraseological units in their meaning, stylistic coloring, but completely differ in lexical composition.

The major problems arising in the process of rendering the contents of a phraseological unit with color component into Ukrainian are connected with various discrepancies between the source language and the target language. They are various differentiation of the meanings of lexical units, absence of information about some events in the source language; cultural peculiarities; different social and political realities; the peculiarities of economy etc.

For this reason, it is considered that there is a necessity to reflect their national and cultural specificity. Nevertheless, translation of phraseological units with color component is rather complicated and disputable issue because such phraseological units possess semantic diversity. Even typologically similar phenomena cannot meet the requirements of translation equivalence.

The translation of phraseological units can be considered as an integral part, as a component or as a specific form of cultural existence. Simultaneously it is autonomous in relation to culture as a whole, and it can be considered as an independent autonomous semiotic system, that is, separate from culture. Since each bearer of the language is both a bearer of culture at the same time, in the process of translation the linguistic signs acquire the ability to act as cultural symbols. Thus, they serve as a means of presenting the basic concepts of culture in the linguistic picture of the world. For this reason, the translation is capable of expressing specific features of the national culture of a particular ethnic group in its linguistic units, its national and cultural mentality.

The researchers of theoretical problems of translating phraseological units focus on such important for the translation group as phraseological units with color component.

Translation of phraseological units with color component is possible by means of different ways: compensation, descriptive translation, calque (analogue) translation, compression. In case of language insufficiency, the communicative functional equivalent for the expression of a concept is restituted by means of compensation.

Equivalence in the target language should obligatory reproduce the rendered meaning of this phraseological unit, express the same emotional relation and have the same stylistic characteristics.

Preserving the direct meaning of a phraseological unit is important for preserving the imagery. For this reason, the rendered meaning can be conveyed in translation by means of another image. However, sometimes it is expedient to use one-sided relevance deprived of imagery in order to keep the main component of the meaning. Reproduction of a color concept of a phraseological unit retains the original national coloring, but it can sometimes obscure the rendered meaning and hinder the achievement of equivalence, as translation receptor may not have background knowledge of the source receptor.

The essential influence of a color component on choosing the translation relevance is revealed when translation units of the target language, which possess the similar component of meaning, are excluded from the number of correspondences. As the target text is attributed to the foreign source, and the appearance of nationally colored phraseological units is usually inappropriate.

Compensation is such way of translation in which the original elements of the content that were lost in translation, are transmitted in the text in some other ways to compensate for the semantic loss. In other words, it is a substitution of not rendered element of the source by means of some analogue element. This analogue element compensates for the loss of information and can produce a similar effect on the reader. While translating, not only a phraseological unit, but also its pragmatic communicative function is rendered. For example, *white collar* – *клерк* (Kravchenko, 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: *grey pound* – *купівельна спроможність людей поважного віку* (Kravchenko, 2009).

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 instance: *black market* – *чорний ринок*; *black economy* – *ринкова економіка* (Kravchenko, 2009).

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

Conclusions. The most adequate ways of translating phraseological units with color component used in economic terminology from English into Ukrainian are the ways typical for general rules of translating the phraseological units. The optimal way is to translate the phraseological units by means of full equivalent, as phraseological units often coincide lexically and structurally. Taking into consideration some national and ethnic discrepancies and discrepancies in syntagmatic functions of sentence parts, partial correspondences and phraseological analogues are often used. The most frequently translators apply descriptive periphrasis when full and partial equivalents conveying imagery and stylistics are absent.

So choosing rather expressive equivalents of phraseological units with color components and applying necessary translation techniques, a translator deletes lingua-ethnic barrier that provides to the bearers of target language the equal opportunities of perceiving and interpreting the message.

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