

TRANSLATION FOR BUSINESS COMMUNICATION IN THE CONDITIONS OF GLOBALIZATION

Артюхова Е.В., Лапчевская А.Л.
«Николаевский государственный аграрный университет»,
Украина , Николаев

In the era of global English, translation from/into English for business communication has not only weakened its positions, but in fact has acquired more incentives for progress and development both in terms of practical application and teaching process. In this paper translation is treated as an applied field of language study that focuses on different ways of rendering the content of what is said or written in one (source) language through a variety of means of another (target) language. Translation always involves the necessity of *coding* and *decoding* a message. The effect gained as a result of translation may vary depending on the translator's strategy with regard to his/her being oriented at:

- *the source language text*, whereupon the translation most completely reproduces it;
- *the target language text*, when the translator is given more freedom as far as the original text is concerned;
- *the recipient of the translation*, when the translator focuses on the communicative effect of the original text or wishes to affect the recipient of the translation - be it a particular person, a group of people, or an average recipient as a typical representative of a certain culture [3, P.8].

In the process of teaching the course in question to students of business, emphasized is a *communicative* nature of translation, namely, its being both a variation and a means of business communication. Once the communication process is involved in translation practice, its components are important to be aware of: communicator, message (text), channel (oral/written), recipient, and feed-back (as an indicator of the communication process effectiveness).

The process of globalization of English, like any other change pertaining to a social sphere, has an economic basis to it. It can otherwise be called an expansion or

even an invasion. One can think and develop certain counter-measures to it, as is the case in France, Finland, and a number of other countries. However, once the process has started and is backed up by the continuing trend of the U.S. economic domination, one has to be realistic and make adjustments to it rather than try to turn back the "river flow".

The truth of the matter is that the process of globalization of English at present is taking place not only in the so-called *special use* of other languages, which might be a natural way of enlarging their terminology banks in this or that field. In the case of Russian, this process also covers such levels as:

- general vocabulary
- phraseological units and set-expressions
- syntactic structures,
- interjections (mostly used by children and youngsters),
- punctuation.

As far as the growing impact of English on the Russian special vocabulary and terminology is concerned, it is obvious in such fields as business, finance, banking, credit, management, marketing, accounting, computer science, and so on. Special word-combinations have literally flooded the Russian special vocabulary even though the native terms are quite applicable here, e.g.:

Колларативный (анализ) *comparative (analysis)* instead of
сравнительный (анализ);

пин-код *pin* - "personal identification number" instead of *персональный код*
для банкомата;

форексная (политика) "forex" "foreign exchange" (policy) – instead of
валютная (политика)

We are constantly witnessing the ousting of well established Russian terms in the field of trade and business by the English equivalents (those terms are quite often borrowed from other languages), e.g.: *инвойс* *invoice* - instead of *счет-фактура*; *прайс-лист* *price-list* - instead of *прейскурант*; *моргидж* *mortgage* - instead of *ипотека*.

Alongside with the penetration of the English terminology into Russian, the English structure of word-combinations is increasingly found in Russian as well.

Examples of this kind that can be commonly observed in Russian are:

офис-менеджер office manager; *экаунтинг-центр* accounting center;
роуминг-сервис roaming service; *саунд-трек* - sound track.

The above examples of vocabulary and grammatical borrowings indicate the general trend of the Russian language development in the context of globalization of English. They are far from being complete, but they seem to form an important basis for systemic adding to the future dictionaries. These changes have to be taken into account in language usage and teaching practice now, before they are registered as a language norm. Such approach to observing and describing the changes in language development, coupled with analyzing its current trends, is in line with and accepted by applied linguistics as a field of research.

It is important to consider the major components of the syllabus design as well as focus on the priorities in teaching translation for business communication. The idea behind it is to be aware of the approaches used in teaching translation. Thus the syllabus includes the following issues:

1. Handling the situation like "I *know all the words, but cannot translate anyway.*" This situation is usually caused by such factors as:

- a) inability to see the structure of the English sentence;
- b) choosing the wrong meaning of the word from the dictionary;
- c) abundance of "carbon paper" cases in translation, i.e. literal approach to the letter;
- d) being uncertain about the norms of the target language and appropriate use of this or that functional style.

2. Avoiding carbon-paper translation from/into English

a) English -> Russian: *Investing is a good idea* -> *Инвестирование – это хорошая идея.* Instead of *уместно.*

b) Russian -> English: *республиканские (соревнования)* - *republican* - instead of *national (competitions).*

3. Translator's "faux amis / false friends", which are usually subdivided into: a) those that have an absolutely different meaning in the target language, with its spelling and pronunciation being similar to the source language, e.g.:

a) *accurate* *точный* (not *аккуратный*);

b) those that may have *both* a similar and a different meaning, e.g.: *nation* – *страна* (not only *нация*); *legal* *правовой* (not only *легальный*);

c) those that have similar (not identical though) spelling and pronunciation, but a different meaning, e.g.: *persecute* *prosecute*; *principal* *principle*.

