

РОЗДІЛ 4

ПЕРЕКЛАД У КОНТЕКСТІ МІЖКУЛЬТУРНОЇ КОМУНІКАЦІЇ: ТЕОРІЯ І ПРАКТИКА

4.1. SEMANTIC DERIVATIVES IN ENGLISH ECONOMIC TERMINOLOGY: DERIVATIONAL AND TRANSLATION ASPECTS

Globalization of social, political and economic relations, the dynamics of information and communication technologies, professional mobility of the population requires the development of terminological systems. The growing role of terminological systems, including the English economic system, which serves for the complex of economic sciences, influences the vocabulary of modern languages greatly.

Semantic derivation which is “the result of functional mobility of vocabulary, its movement from the periphery of the system (from languages for special purposes, sociolects) to its core – common language, from the core – to the periphery (from common language) to the languages for special purposes, sociolects), as well as movement within the periphery” [1, p. 58] is characterized by a high productivity in modern English in general and English economic terminology in particular.

The peculiarities of semantic economic derivatives have attracted the interest of Ukrainian and foreign linguists (K. V. Zhitnikova, M. V. Belozarov, Yu. A. Zatsniy, M. O. Kosteva, L. P. Naumenko, I. V. Izvolska, O. O. Klimenko).

Functional transorientation of the language units addresses the needs of the English economic terminology in naming new special concepts. The analysis of terminology research within the context of this trend has shown that the problem of translation of semantic

derivatives performing the function of economic terms is especially relevant, as overcoming semantic inconsistencies in the process of their translation into Ukrainian requires additional consideration on specific language material (O. I. Bilodid, L. P. Bilozerska, O. M. Vakulenko, O. I. Duda, V. I. Karaban).

The given paper is aimed at analyzing the mechanisms of economic semantic derivatives formation and the peculiarities of their translation into Ukrainian. Therefore, the tasks of this work are the following:

- to identify terminological derivatives which are formed by means of semantic derivation and to determine their types;
- to find out the peculiarities of semantic neologisms formation;
- to describe the basic translation techniques necessary for adequate translation of semantic derivatives functioning as economic terms;
- to identify the main difficulties while translating English economic terms, which are the result of semantic derivation.

Lexical-semantic way of word formation, which implies giving new lexical meanings to existing words in the language while preserving their original meanings, largely satisfies the needs of modern terminology in a way of naming new special concepts. Semantic word formation is a gradual change of the meaning of a word, and “semantic term formation is “giving” a clear definition to a commonly used word” [2, p.110], which leads to the loading of the semantics of the word with a separate meaning or loading with another meaning. Unlike semantic word formation in literary language, semantic adaptation of commonly used words in term formation occurs without long-term evolution [3, p.145–146]. Terms that are the result of semantic derivation are those lexical units that are formed by obtaining a new lexical meaning or specializing the semantics of commonly used lexical units. Semantic word formation is a source of polysemy, because the meaning of polysemantic units appears on the basis of various mechanisms of semantic derivation, namely: metaphorization, metonymization, semantic narrowing (specialization or specification) and semantic widening (generalization) of word meanings. Most often, terms are formed by

means of language internal resources, i.e. terminologization of common language units and transterminologization [4, p.79].

The study of English economic terminology revealed derivative terminological units that are the result of the following types of semantic derivation: metaphors, metonymy, specialization, and generalization of a word meaning.

Metaphorization is a productive method of semantic derivation in the English economic sublanguage. Metaphoric transfer is based on the association of similarity in shape, colour, function, etc. between different referents.

In English economic terminology, the basis of metaphoric transfer is usually functional similarity of nomination objects or similarity of the general characteristics associated with a referent. For example, the term *money laundering – відмивання грошей (маскування незаконно одержаних коштів шляхом проведення їх через ряд законних фінансових операцій)* is formed from the lexical unit of the literary language *launder – прати (білизну)* which is based on functional similarity by means of metaphoric transfer of the meaning; the term *teller – касир у банку* is formed from the lexical unit of the literary language *teller – оповідач (from to tell – communicate information to someone in spoken or written words)* which is based on functional similarity by means of metaphoric transfer of the meaning. The basis for the formation of the term *spearhead – ініціативна група; ініціатор (an individual or group chosen to lead an attack or movement)* from a literary word *spearhead – вістря, наконечник списа (spearhead – the point of a spear)* was a functional transference of the meaning.

