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TRANSLATION FEATURES OF THE OF THE SPECIAL ECONOMIC VOCABULARY

ОСОБЛИВОСТІ ПЕРЕКЛАДУ СПЕЦІАЛЬНОЇ ЕКОНОМІЧНОЇ ТЕРМІНОЛОГІЇ

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The article examines lexical features of translation of economic sphere texts from English into Ukrainian; theoretical treatment of English economic terminology in translation is examined, systematized and generalized. The ways of translating lexical units of economic sphere from English into Ukrainian are analyzed. The most widely used ways include the following: description, transliteration, and translation with the help of an equivalent in the target language.

Key words: translation, economic terminology, language realities, descriptive equivalents, abbreviations, transcription, transliteration, language of translation.

У статті розглядаються лексичні особливості перекладу текстів економічної сфери з англійської на українську; розглянуто, систематизовано та узагальнено теоретичне обґрунтування англійської економічної термінології в перекладі. Проаналізовано шляхи перекладу лексичних одиниць економічної сфери з англійської на українську. Найбільш вживані способи включають у себе: опис, транслітерацію та переклад за допомогою добору еквівалента на цільовій мові.

Ключові слова: переклад, економічна термінологія, мовні реалії, описові еквіваленти, скорочення, транскрипція, транслітерація, мова перекладу.

В статье рассматриваются лексические особенности перевода текстов экономической сферы с английского на украинский язык; рассмотрены, систематизированы и обобщены теоретические обоснования английской экономической терминологии в переводе. Проанализированы пути перевода лексических единиц экономической сферы с английского на украинский язык. Наиболее употребительные способы включают в себя: описание, транслитерацию и перевод с помощью подбора эквивалента в целевом языке.

Ключевые слова: перевод, экономическая терминология, языковые реалии, описательные эквиваленты, сокращения, транскрипция, транслитерация, язык перевода.

Currently, linguistics pays great attention to the translation of economic terms from English to Ukrainian, in connection with the development of economic relations between states, legal entities and individuals. Every day more and more people enter into market relations with foreign companies. As a result, an adequate translation of economic vocabulary becomes very important in order to prevent possible misunderstandings between the participants of business communication.

Formulation of the problem. As you know, the economy includes various areas of activity: industry, agriculture, trade, stock exchange, and communications. Therefore, it is necessary to take into account the possibility of the presence in any economic text vocabulary from other areas. Each sector of the economy has its own specific units that require the search for the most accurate translation of a specific expression, taking into account the economic, legal, political and cultural realities of a particular country.

Research analysis. The problem of translating terms from English into Ukrainian was and remains one of the most relevant in modern translation studies. The research on the transfer of economic terms in the translation process was carried out by scientists V. Karaban, F. Zitkina, N. Aleksandrovova, L. Borisova, V. Danilenko, and many others. You are particularly interested in this process for the economy, since during the last decade it has undergone intensive development. The economic terminology of the English language is numerical and ramified, which may cause some difficulties in the translation process in a context of rapid European integration, it becomes increasingly relevant studying the translation of terms from Ukrainian into English and vice versa.

Consideration of issues of translitology is followed in the writings of such scholars as L. Savitskaya, M. Mahinova, O Boychuk, T. Krisanova, N. Dmitrakova and other. Of particular interest is this process for the economy, as recently it has undergone intensive development. Economic terminology system of both Ukrainian and English is numerical and branched, which causes some difficulties in the translation process.

The purpose of the article is to determine the features for translating English economic terms that sometimes do not have the corresponding equivalents

in the Ukrainian language. The economic terminology system dynamically develops, it is in close contact with the life and development of society, responds to changes in the language situation, transmits scientific information. Therefore, our research is definitely relevant, as modern scientific research institutes aim at studying the factors that influence the choice of translation option and their relation to the specifics of the language of translation.

Transliteration and transcription are relevant when there is no Ukrainian equivalence due to the absence of such a phenomenon in the Ukrainian economic professional field, and the explanation is too cumbersome, for example: hedger – хеджер, hedging – хеджинг; netting – нетинг, acceptor – акцептор. The use of these methods of translation monitors the tendency of internationalization the Ukrainian into world's economic thermo-system. Therefore, some economic terms that are commonly used in various ways are borrowed, but not explained. In addition, it is known that one of the requirements for the term is its conciseness and neutrality.

In linguistics, a calque /kælk/ or loan translation is a word or phrase borrowed from another language by literal, word-for-word or root-for-root translation. Used as a verb, "to calque" means to borrow a word or phrase from another language while translating its components, so as to create a new lexeme in the target language.

Proving that a word is a calque sometimes requires more documentation than does an untranslated loanword because, in some cases, a similar phrase might have arisen in both languages independently. This is less likely to be the case when the grammar of the proposed calque is quite different from that of the borrowing language, or when the calque contains less obvious imagery.

