

Danube Region Terminology and Its Translation

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Abstract: The article highlights the problems connected with the identification, defining and translation of terms in such spheres of the Danube region businesses as: shipping, trade and financing.

Keywords: term; linguistic peculiarities; translation methods

Interaction of Ukraine with different countries of the European Community raises a wide range of problems concerning activities in various branches of economy and trade, as well as the steps to optimize successful international communication. Foreign and multinational corporations as well as domestic companies are involved in international deals all over the Danube region. With rapid growth of international business transactions, commercial and trading disputes the translation problems acquire vital importance.

Translation is aimed at facilitating communication between speakers of different languages. Nowadays the English language has become the language of choice for conducting international communication. It has also become prominent as the operational language of many shipping firms and multinational corporations both in Ukraine and the countries of the Danube basin.

Rapid growth of scientific knowledge nowadays results in the fact, that most of the newborn words that appear in languages present special vocabulary or terms. Thus, the investigation of terminology for the purposes of mutual understanding among specialists in different fields of science and economy, as well as among common people becomes actual and important.

The interest of studying English terminology and possible ways of its translation has recently grown up. In this context, the article reviews general peculiarities of terms in the spheres of shipping industry, international trade and financing, focusing on linguistic aspects of terminology construction and translation.

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One of the reasons of the modern terminology investigations is grounded, in our opinion, on the increasing number of international contacts, including fundamental research in different fields of knowledge, which leads to widening of the terminological systems. In this extent, the role of term as the unit carrying subjective and general scientific information, capable of preserving and transferring information about the world knowledge, can't be overestimated.

The problems of terminology may be investigated from different angles. For example, standardization and unification of terminology makes the subject of interest of those, who create terminological dictionaries, or reference books, or works out personal theories. There are different problems of how to use and translate terms in different fields of special knowledge. Among the ways that may help solving them we see the creation of unified standardized terminological reference-books, glossaries and dictionaries for adequate translation of terms aimed at different type of addressee.

The material of our investigation made the information of modern terminological reference – books and dictionaries as well as the scientific works of Ukrainian and foreign specialists devoted to the problems of terminology study and translation. We've analyzed six hundred examples that included shipping, trade and financial terminology.

Our choice may be explained in the following way. Ukraine has well - developed infrastructure for all types of transport. One of the major aims of the European strategy for the future of the Danube will be to increase cargo traffic on the river, and more goods will be transported on the Danube. Besides, Danube navigation system offers attractive jobs and working conditions for its employees. To improve the overall efficiency of Danube navigation, we should raise the levels of education and training of the skilled workforce. Danube ports are vital elements and important centres of economic activities. Proper term of trade use may speed up the economic growth. Certain financial terms often mean different things to different organizations depending on their own particular accounting policies. Financial terms may have slightly different interpretations in different countries. Furthermore, we don't consider any longer that terminology is the field of interest of special sciences and scientists. This opinion today is considered a bit outdated. Due to intensive growth of international mass media we witness broad penetration of terms in our everyday life.

Terminologies of the main European languages are developing in close contact. That is why the comparative study of terminological processes, especially when we speak about English and Ukrainian, acquires undivided interest. The necessity of the analysis of shipping, trade and financial terms, which aims to distinguish the specificity of the corresponding lexical systems and make correlation between the conceptual models of English and Ukrainian language speakers in the area of the investigated field of knowledge, is not questioned.

Terminology is one of the channels of intellectual and informative exchange. It expresses a definite field of knowledge and is helpful for deeper comprehension of the surrounding reality. Being a complex system of special language signs, which function in different professional and scientific fields, terminology may stimulate creative scientific activity of people, and contribute to accumulation, concretization and systematization of people's activity.

Linguistic literature presents a great number of definitions of the notion "term". There also exist different criteria of terminological unit identification and investigation. Nevertheless, the investigators usually admit the fact that terms are rightful members of the language system and in many aspects differ from the other lexical language units.

We may point to several basic approaches to the definition of "term" as the main unit of terminological research. Term is "a word or a word - group which is specifically employed by a particular branch of science, technology, trade or the arts to convey a concept peculiar to this particular activity" (Ніколенко, 2007, с. 255). It is a unity of all the variations of a non-lingual sign or, of a syntagm having some stable perception and possessing some special notion in a definite branch of science (Авербух, 2004, с. 131). Term is the verbalized result of the professional way of thinking, crucial linguistic and cognitive means of orientation in the professional sphere and the most important element in professional communication. Terms make the semantic core of a special language and transfer the main meaningful information. They concentrate the creative impulse of the scientific thought, distinguish some definite point of scientific cognition and create conditions for man's effective scientific activity. It is term that defines the communicative value of the scientific text and serves the lingual form of new scientific knowledge (Клєстрєв, 2013, с. 74).