Metaphorization is based on the idea of transterminologization, i.e. terms existing in the boundaries of different terminologic systems transfer to the English economic system with the different (complete or partial) interpretation. Below some examples are given. The economic term *occupation – перебування на посаді* was formed by means of metaphoric transference of the meaning from the word *occupation – заняття; рід або вид діяльності, занять; професія*; this word also functions as a legislative term and political one with the meanings «*володіння; період користування (землею, власністю); оренда; захоплення (території)*». The terms functioning in English terminological systems of politics, economics,

education, history and technology with the meanings «губернатор» (pol.), «член правління» (ec.), «завідувач (школою, лікарнею)» (edu.), «лоцман; керманіч» (hist.), «регулятор, керівний пристрій, регулювальний реостат» (tech.) come from a word *governor* – *правитель*.

The metonymic transfer in the English economic terminology is based on the transference of the name of an object to another one or a class of objects to another one on the basis of an association by contiguity. Metonymy demonstrated high productivity among nouns, for example: *leadership* – *керівництво*; *управління* → *керівництво, керівники*; *chair* – *стілець* → *головуючий (на зборах)*; *shirtsleeve* – *рукав піджака* → *посадові особи*.

Synecdoche (quantitative metonymy) is a special kind of metonymy, which is based on the interaction of the names of a part and the whole: *brain* – *розум, розумові здібності; інтелект* → *висококваліфіковані працівники*, *head* – *голова* → *голова, головуючий, завідувач, керівник, начальник*, *office* – *офіс, контора* → *офісні службовці, співробітники, колеги*.

Metonymy appeared to be less productive in the English economic terminological system compared to metaphorization.

Semantic narrowing (specialization or specification) and semantic widening (generalization) of word meaning are connected with metaphoric and metonymic types of transfer. Semantic narrowing is a process by which the meaning of a word shifts from a general definition to a specific one. Semantic widening is a process by which the meaning of a word becomes broader or more inclusive than its earlier meaning. Semantic narrowing is represented by a number of economics terms: *quit* – *звільнення (робітника з посади за власним бажанням)* → *робітник, котрий звільняється*, *skill* – *майстерність; досвід; спритність, уміння* → *кваліфікація, професія*, *complement* – *додаток (до чого-небудь)* → *штат (співробітників організації)*, *longevity* – *довговічність* → *стаж роботи*.

Semantic widening is less productive in the English economic sublanguage than semantic narrowing because specialization, from a cognitive point of view, is a less labor-intensive cognitive process than generalization. For example, *monitoring* – *моніторинг, перевірка*, *interview* – *співбесіда (бесіда роботодавця з*

кандидатом на посаду), *brainstorming* – колективний метод вирішення складних проблем.

Lexical units of literary language representing the most significant objects and phenomena of life are used for the nomination of scientific concepts of economic sphere. The image underlying such nominations indicates certain integral features of the named object. As a rule, when forming a new term, the most typical feature is chosen, which becomes the basis of a new concept. Usually the term has a transparent motivation and clear semantic processes of transformation, which it has undergone in the course of terminologization. However, when the motivation of a term is unclear, one should turn to its etymology.

Complex semantic processes of terminologization and transterminologization affect the peculiarities of rendering semantic derivatives of English economic terminology into Ukrainian. Adequate translation requires a comparative analysis of the word in the source language and the target one in order to identify regular correspondences between them. In addition, professional translation is aimed at accurate conveying the information. Overcoming semantic inconsistencies during the translation of semantic derivatives depends on the type of semantic term formation [5, p.163].

The first type of semantic derivatives functioning as economic terms includes the words of common language, which have undergone the terminologization process by enriching the everyday concept with a new terminological meaning through scientific concretization of the semantic structure of a commonly used word (usually with an abstract meaning) within the same denotation. As a rule, due to the high degree of semantic correspondence, economic terms of this type do not cause any difficulties when translating. The examples involve such terms as *payment, worker, market, amortization, balance, bank, borrowing, cash, money, price, place, stock* etc.