Calculation is appropriate in cases where its application does not lead to literalism. For example: *basic earnings per share* – базовий дохід на одну акцію, revolving credit – револьверний кредит, inflationary spiral – інфляційна спіраль.

Transposition and shredding are also used to translate economic terms, which are prepositively applied phrases. The complexity of the translation of such terms is the difference between the structures of the English and Ukrainian languages and the polysemantic components. For an adequate translation

of such terms of words, it is necessary to establish semantic relations between the components of the term, to understand the meaning of each component separately, to construct the translation of the term in accordance with the rules of the language of translation. In the Ukrainian language there are insert words “більше того” and “мало того”. In English, there is no lexical unit like *lessover*, so the insertion word “moreover” can be translated in these two ways, one of which (“nevertheless”) is antonymic and, in this particular case, is used to highlight and emphasize information that bears a sentence. The following case illustrates the use of this transformation in order to achieve the equivalence and adequacy of the translation:

The costs of transacting arise because the information is costly and asymmetrically held by the parties ... Трансакційні витрати виникають тому, що інформація небезкоштовна й асиметрична для сторін – учасників обміну...

The verbal translation of the lexical unit “costly” is «такий, що коштує грошей» and if you draw a logical parallel, an antonym translation “небезкоштовний”.

In the antonymic translation, one must also take into account the additional value of the lexical unit, for example:

... the long-term contract would be a fiction and its investment objectives vitiating.

... довготермінова угода виявиться фікцією, а її інвестиційних цілей не буде досягнуто. The meaning of “sustainable for a long future” has to be left unclear.

Particular attention deserves the translation of English economic terms with metaphorical meaning. In the process of economic terms translation it is necessary to take into account such characteristics of many economic terms as their metaphorical color. Strategies of metaphoric economic terms translation, and manifold types of transformations used in the process of their translation, should be considered as an object of scientific investigation.

In order to make an accurate translation it is very important to identify the types of transformations used in translation of English metaphorical terms in the field of economics, into Ukrainian language. First of all, the fulfilling of the following tasks seems to be the factor of paramount importance:

to identify semantic and pragmatic characteristics of metaphorical economic terms;

to compile semantic classification of terms as lexical units under research;

to define the types of transformations used in translation of metaphorical economic terms.

Methods of research are presupposed by the tasks mentioned before, and in our opinion the predominant use of such methods as componential analysis, transformational analysis, and statistical method, is determined by the complicated character of the subject of investigation.

An economic transfer is included in the concept of a special theory of translation. The term “economy” has several definitions. First, it is a science that studies the branches of the economy of the country and its individual regions, as well as some conditions of production. Secondly, the economy implies the economic activity of society, as well as the aggregate of relations that arise in the system of production, distribution, exchange and consumption. The economy studies the problems of the effective use of limited resources in order to maximize the satisfaction of human needs.

There are many popular world’s economic journals among them is “The Economist”. It was founded by the British businessman and banker James Wilson in 1843. The main publications focus on:

– original economic articles, in which free-trade principles will be most rigidly applied to all the important questions of the day.

– articles relating to some practical, commercial, agricultural, or foreign topic of passing interest, such as foreign treaties.

– articles on the elementary principles of political economy, applied to practical experience, covering the laws related to prices, wages, rent, exchange, revenue and taxes.

The Economist’s articles refer to the scientific style. The affiliation to this style is due to the fact that the text of these articles contains a large number of economic terms, and the strict form of presentation of the material is combined with the use of emotional and appraisal words and socio-political vocabulary. The Economist is a weekly magazine that has been published in the UK since 1843. The articles of the magazine are devoted to economic news, financial reviews, as well as political events and their influence on international relations in the world.

The relevance of the articles of the Economist magazine to the scientific-journalistic style implies compliance with the following criteria:

1. Accuracy – all information contained in the original text must be reflected in the translation;

2. Briefness – all information must be set out in a compressed and concise form;

3. Clarity – the brief presentation of the material should not interfere with the understanding of the information contained therein;

4. Expressiveness – the use of emotionally-evaluative vocabulary is the main tool for influencing the reader’s consciousness.

The value of such study is founded on the growing number of terms, where metaphoric component is used the field of economics. These types of terms are usually represented in financial newspapers or in the official documents, which are often prepared by native speakers in the USA, in European Countries, and in rapidly developed Asian countries.

Example: windfall profits – раптовий прибуток.

“In recent years, surging prices for crude oil have led to record profits for many energy companies, leading to demands from politicians to deem them as windfall profits and tax them accordingly.”

Translation into Ukrainian

“В останні роки ціни на нафту підвищилися до рекордної ставки, після чого політики зуміли отримати раптовий прибуток і сплатити відповідні податки” [7].