We differentiated the analyzed terms according to different degrees. According to the degree of abstractness terms were subdivided into universal or general (denoting general categories) and unique terms, denoting specific notions. Terms of general nature may be interdisciplinary, e.g. *reception, technology, appliance*. Semantically narrow terms belong to a definite branch of science, e.g.: 1) shipping terminology: *beat* – бімс, *ширина судна, stand-on vessel* – судно, *що рушить за попереднім курсом при розходженні, molded depth* - теоретична висота борта; 2) terms of trade: *direct costing* – калькуляція собівартості за змінними витратами, *retailer* – роздрібний торговець, *підприємство роздрібної торгівлі*; 3) financial terminology: *to launder money* – відмивати гроші, *liquidity* – ліквідність, *спроможність реалізувати оборотні активи за готівку за короткий час и без значних втрат*. In our investigation unique terms prevail, though if they present word-combinations, some of their constituent parts taken separately may be treated as words of non-terminological nature, e.g. *financial planning, sales partner, long term loan*.

According to their inner form terms may be motivated, when the constituent morphemes have the relation to the morphemes of the original language, e.g. *leakage*, and non-motivated, e.g. *per capita*, that appeared as the result of calquing or borrowing. The genetic criterion distinguishes English proper or Ukrainian proper terms and borrowed terms. The main sources of borrowed terms are the following:

1) borrowings from foreign languages, or artificially created by scientists on the base of Latin, Greek and other languages. The greater layer of terms is connected with the 18th – 19th centuries in the period of high development of science, and a part of terms penetrated into common word-stock (e.g. *ship*, *centigrade*, and *longitude*). Today the technological development stimulates the birth of new terms, known as terms neologisms (e.g. *vogueing*, *bio-house*, *collider*). A huge amount of the vocabulary in any developed language is present in it due to translation. Here belong Greek, Latin and other internationalisms that denote the notions common in some languages and borrowed in the same or approximately the same linguistic (phonetic) form (Корунець, 2008, с. 23).

2) English words of general word-stock used in some special meaning (e.g. *jacket* – куртка, *кожух*; *brand* – марка, татунок, фірмовий знак; *buyer* – покупець, замовник, постачальник, завідувач закупівель). One word may be used in different meanings depending on the sphere of knowledge and communicative situation. For example, the word “*call*” in the given word-combinations has the next meanings: *to pay a call at shares* (сплачувати внесок за акції); *to call a friend* (подзвонити другові); *a call for help* (вигук про допомогу); *to call over* (визивати за списком), *a port of call* (порт, в якому приписане судно).

On the base of the compositional criterion the analyzed terms are composed of one word or present different word-combinations, e.g. *internal rate of return*, *shipping data*, *direct costs*, *discounted cash flow*. The word-formation variations of terms are different. We distinguish: 1) suffixal terms (*controllable* - той, що знаходиться під контролем, *boundless* – безмежний); 2) prefixal terms (*water displacement* – переміщення води, *regeneration* – регенерація, *oncoming ship* – зустрічне судно); 3) derivative terms (*reprocessing* - повторна обробка, *recapitalization* - рекапіталізація); 4) compound and composite terms (*flywheel* - маховик, *alleyway* – коридор, *прохід для судна*, *chart-room* - штурманська рубка), terms formed by means of conversion (*to post letters* – відсилати листи, *post* - стовп, стойка; *display* – виставляти, *display* – монітор); abbreviations (*No* - *No orders* (banking), *NVOC* - *NonVessel Owning Carrier*, *ETA* – *expected time of arrival*). From the point of view of structural organization in the group of shipping terms prevail the word-combinations that appeared in the 20th century.

In the row of terms that present word-combinations we distinguished two types. To the first type are related word-combinations the components of which are ordinary terms that may be used separately. The second type unites the word-combinations

in which one of the components is a term and the other one belongs to common word stock (Коваленко, 2002, с. 259).

Most linguists differentiate between monosemantic and polysemantic terms. To the semantic ways of term formation we may relate the cases when a word from the common word-stock acquires the qualities of a term (e.g. *head* – *голова*, *to head for* – *держати курс на*; *cylinder head* - *кришка циліндра*). There may appear a dilemma, whether semantically narrow terms are only those words which have retained their exclusiveness and are not recognized outside their specific sphere, or should also include the other words and word-groups conveying concepts peculiar to a particular branch of knowledge, regardless of their exclusiveness. And if there is no impenetrable wall between the two named groups, to what extent should this collaboration be acceptable in a specialized dictionary.