The second type of semantic term-formation is based on rethinking the meaning of words in common usage for denoting special economic concepts. In this case, the meaning of a semantic derivative comes from one of the meanings of a commonly used word; while the nature of the relationship between objects or

phenomena of extralinguistic reality is changed. For example, the terminological meaning «*синдикат, консорциум*» (IMF) of the word *pool* is formed from the semantics of the commonly used word «*об'єднання*». Translation of terminologized units of the second type causes some difficulties, because such terms give the economic text a certain imagery.

According to the research results, the translation of the semantic derivatives of English economic terminology is carried out through calque (loan translation), descriptive translation, transcoding, concretization, and generalization of meaning. Calque is the transfer of a combinatorial syllable of the word, when each part of a word or phrase is translated with the help of the relevant elements of the target language. In loan translation, foreign words are tried to be avoided so it contributes to the richness of the target language. It is a common way of translating English semantic derivatives used as economic terms, for example: *black-holed* – *затягнутий у чорну діру* (позначений як джерело небажаних електронних повідомлень), *economic bubble* – *ринковий (спекулятивний, фінансовий, ціновий) бульбашка*, *opportunity cost* – *альтернативна вартість*.

Descriptive translation is also often employed to render the sense/meaning of semantic derivatives, especially innovations of English economic terminology. The descriptive way is conveying the meaning of terms by a phrase with more components, which adequately expresses their meanings. Descriptive translation ensures the achievement of a more transparent meaning of the concept by accurate reflection of the basic features of the concept in source language, for example: *campus* – *територія, яку займає підприємство чи організація*, *sunlighting* – *виконання додаткової оплачуваної роботи в неробочий час*, *torpedo* – *некомпетентний працівник, якого звільняють для того, щоб він пішов працювати до фірми-конкурента*.

Descriptive translation is usually used together with loan translation. Translation dictionaries first provide calque translation, then descriptive translation or interpretation is given: *ecological footprint* – *екологічний слід (наслідки життєдіяльності людини)*, *doughnut economics* – «*економіка пончика*» (економічна модель, спрямована на забезпечення потреб всього населення в межах

наявних світових ресурсів), *wardrobing* – «гардеробінг» (покупка одяжі для того, щоб поносити її, а потім повернути назад в магазин). At present, there is a tendency to preserve the metaphoric term – a calque term, which over time due to its frequency becomes clear not only to professionals in the field of economics, but to the majority of people as well.

Transcoding is one more way of translating semantic derivatives used as economic terms. It is a translation method, in which the pronounced and/or a graphic form of the source language is completely or partially conveyed by means of the alphabet or sounds of the target language. It is usually accompanied by a descriptive translation, for example: *farm* – місце масового виробництва, яке прагне збільшити прибуток за рахунок якості або етичних питань.

Concretization and generalization of meaning are also applied for translation of semantic derivatives of English economic terminology. Concretization is a process in which a source language word of broader specific content is rendered in the target language by a word of specific content. Since English words are characterized by a more branched semantic structure than their Ukrainian equivalents, their translation hides certain possibilities of making mistakes, as an English word may be used in a different sense that can cause large distortion of meaning [6, p. 76]. Concretization is often used for translating semantic derivatives, for example: *cookie-cutter* – стандартний, шаблонний → притаманний масовому виробництву, *obligation*–зобов'язання → грошове зобов'язання, *obligation*, *push* – «поштовх, удар, натиск → звільнення (з роботи). Translation of metaphoric terms by concretization and calque explains their thematically referent relations.

Generalization of the initial meaning of a semantic economic term occurs in cases where the degree of information ordering of the source language term is higher than the order of its equivalent in the target language, for example: *interview* – інтерв'ю → снівбесіда, *bank* – банк → запаси, фонди.

Sometimes it is necessary to replace a word or phrase that has a wider range of meanings in English with a Ukrainian equivalent that specifies the meaning according to the context. Such a replacement involves the search for a synonymous equivalent in the target language; it should more specifically and adequately convey the

economic concept expressed by the term, for example: *balance* – *сальдо, різниця між дохідними (кредит) й видатковими (дебет) статтями балансу*.