A type of transformation which is used in this case is modulation. “Раптовий вітер” means ‘sudden money income without any effort and investment’. The term’s Ukrainian analogue also comprises the “несподіваний”, and in the process of translation it loses its metaphoric connotation. In target language it corresponds to the term which is the same semantically, but at the same time it loses its pragmatic meaning and expressiveness.

There is no doubt that the mental picture of the world represented in Russian, and the same phenomenon in English language, are quite different. That is why, in order to overcome this obstacle, the use of explicatory translation is also one of the most productive ways.

“Cash poor – відчувати фінансовий дефіцит” [7].

“At a time when American companies hold near record amounts of cash, many people are surprisingly cash-poor at home.” That doesn't mean they could suddenly run out of money to pay their bills.

It is not adequate just to translate this metaphorical set expression as “бідна готівка” and then to give an explanation in target language, therefore explicatory translation delivers the message correctly to the target language experts and guarantees a full understanding of term without any extra explanation. The necessity of explicatory translation is also obvious in such metaphorical terms as “Yellow Dog Contract – “контракт жовтої собаки”. A yellow dog contract is a contract of employment in which the employee promises either that he will not join a labor union during his term of employment or that he will

withdraw from such employment in case he does join a labor union.

When we resort to metaphor, we contrive to talk about two things at once; two different and disparate subject matters are mingled to rich and unpredictable effect. One of these subject matters is already under discussion or at least already up for consideration when a speaker resorts to metaphor in the first place. In the sphere of economic terminology, as we have stated before, different types of metaphors play their own part, and because of that they required special way of investigation.

It is obvious that the ability to understand and interpret specific information entails some knowledge, as deep as possible, about the syntactic and morphological structure of the foreign text, apart from establishing the lexical relationships among the different words relations, which will differ depending on the specific situations in which specialized texts are embedded. That is to say, the main task of the translator is to eliminate from the original text all those textual elements, which do not belong to the cultural background of the potential reader, and to produce an easy-to-understand document [4].

Thus, in our scientific paper we made an attempt of description and systematic analysis of economic terminology represented in English, in relation to similar terminology in Ukrainian language. The main ways and characteristics of metaphorical economic terms translation were analyzed on the basis of this problem importance for translator’s activity. In the process of investigation of terms specificity in general, and studying economic terms in particular, it was revealed that translation of lexical units in the sphere of economics generates some difficulties in finding the adequate equivalent. Analyzing the process of metaphoric economic terms rendering according to ways of translation, we came to a conclusion that English metaphorical economic terms are translated into Ukrainian mostly on the base of three methods. Modulation, literal translation, and explicatory translation were examined here as the most typical ways of metaphoric meaning rendering. However, the choice of these methods of translation depends on various extra-linguistic factors, e.g. on translators’ knowledge in the sphere of ethnic stereotypes, historical and cultural background, and conceptual picture of the world [6].

Having investigated a number of figurative economic terms, we came to a conclusion that in most of cases, figurativeness of metaphoric economic terms in source language is remained in translation. Difficulties in translation of metaphorical economic terms and complicated process of finding

corresponding concepts in target language are the main obstacles for inter-lingual communication in the sphere of economics. We hope that our research will enable to avoid problems and mistakes while translating metaphorical economic terms. However, further researches aimed at the choice of the best translation strategy in the sphere of metaphorical economic terminology are required.

Without equivalents English economic terms, although they do not constitute a significant number of economic terminology, but can cause some difficulties in translation. It is necessary to take into account the fact that the translation by the translator is not the task of the translation of all components of the lexical unit, since the translation is not simply a replacement of the word of the ascending language in the language of the translation. The reason for the lack of equivalence is the temporary lag of one of the languages in the development of the system of concepts in one area or another and extra-linguistic preconditions during the further development of the professional sphere [3, p. 111]. Therefore, it is possible to include the terms that are not represented in the conceptual apparatus of the Ukrainian economic sphere for some reason for the non-equivalence economic terminology. It is worth noting that the absent in the language of translation may be exactly the equivalent term, but the concept may exist in the Ukrainian economic reality. Understanding and choosing the translation of such lexical units can only take place taking into account a certain extra-linguistic usage of terms, since the situation allows us to understand the specifics of the meaning of the term.

The next, fairly used way of translating *abbreviations* is to translate the corresponding full form of a word or phrase. This method is used when there is no corresponding reduction in the language of translation, and for the translation it is necessary to determine the complete form of reduction in the language of the original (in the dictionary or the text of the original). If the abbreviation is used several times in the original, the translator may enter the corresponding contraction in brackets after the submission of the complete form of the abbreviation, and then in the text of the translation, use the corresponding abbreviation in the Ukrainian language [2, p. 65]. For example: Citizens Advice Bureau – «Бюро консультацій населення», IBC (*International Business Company*) – Міжнародна ділова компанія (МДК) [7].