The analyzed terms represent the notions of special, professional fields of shipping, trade and financing. They are difficult to translate as terms nowadays often become polysemantic and may have no translation equivalents, as in case with terms-neologisms. The sphere of computer technologies and engineering, for example widely applied in shipping, enlarged the word-stock of language vocabularies by thousands of new terms, many of which are neologisms. Most of the new-born terms are borrowed from English into other languages with the preservation of their original form and sound (e.g. *сканер*, *хеджсинг*, *транзакція*).

It's also necessary to mention national variability of terms, as different terms in English, American English or Canadian English may note the same concept.

Speaking about the problems of term translation we should mention that terms are not used as separate words in speech, we find them in texts and oral speech samples, so the translation has to meet principal requirements of adequacy, accuracy and completeness. While accuracy and completeness are mainly aimed at the form of the text itself, adequacy is applied to its content. Translating presupposes transferring the meaning of the original. While translating it is important to know the necessary terminology in both languages and the probable addressee of the translation. For example, the substitution of a financial term of the source text by its synonym (a word of common usage) in the target language may result in misinterpretation and misunderstanding.

Adequacy is mostly achieved by the observation of the principal rules of terminology translation in the target language. The substitution of a term of the source text by a word of common usage, or by a word of another scientific area, in the target language may result in misinterpretation.

In the process of term translation there may appear obstacles when the translated terms are homonymic words (have the same form but different meaning). Homonymy of terms in different branches of science and technology is the source of special difficulties. This phenomenon is broadly spread in special texts. The

difficulty is explained by the so-called semantic word-formation which takes place when the existing form of the word acquires the other meaning (e.g. *to demand* - *вимагати*; *payable on demand* – *підлеглий до сплати за першим наголосом*). The meaning of such homonymic terms is determined by the peculiarities of the original text, its functioning and the theme of the original. The mistakes in translation appear in case of the wrong choice of the term from the parallel field of science. A translator of science texts must use only standard terms, avoiding slang or colloquial words.

The means capable of creating difficulties in term translation include the absence or the lack of background knowledge in translator's mind, inner language interference leading to the misuse of homonymic words and outer language interference, in the core of which lie the differences in term formation principles used in English and Ukrainian, which makes it impossible to use calque translation to render terms. As a result he will fail to understand the general text content (Черноватий, 2013, с. 121).

The main peculiarities in the process of term translation are the following:

- 1) Terms, which have international use, are usually transliterated (*quota* - *квота*, *merchandising* - *мерчандайзинг*). Normally, terms are transliterated or transcribed when a target language lacks a certain notion and borrows it a short foreign form. Nevertheless, it is advisable to remember about pseudo-internationalisms, the words that are very alike but have different meanings in English and Ukrainian. Transliteration of such words may ruin the lexical combinability and stylistic adequacy of the translated text. We should take care not to overuse this technique. Terms may not survive in the borrowed form, sometimes it's better to use explanatory substitution, e.g. to translate the word "*merchandising* /*мерчандайзинг*" in some contexts it's better to use the descriptive method "*заходи, необхідні для збуту товару на рівні роздрібної торгівлі*".
- 2) Terms, that have direct correspondences in the native language are translated by their equivalents (*ship's log* – *судовий журнал*; *certify* – *підтверджувати*, *recession* -*спад*).
- 3) A calque or loan translation is a phrase borrowed from another language and translated literally word-for-word. Calque, translation has often been applied to translating compound terms or term phrases. A part of terms is translated by loan translation and is transferred into the native language by the help of words or word-combinations that precisely reproduce the words of the English language (*single-needle instrument* – *одно-стрілочний апарат*, *gas analyzer* – *газоаналізатор*, *one-dimensional* – *одномірний*).
- 4) Descriptive translation is used when we have no direct equivalents to the English term (*Video-gain* – *врегулювання яскравості відміток від віддзеркалених сигналів*). This method is broadly used when we deal with

financial terms. Most often this method is used to translate the notions and realia which seem to be quite new for the Ukrainian addressee.

As we have already mentioned, the analyzed terms may be composed of one word or may present multi-component word-combinations. As our investigation shows, the most difficult for the translation are the terms, which are composed of two and more words and denote one notion. Taken separately, the constituent parts of these word-combinations are translated without difficulty and may be used to denote simple notions that are well-known (e.g. *memorandum of association – установчий договір акціонерного товариства, variable costing - калькуляція собівартості за змінними витратами*).

In practice the task of explication of foreign language terms is connected with the proper use of adequate Ukrainian terminology. Globalization of financial and trading markets raises the problem connected with proper term translation: we should distinguish between those, who differentiate themselves as specialists in some business or scientific area, and those people, who are not specialists. In our opinion, we lack popular-scientific publications on terminology. It would be interesting to analyze the way average people understand and use terms in their everyday life.

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