The translator doesn't only has to possess the knowledge of translation principles; he must understand cultural subtleties in the translation of economic vocabulary, both in scientific texts and in the texts of other styles. There are a number of difficulties the translator faces when rendering the semantic derivatives of the English economic terminology into Ukrainian.

First, the difficulties raise during the translation of lexical and semantic variants of words, the correlation of the meaning of which with the sphere of economics is not fixed in dictionaries, but at the same time it has become part of the semantic structure of the word. The examples of words that have another meaning in economic texts are the following: *philosophy* – *концепція, концептуальні засади (company philosophy)*, *treatment* – *режим, умови (tax treatment)*, *profile* – *графік (payment profile)*, *health* – *безпека, стабільність (economic health)*, *vocabulary* – *класифікатор (Common Procurement Vocabulary)*. Finding out the meaning of such lexical and semantic variants requires some context, because the relations of semantic derivation between the old lexical and semantic variant and the new one are quite transparent.

Secondly, there are some complexities in translation of semantic derivatives, which have corresponding translation variants in Ukrainian, but indicate realities that are not characteristic for the Ukrainian economy. In these cases, approximate translation or loan translation followed by a translator's explanation is recommended, for example, *wet market* – «*мокрый ринок*», *ринок під відкритим небом*. The context does not always require clarification, but the translator should know that *wet market* means «*ринок в південній Азії для продажу м'яса, птиці та інших продуктів*» (corresponds to the Ukrainian equivalent «*ринок, базар*»). The translation of such lexical units involves some compensation mechanisms: intralingual (rendering the term by a phrase) or intercultural (translation comments). The translator has to compensate for the objective inaccuracy of the translation by culturological comments on the term in the text.

Third, there is a problem of translating new terms, which are usually rendered into Ukrainian through descriptive translation. While translating new terms, the translator must adhere to the generally accepted standards, according to which the target text should not exceed the source one by more than 10%. For example, the term *to Napsterize* – *напстеризувати* (*розповсюджувати чиясь власність без плати за користування*) comes from *Napster*, which means «*програмне забезпечення, розроблене для розповсюдження музики без плати за користування*». Other examples involve the following terms: *haircut* – *зменшення суми боргу, який має виплатити організація чи країна, що позичила багато грошей*; *dark store* – *магазин чи склад, який використовується лише персоналом для зберігання товару для продажу в Інтернеті*.

So the translation of English economic terms requires from the translator a high degree of proficiency in both languages, a multifaceted perception of the linguistic world image, as well as the economic-related knowledge. The translator must take into account that the expansion of international economic relations worldwide and the use of modern means of communication enriches different languages and cultures, but each language has its own cultural and historical realities that need to be interpreted.

Semantic derivatives of modern English economic terminology are formed from the internal language resources through terminologization and transterminologization processes, which are accompanied by metaphoric and metonymic transfers, processes of narrowing and expanding of meaning. Metaphorization turned out to be the most productive way. To nominate scientific concepts in the economic sphere, lexical units representing the most famous objects and phenomena of life are used.

Among the translation techniques used for rendering economic semantic derivatives into Ukrainian are descriptive translation, transcoding, calque, concretization and generalization of meaning, with descriptive translation, calque and concretization dominating. Transcoding and calque are often accompanied by descriptive translation. The translation of semantic derivatives of the English economic terminology may cause the translator certain difficulties associated with the translation of semantic innovations in the

economic sphere, the terms indicating realities that are not characteristic for the Ukrainian economy, and lexical and semantic variants of words with the terminological meaning that has not been fixed in dictionaries yet.

The study of the derivational peculiarities of English economic terms formed by other word-formation methods and the ways of their translation into Ukrainian can be the prospects of further research.

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4.2. MANIPULATIVE NATURE OF TRANSLATION: INTERPRETATORS AND INTERPRETATION

Digital era started in the 21st century has one initial difference related with dominance of digital technologies that become new Leviathan of societal domain. That is why anybody who are able to control information channels and operate with information technologies can to create, collate, manage and manipulate, store or share information beyond of time and space frameworks. Other significant feature of this era is role of information as unique societal and economic resource, also key factor in modern production and consumption. Information also is considered as tool for competitive