THE MAIN TRANSFORMATIONS IN THE PROCESS OF ENGLISH-LANGUAGE ECONOMIC TERMINOLOGY SYSTEM INTO UKRAINIAN TRANSLATION

ОСНОВНІ ТРАНСФОРМАЦІЇ У ПРОЦЕСІ ПЕРЕКЛАДУ АНГЛОМОВНОЇ ТЕРМІНОСИСТЕМИ ЕКОНОМІЧНОЇ СФЕРИ УКРАЇНСЬКОЮ МОВОЮ

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The relevance of the work lies in the fact that English economic terminology system is one of the developed and organized modern term systems, which is constantly undergoing changes and replenished with new terminological units. The problem of studying its specifics is especially relevant today, since English has become a single, global language code, the language of leadership, the Esperanto of the 20th century, it has acquired the status of the language of international scientific relations, therefore, knowledge of modern English economic terminology is necessary when conducting international scientific conferences, symposiums and debates on economic problems. The study of the specifics of the modern English economic terminology system has both practical and theoretical significance. The article is dedicated to the research of the main transformations in the process of English-language economic terminology system into Ukrainian translation. It is investigated,that the specifics of economic concepts, which reveal the essence of socio-economic phenomena and processes of human society, determines the nature of the modern English economic terminology fund, which is formed on the basis of commonly used vocabulary. It is found out, that in the process of economic texts' translation various translation methods are used (selection of a variant equivalent, addition, deletion, substitution, permutation, etc.), but the most common is transcoding. Moreover, of all its subspecies (transliteration, transcription, adaptive transcoding), transliteration and adaptive transcoding are most often used. The translator's success in such cases depends on his/her ability to apply translation transformations, the main ones of which, as we found out in the process of studying the methods of translating economic terminology, are generalization, concretization, explication, addition, compression and inversion.

Key words: English economic terminology system, economic concepts, economic texts' translation, translation transformations, socio-economic phenomena.

Актуальність роботи полягає в тому, що англійська економічна терміносистема є однією з розвинених та організованих сучасних терміносистем, яка постійно зазнає змін та поповнюється новими термінологічними одиницями. Проблема вивчення її специфіки є особливо актуальною сьогодні, оскільки англійська мова стала єдиним, глобальним мовним кодом, мовою лідерства, есперанто 20 століття, вона набула статусу мови міжнародних наукових відносин, тому знання сучасної англійської економічної термінології є необхідним під час проведення міжнародних наукових конференцій, симпозіумів та дебатів з економічних проблем. Вивчення специфіки сучасної англійської економічної терміносистеми має як практичне, так і теоретичне значення. Стаття присвячена дослідженню основних трансформацій у процесі перекладу англомовної економічної терміносистеми на українську мову. Досліджується, що специфіка економічних понять, які розкривають сутність соціально-економічних явищ та процесів людського суспільства, визначає характер сучасного англійського економічного термінологічного фонду, який формується на основі загальновживаної лексики. З'ясовано, що в процесі перекладу економічних текстів використовуються різні методи перекладу (підбір варіантного еквівалента, додавання, видалення, заміна, перестановка тощо), але найпоширенішим є транскодування. Причому з усіх його підвидів (транслітерація, транскрипція, адаптивне транскодування) найчастіше використовуються саме транслітерація та адаптивне транскодування. Успіх перекладача в таких випадках залежить від його/її вміння застосовувати перекладацькі трансформації, основними з яких, як ми з'ясували в процесі вивчення методів перекладу економічної термінології, є узагальнення, конкретизація, експлікація, додавання, стиснення та інверсія.

Ключові слова: англійська економічна терміносистема, економічні поняття, переклад економічних текстів, перекладацькі трансформації, соціально-економічні явища.

Introduction of the problem. The English economic terminology system is one of the developed and organized modern term systems, which is constantly undergoing changes and replenished with new terminological units. The problem of studying its specifics is especially relevant today, since English has become a single, global language code, the language of leadership, the Esperanto of the 20th century, it has acquired the status of the language of international scientific relations, therefore, knowledge of modern

English economic terminology is necessary when conducting international scientific conferences, symposiums and debates on economic problems. English is the language of the Internet, without which it is impossible to achieve success in business. The World Wide Web is widely used for advertising, business correspondence, banking transactions, purchase and sale transactions, as well as for conducting video and audio conferences.

Analysis of recent research and publications. The different aspects of economic term system were investigated by such researches as T. Ahibalova, V. Miroshnychenko, N. Plotnikova (2020) [3] and others.

Scientific novelty of the article is that it proposes the analysis of the main transformations in the process of English-language economic terminology system into Ukrainian translation.

The main purpose of the study consists in the ground of the main transformations in the process of English-language economic terminology system into Ukrainian translation.