4. Neologisms and sources of their formation. The following eight sources of forming neologisms are discussed:

a) means of word-formation (adding prefixes, suffixes, and words) e.g.:

debtocrat - "a bank official who specializes in high level lending, usually to third- world nations";

b) a new meaning acquired by a word, e.g.: *color-blind* - a person without prejudices to other races;

c) borrowings from other languages,

d) abbreviations and acronyms, e.g.: *S.W.I.F.T.* (in banking) < The Society for Worldwide Interbank Financial Telecommunications"; *stagflation* <stagnation + "inflation"; *B2B* - "business to business";

e) conversion, i.e. converting a word belonging to one part of speech into another part of speech, e.g.: *a hasten-been* (*n*)- "a political figure that has lost his influence"; *skyrocket* (*v*)- "to go radically up, suddenly increase"; *spend* (*u*) an amount to be spent";

f) phraseology, e.g.: *dead-cat bounce* - "an illusory temporary restoration of prices on shares in a stock exchange market where the normal price level is rather low;

g) politically correct euphemisms, e.g.: *technologically challenged* - "unable to deal with technical appliances";

h) h) sound similarity, e.g.: *dellionaire* - "a wealthy person whose profit comes from owning shares of the "Dell" computer corporation" (sound similarity

to *millionaire, billionaire*).

5. Many-functional words, such as *that, it, for, since, as*, and others.

6. Rendering English proper names (those of persons, newspapers companies, etc.) into Russian. Three ways of rendering proper names are commonly used, with *approximate transcription* being the predominant one (largely due to lack of many English sounds in Russian):

a) approximate transcription, e.g.: *Ford Union*- *Форд Юнион*; *Watson Yomcon* (but *Bamcon* as a character from Conan Doyle's stories about Sherlock Holmes - for traditional purposes); *Huxley* *Хаксли* (modern author) but *Гексли* (a physicist - see the above explanation for *Bamcon*); *Stephen* *Стивен* (not *Стефен*); *Salt Lake City* *Солт Лейк Сити*;

b) transliteration (usually with historically established names such as those of Dr. Watson and physicist Huxley shown above), e.g.: *Malcolm* *Малькольм* (not *Мэлком*); - *Гастингс* (not *Хейстингс*);

c) translation, e.g.: *Cape of Good Hope* *Мыс Доброй Надежды*.

7. British vs. American English, with an emphasis on differences in spelling, vocabulary, grammar, and phraseology.

8. Free word-combinations, e.g.: *iron curtain, non-taxable income, non-for-profit institution*.

9. Phraseology, i.e. set-expressions and idioms, e.g.: *top-banana* - "manager"; *a Dutch bargain* - "a deal in which one side gets all advantage".

10. Headings of newspaper articles, e.g.: *Much Ado About Lending* (The Financial Times);

11. Lexical transformations. Among these the following are distinguished:

a) additions, e.g.: *"Denton "* is 40 percent owned by individual shareholders – Компания Дентон на 40 процентов принадлежит отдельным акционерам; *125 passengers and 4 crew* – 125 пассажиров и 4 члена экипажа;

b) omissions, e.g.: *The first thing I did*- Первое, что я сделал...; *The treaty was pronounced null and void*- Договор был признан недействительным.

c) descriptive changes, specifically in cases when there does not exist an equivalent of the English word in the Russian language, e.g.: *invasion in one's privacy* - *вмешательство в личную жизнь*;

d) specification, e.g.: *the facilities were downstairs* *удобства располагались внизу*;

e) generalization, e.g.: *to the last ounce of effort* *из последних сил*;

f) antonymous translation, e.g.: *it was not uncommon* .- *обычным делом было*; ... (i.e. *it was common*);

12. Grammatical and stylistic difficulties in translation/interpretation practice.

In addition to written translation issues, attention is also paid to teaching interpretation. A conference interpreter is performing the function of a *channel* in the process of business communication and is to make sure the communicator's message reaches the recipient.

In the context of translation being treated both as *a variation and a means of business communication*, as well as a conference interpreter acting as *a mediator and a public speaker*, a number of priorities in teaching translation are now on the agenda for a translation instructor.

Each of the above priorities in teaching translation for business communication in the era of global English adds to forming a broad-minded personality that will contribute to bringing his/her country to integration with the international community.

References

1. *Aninat E. Surmounting the Challenges of Globalizations // Finance and Development, 2002. P.3: 4-7.*

2. *Lederer M. . La traduction simultanee. Experience et theorie. Paris, 1981.*

3. *Комиссаров В.В. Общая теория перевода. М.: ЧеРо, 1999.*

4. *Слепович В.С. Basics of Academic Speaking.- Мн.: БГЭУ, 2000.*

5. *Федотова И.Г., Цыганкова Н.Н. Английский язык. Практикум по двустороннему переводу.- М.: Высшая школа, 1992.*