In addition, translators also use the method of transcoding the full (outgoing) form of the corresponding reduction: AP – (*агенство*) *Асошиейтед прес* [5, p. 6].

Often, before the translator there are various problems with the translation of texts of various subjects, and especially in the translation of professional texts, such as economic ones. It is necessary to distinguish a number of problems that arise before the translator.

The abbreviation, as a rule, is unambiguous, which makes translation easier. However, here it is necessary to add that at the same time, the reductions with different referents have the same or approximately the same letter composition, the same graphic form: with almost complete unmotivatedness of these units (for example, initial reduction), even in the broad context, such homogeneity creates considerable difficulties and becomes a cause translation mistakes. For example, the acronym DD in English economic texts can denote different concepts: Damage Done – завданий збиток; Deep Discount – “глибокий дисконт”, the term is mainly used in relation to coupon securities sold at a discount rate of more than 20% in the secondary market or at a low price issue; Direct Debit – прямиий дебет: інструкція клієнта банку автоматично дебетувати його рахунок регулярними платежами (Bank customer’s instructions to automatically debit its account with regular, but varying amounts for example, utility bills); Documentary Draft – документований перевідний вексель/тратта; тратта, що супроводжується товаророзпорядчими документами; Demand Draft – перевідний вексель/ тратта, терміновий по пред’явленню [1].

In addition to the above-mentioned lexical-grammatical methods of translation of modern economic terminology units there is a method of compression. The application of the compression method makes it possible to streamline the way of thinking more comfortably thanks to omitting extra-language context and unnecessary elements. This method is used by translators during the translation of professional terminology at the level of macrocontext, because at the micro level it can lead to unjustified omission of the lexical value of this term [6]. Thus, the problems of the translation of the terminological vocabulary, at first glance, are thoroughly studied in modern translation studies. However, translation of terms that do not have equivalent in language the translation remains a topical issue. Structural, semantic, syntactical differences between the terms of the English and Ukrainian languages create difficulties in choosing a translation method. Therefore, experienced translators usually choose one or another form of translation, based on the context of the context in which this special industry term is used, and sometimes it combines all the above-mentioned methods in order to as accurately and accurately convey their lexical meaning in the

language of translation, while preserving, as far as possible, the sound form and the morphemic structure of the original terminology unit.

Thus, the study showed that the most common way of translating abbreviations is to translate the corresponding abbreviation. Also, it should be noted

that when translating abbreviations into economic texts, the interpreter should be as careful as possible, since the translation of these lexical units requires the use of an exact match that will accurately and accurately convey the meaning of the word of the original language.

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СПЕЦИФИКА ПЕРЕВОДА ФРАНЦУЗСКОЙ ПУБЛИЦИСТИКИ

THE PROBLEM OF TRANSLATION OF JOURNALISTIC TEXTS IN FRENCH

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Целью исследования является проведение анализа лексико-семантических особенностей газетных материалов и способов их адекватного перевода с французского на русский язык. Газетная статья в первую очередь информирует читателей о насущных проблемах жизни общества, она также формирует у читателей определенное мнение, политические взгляды и нравственные вкусы. В статье присутствует еще экспрессивная составляющая, которая может быть выражена устойчивыми выражениями, фразеологизмами, жаргонизмами, клише. В текстах статей экспрессивное начало представлено в виде сравнений, юмора, сарказма, общественно-политической и социально-экономической терминологии. Перевод не обязательно должен совпадать с текстом оригинала, для адекватного выражения мысли автора используются лексические и синтаксические трансформации, лексическое свертывание или добавление (компенсация).

Ключевые слова: публицистика, газетная статья, адекватный перевод, экспрессивность, лексическое свертывание, компенсация.

Метою дослідження є проведення аналізу лексико-семантичних особливостей газетних матеріалів і способів їх адекватного перекладу з французької мови українською. Газетна стаття насамперед інформує читачів про насущні проблеми життя суспільства, вона також формує у читачів певну думку, політичні погляди і моральні смаки. У статті ще присутній експресивний складник, який може бути виражений стійкими виразами, фразеологізмами, жаргонізмами, кліше. У текстах статей експресивна сторона представлена порівняннями, гумором, сарказмом, суспільно-політичною і соціально-економічною термінологією. Переклад не повинен копіювати текст оригіналу, для адекватного вираження думки автора використовуються лексичні й синтаксичні трансформації, лексичне згортання або додавання (компенсація).

Ключові слова: публіцистика, газетна стаття, адекватний переклад, експресивність, лексичне згортання, компенсація.