To achieve the goal of the research a set of methods were used. They are based on a communicative-functional approach and include theoretical analysis of special literature on the research topic, interpretative analysis of economic terminology system, its peculiarities in the English-language economic texts and the main transformations in the process of English-language economic terminology system into Ukrainian translation.

Results and discussions. Knowledge of lexical, derivational, morphological and syntactic features of modern English economic terminology is necessary for the training of scientific and economic personnel, the publication of economic literature, and the correct design of documentation. At the same time, they are a step towards the systematization of economic terminology. Therefore, the study of the specifics of the modern English economic terminology system has both practical and theoretical significance.

The specifics of economic concepts, which reveal the essence of socio-economic phenomena and processes of human society, determines the nature of the modern English economic terminology fund, which is formed on the basis of commonly used vocabulary. Economic terms are formed according to the usual norms using productive word-forming means and models of the English general literary language. Paradigmatic relations of polysemy, homonymy, synonymy and antonymy become the main trend in the paradigm of semasiological characteristics, but their existence is regulated by the system of relevant scientific concepts.

A special role in the English economic terminological system is played by basic terms that express categorical concepts of economics. Basic terms are the initial units for the emergence of derived terms and form a system together with them. An integral concept of any terminology, including economic terminology, is systematicity, which covers both the content plan (systematicity of scientific concepts) and the expression plan (systematicity of words that convey these concepts). The connection of terms by word-forming feature based on the identity of the root morpheme, when derivational nests are created, is most characteristic of the economic sublanguage. As already noted in our work, economic terms are characterized by accuracy, conciseness, stylistic neutrality, convenience and ease of creation.

Taking into account all of the above, we can formulate a definition of the concept of an economic term itself. An economic term is a word or expression created artificially or taken from natural language that adequately reflects the concept of professional and scientific-theoretical activity of specialists in the field of economics and business, is interconnected and interacts with other terms, forming together with them an economic terminological system.

The modern English economic terminological system is formed by a set of terms (single-word and compound) of the economic field of activity, which correlate with the conceptual system of the specified science, is interconnected and interacts with each other and is subject to conscious regulation and ordering.

The vast majority of scientists agree that the foundations of English economic terminology began to form in the 15th century. At the beginning of its formation, economic terminology included a significant number of calques from German and French, as well as borrowings from classical languages: Latin and Greek. However, since the second half of the 19th century, English has transformed from a recipient language into a producer language of economic terminology. According to statistical data, in the English language at the present stage of its development, the number of borrowings is only 5% of the total number of neologisms, which indicates its purity and the ability of this language to self-enrich.

Thus, terms constitute a full-fledged part of the general composition of the language, therefore it is inappropriate to separate them from the commonly used vocabulary. The term has a dual nature, which determines its stability and variability, as well as certain other characteristics. At all stages of terms' formation, they are characterized by synonymy. The modern English terminological system is at the highest positions among

the languages, producing terminological units and is characterized by significant stability [2, c. 134–141].

The reasons for the existence of lexical difficulties in translating terms of the economic sphere are, first of all, differences in the worldview of the English and Ukrainian languages (i.e., differences in the division of reality using nominative elements), the peculiarities of the ambiguity of English and Ukrainian words, the absence of equivalents for new terms in the translation language, the peculiarities of word formation and term formation in the English and Ukrainian languages, etc. [1, c. 86-89].

The main ways to solve the above translation problems are, firstly, proper identification of such problems; secondly, knowledge and ability to apply adequate methods and techniques for translating lexical elements; thirdly, pragmatic adaptation of the original text during translation; fourthly, the formation of permanent skills in overcoming various kinds of lexical, terminological and stylistic difficulties of translation, taking into account the norms of the Ukrainian language and the genre norms of the culture of the original language.

In translation practice, a term should be understood as words and word combinations that denote specific objects and concepts that are used by specialists in a certain field of science or technology. As terms of the economic sphere, words that are used almost exclusively within the framework of the economic style (*marginal cost – граничні витрати, exchange rate – валютний курс, externality – зовнішній ефект*), as well as special meanings that are used both in a certain industry and as general words (*vehicle – засіб автотранспорту; financial vehicle – механізм фінансування*). Therefore, when translating any text, whether scientific or artistic, one should not confuse the meaning of a word as a term of a certain field with its usual commonly used meaning, which is used mostly in an artistic style.

To a person who is not a specialist in the field of translation, at first glance it may seem that the translation of terms is the easiest thing for a translator, because it is not so difficult to find the correct meaning of a particular term in the appropriate dictionary, knowing that the terms are unambiguous and are translated by an absolute equivalent, regardless of the field in which they are used. Without a doubt, it can be emphasized that this idea is really erroneous.

Of course, not all terms are difficult to translate. Some of them are truly unambiguous and do not have any other meanings in any other field. A good example can be such terms as *devaluation – девальвація, wrongfulness – неправомірність, misadministra-tion – погане управління*, etc. Such terms have exact equivalents that are easy to find in dictionaries.

The difficulties of translating economic terms lie in:
– ambiguity of terms;
– lack of translation equivalents in the case of neologisms;
– national variability of terms.

Translating economic terms involves a number of problems. It should be remembered that economic terms are not translated from one language to another as ordinary words. The search for an equivalent term begins with an analysis of the properties of a new concept. It is quite possible that one of the properties will "suggest" a different name for this concept than it has in the language from which the translation is done. Sometimes, in order to find the optimal national term, it is advisable to compare equivalent terms from several languages and choose the most successful one for translation. Thus, the international term *"direct mail"* means *"advertising of goods and services through mailing to specific recipients"*. Here are some national names for this concept: English: direct mail; German: Werbung der Post. The motivation of the German term suggested to terminologists the best option for the Ukrainian equivalent: "*рекламування поштою*".

The translation of economic terminology is carried out in various ways, namely through such interlingual transformations as: lexical, lexical-semantic and lexical-grammatical. The task of the translator is to correctly choose one or another method during the translation process in order to convey the meaning of any term as accurately as possible.

One of the simplest methods of translating an economic term is the transcoding method. Transcoding is a letter-by-letter or phoneme-by-phoneme transfer of the original lexical unit using the alphabet of the target language. This method is a rare exception in the practice of scientific translation (for example, *cartel – картель, credit – кредит, monetarism – монетаризм*). When translating by transliteration, one should not forget about the "false friends of the translator" (such as *contribution, data, stimulation*, etc.), the transliteration method of translation of which leads to gross distortions of meaning.

Terms of the economic sphere are also subject to another lexical method of translation, calque – the transfer of not the sound, but the combinatorial composition of the word, when the components of the word (morphemes) or phrase (lexemes) are translated by the corresponding elements of the target language. This technique is used when translating terms that are complex in structure. For example, *factor of production – фактор виробництва, quantity the-*

ory of money – кількісна теорія грошей, prices and incomes policy – політика цін та доходів.

The lexical-semantic transformation methods are used when the process of economic sphere terms' translation include concretization and generalization.

Concretization is a process in which a unit of broader meaning is transmitted in the target language by a unit of specific meaning. In the Ukrainian language, it is necessary to replace a word or phrase that has a wider range of meanings with an equivalent, that specifies the meaning in accordance with the context or stylistic requirements. For example: *majority interest – контрольний пакет акцій, unit trust – пайовий інвестиційний фонд (Великобританія), the focus is on the description of the selection process itself – основну увагу* зосереджують *на самому процесі відбору.*

Another example is the concept of "explore", which can refer to different situational conditions, and is largely regulated by the context; in English, this concept will correspond to various units with a narrower meaning, depending on the context:

– *to explore – досліджувати місцевість* (*to explore the environment*);

– *to investigate – досліджувати ринок (to investigate the market);*

– *to research into – досліджувати явище (to research into the classical literature).*

When translating terms of the economic sphere, it is also possible to use the method of generalization. Generalization of the original meaning occurs in cases where the degree of informational orderliness of the original unit is higher than the degree of orderliness of the unit that corresponds to it in content in the target language. For example: *charter party bill of lading – чартерний коносамент.*

Lexico-grammatical transformations include explication, addition, compression. The method of translation explication is a process during which a lexical unit of the original language is replaced by a word (phrase) that conveys its meaning. For example, *cash on shipment – оплата готівкою при відправці.*

Let's consider some more ways of reproducing the terms of the professional language of the economy. Compression is a more compact presentation of thoughts due to the omission of unnecessary elements and extra-linguistic context. For example: *null and void – нечинний, odds and ends – рештки, regular and normal – звичайний, rules and regulations – правила.* Compression is rarely used when translating from English into Ukrainian due to the fact that English is an analytical language and it is more inclined to brevity.

Inversion is the reverse order of words to draw attention to specific elements. For example: *currency adjustment charge – поправочний валютний коефіцієнт.*

Translation of terms in the economic sphere is possible, in particular, by describing the meaning. Descriptive translation is a method of translating new lexical elements of the source language, when a word, phrase, term or phraseological unit is replaced in the target language by a phrase (or a phrase with a larger number of components) that adequately conveys the meaning of this word or phrase (term), for example: *cost-push inflation – інфляція, зумовлена зростанням витрат виробництва, economies of scale – ефект масштабу або економія, зумовлена зростанням масштабів виробництва.*

This method is used when translating the latest author's terms-neologisms, which are usually given in quotation marks. For example, *Inflation is a persistent rise in the general price level with no corresponding rise in output – інфляція – постійне піднесення загального рівня цін без відповідного піднесення виробництва.*

The following requirements are put forward for descriptive translation:

1) the translation must accurately reflect the main meaning of the concept, denoted by the term;

2) the description must not be too detailed;

3) the syntactic structure of the phrase should not be complicated.

In order to correctly apply this method of translation, it is necessary to know well the subject area of the text being translated in order to correctly reveal the meaning of the denoted concept. Compared to transcoding, descriptive translation has the advantage that it achieves greater transparency of the content of the concept.

The translation of terms from the field of economics can also be done by selecting a variant equivalent.. Ambiguous words have several translation equivalents according to the number of their meanings (lexical-semantic variants). The equivalents of an ambiguous word are called variant equivalents. A variant equivalent is understood as one of the possible options for translating a word (term). A variant equivalent usually conveys one meaning of a source language word, i.e. each variant equivalent is the translation equivalent of one lexical-semantic variant of a polysemantic word.

Variant equivalents can be recorded in translation dictionaries, and then they are called dictionary variant equivalents. But translators do not always deal only with dictionary variant equivalents – it happens that dictionaries do not contain some equivalents

Table 1

Register of transformations used to reproduce English-language economic terms in Ukrainian

Name of translation transformation	Number of translation transformations	% of total number of translation transformations
Transcoding	36	18%
Calque	44	22%
Concretization	24	12%
Generalization	22	11%
Explication	20	10%
Compression	18	9%
Inversion	12	6%
Descriptive translation	24	12%

of an ambiguous word or dictionary variant equivalents of a certain word are not recorded in dictionaries at all.

From the point of view of translation practice, it is advisable to distinguish between cases when variant equivalents of a word are given in the dictionary and when they are partially or completely absent from dictionaries. In the first case, the translator solves the problem of choosing one adequate variant equivalent of the original word in a given context from several given in the dictionary. To do this, the translator must accurately determine the lexical-semantic variant of the word (i.e., in which meaning the given word is used), and then select the appropriate variant equivalent from those given in the dictionary.

In cases where variant equivalents of a certain word of the source language are absent in dictionaries, the translator must first also accurately determine in which meaning a polysemic word is used, and then translate it using one of the methods of word translation.

In the case when the dictionary does not provide an exact equivalent for a particular term, or when the use of calque, transliteration or descriptive translation is inappropriate, other methods of translation are also possible.

The transformation methods used in the translation of terms in the economic sphere include contextual substitution. Contextual substitution is a lexical translation transformation, as a result of which the translated equivalent becomes a word or phrase that is not a dictionary equivalent and is selected taking into account the contextual meaning of the word being translated, its context of use and the speech norms and traditions of the target language. It should be noted that there are no exact rules for creating contextual substitutions, since the translation of words in such cases depends on the context of their use. However, there are four main methods for creating contextual substitutions: semantic differentiation, concretization, generalization of meaning and "antonymic" translation (formal negation).

An extreme case of such a translation method as semantic development in the translation of words and phrases is the so-called "antonymic" translation, when the form of a word or phrase is replaced by its opposite (positive – by negative and vice versa), and the meaning of the translated unit remains basically similar.

In fact, the term "antonymic translation", which is found in the translation literature, is inaccurate, since the translated word is not replaced by an antonym in the target language, but only changes its form to its opposite, while its meaning and meaning remain unchanged. Therefore, to designate the indicated translation method, it is better to use the term "formal negation", which emphasizes the change in the form of a word or phrase and does not refer to antonymy as such, which is associated with a change in meaning to its opposite.

So, in the process of economic texts' translation various translation methods are used (selection of a variant equivalent, addition, deletion, substitution, permutation, etc.), but the most common is transcoding. Moreover, of all its subspecies (transliteration, transcription, adaptive transcoding), transliteration and adaptive transcoding are most often used (Table 1).

Thus, in the process of translating English-language terminology of the economic sphere, 8 types of translation transformations were identified, among which the most common are calque (22%) and transcoding (18%). Less often, the use of compression (9%) and inversion (6%) can be observed.

Conclusions. So, translating terms is a very responsible task for the translator. The translator must take into account the historical and cultural traditions of both languages. Often, one has to encounter new lexical units, especially terms that do not yet have equivalents at the time of translation in other languages. Sometimes one has to translate materials that contain terminological features with which he or she is not familiar. The translator's success in such cases depends on his/her ability to apply translation transformations, the main ones of which, as we found out

in the process of studying the methods of translating economic terminology, are generalization, concretization, explication, addition, compression and inversion.

A translator who works with economic texts must be familiar with this topic and possess the terms and concepts of this field; one should not look for a foreign word if a lexical unit with the same meaning already exists in the native language. The translation should use terms established by relevant state standards. If a neologism occurs in the text, the translator must choose an equivalent himself, using reference literature, or consult a specialist. In some cases, the term can be translated descriptively, by calque, transcription, etc.

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