

**OBSERVATIONS ON TRANSLATING SOME TERMS FROM BUSINESS ENGLISH
LANGUAGE INTO ROMANIAN LANGUAGE****Oana NESTERIUC**"Stefan cel Mare" University of Suceava, 720229, Romania
oana.nesteriuc@usm.ro**Abstract**

It is a well-known fact that globalization has had a significant impact on the communication process internationally. Every single day globalization brings together thousands of individuals of diverse cultural and linguistic backgrounds. The English language has been accepted as the language of globalization. It has been the result of the economic, social, technical and scientific development as well as of the evolving banking system especially in the United States of America – a country where mainly the English language is spoken on a daily basis. Consequently, all those who desired to access the latest information in the majority of fields show a vivid interest for learning this language. Moreover, nowadays the worldwide economic trading still takes place mainly in the English language. As far as Romania is concerned, especially right after 1989, one could perceive a total openness towards the Western world. The Romanian economy has focussed towards adopting the latest technologies, many foreign companies and corporations have been established which, in their turn, have generated numerous business language training services for companies. Basically, the core of this phenomenon relies on the fact that all the big corporations or their subsidiaries which are functioning in Romania nowadays are in high need of a homogenous means of communication. Thus, in the majority of instances, the international communication is carried out in the English language. On the other hand, the large Romanian companies that are present internationally are interested in training their employees in order to be proficient in any type of domains of activity. That is why their focus is geared mainly towards developing the communication competences of their employees in the English business language.

Key words: translation; translator; Business English language; meaning; machine translation systems; translation memoiry; source language; target language

JEL Classification: M20, M21, M40

I. INTRODUCTION

In regards to learning business English language by non-native speakers, the interest is primarily geared towards translation that can be viewed as another means of intercultural type of "communication." Generally speaking, acquiring any type of foreign language is linked to a series of challenges, difficulties that the non-native speaker has to face. Those challenges that we need to be dealt with when learning a foreign language have to do, to a great extent, with our native language in comparison with the foreign language that we intend to study in depth. If we were to make reference strictly to the business English language, the possible challenges that a translator may encounter refer mainly to rendering accurately of certain business terms in translating into and from the English language itself. For example, we subscribe to Horea's opinion that "Business English proves a serious 'school subject' and may become a troublesome and painstaking endeavour addressing to a specialized target groups, be those students in economics, economists engaged in affairs with foreign or international companies, people involved in business activities there quire knowledge of English for their job, translators specializing in fields of commerce or other categories that might need it for various reasons and so on." (Horea, 2006)

In the present study we view any translation as a "useful activity of learning a language" (Croitoru, 1994), an "inter linguistic semiotisation" (Dospinescu, 1994), as well as "an ability, an art and a technology" (Nida, 2004, p. 51) starting from the assumption that the meaning or meanings of a word - be it in the business English - refers to "a set of relationships among its semantic features." (Nida, 2004, p.55), (Koller, 1995) refers to translation as a result

of the text processing through which the very text in the source language is rendered in a text from the target language. Among all the written inter linguistic types of communication that have already been identified, Nida believes that the business, technical, political and the literary texts are the prevalent ones. From his point of view, the business translations are probably the easiest ones due to the fact that they tend to become a matter of routine throughout time. (Nida, 2004, p.81) As a rule, a good mastery of the mother tongue and its registers, the ability to think in a foreign language together with a thorough knowledge of both cultures (Romanian and English) that come into contact with one another throughout translation need to be the basis of any kind of translation endeavor. We believe that, as far as the business English is concerned, any kind of translation needs to render the entire explicit information from the source text. Thus, the biggest challenge for any translator is in terms of delivering an appropriate and comprehensible version of the information from the source text or of the word from the source language.

II. DISCUSSIONS

The starting point of our study refers is based on the observation that when attempting to translate the meaning of a word from the business English into Romanian, there will be no total identity between the meaning of that word in the business English (i.e. the source language) and Romanian language (i.e. the target language). Consequently, in attempting to determine the meaning of a word, the role of the context where that particular word is used will be "maximised." The maximum level would be when a translation was so accurately done so that the reader is able to understand, estimate and answer that message in almost exactly the same way as the producer of the original message. Thus, when attempting at translating both the terms and the texts from the business English into the Romanian language, one needs to focus on precision, brevity, monosemie and linguistic accuracy (Ionescu, 2006, p. 9) by keeping in mind that any translation may be considered as accurate provided it renders the communicative purpose of the transmitter from the source language into the target language at the highest equivalency degree. The same idea was expressed by (Podoliuc, 2012, p. 90): "For the translator it is essential to understand the functional and logical infrastructure of the sentences so as to be able to re-produce them in the Target Language."

As a rule, any translator is expected to render all the information from the source text. However, he also needs to consider the fact that "meanings cannot be expressed exactly as in the source language." (Nida, 2004, p. 50) The type of dictionary used by a translator is closely linked to the structure of the list of words – in our case, specific terms belonging to the Business English language. It is a well-known fact that there is a difference between a dictionary and an encyclopedia in the sense that a dictionary provides a brief explanation of a word (i.e. its meaning) as well as the instances where it is used. An encyclopedia provides detailed information for each and every member of the word family. Consequently, encyclopedias tend to be made of several volumes. The dictionary has mainly a useful role. "Translators not only have to be able to understand the source text, they also have to produce a target text. Tools such as dictionaries are very helpful for comprehension, but in order to be able to determine how terms can be used, it is more useful to see them in context, and preferably, in more than one context" (Bowker, 2002).

Generally speaking, especially in those instances when a translator has to do a written translation of a word or a text from the Business English language into Romanian, he or she will make use of either a printed (Merriem, 1989) or online (<https://translate.google.ro>) lexical, theme-based or biligual dictionary, or the free Google Translate (<https://en.m.wikipedia.org>) service or a combination of both.

Our study relies on the assumption that a dictionary entry represents the very content of a specific word. A word includes various meanings which can sometimes be expressed by a synonym, a definition, a paraphrase or through an example. As a rule, lexicographers – especially those who compiled the business English language dictionaries- not only accompany the terms by their definitions, but also include instructions that are very useful for their contextual disambiguation. For example, by simply looking for the translation of the word *economy* into Romanian, we found that it has only a couple of dictionary entries such as *economie (politică)*; *administrație* (Bantaș, 2005, p. 90) or several ones: 1. *economie*; *gestiunea resurselor*; 2. *economisire*; 3. *sistemul economic, gestiunea unei organizații, societăți, națiuni* (Dictionary Collocations, p. 114) or that the word as such does not exist in others. We

believe that there is also another word that might pose a little bit of confusion for a non-native speaker. The meaning of the word economics” in Romanian is *economic politic* (Bantaş, 2005, p. 90). Thus, non-native speakers have to be aware of the fact that when translated from Romanian into English, the word *economy* refers to a domain whereas the word *economics* refers to a subject (i.e. *ştiinţe economice*). Further on, if we consider the corresponding adjectives *economic* and *economical*, the confusion for a non-native speaker when he or she has to translate them into English is always there. In a regular English-Romanian dictionary, both terms are given the same translation in Romanian as „*economic*” (Bantaş 2005, p. 90). Yet, in order to provide an accurate translation of the meaning itself, we believe that the translator needs to resort to using specialised dictionaries, preferably the ones of English business terms. For example, the *Dictionary of Business Collocations with Romanian translations and practice section* gives clear definitions of both adjectives as well as different collocations in which they appear: *economic*; (Voroniuc, 1999, p. 52) ”pertaining to the management of the income, expenditures, etc. of a household, business, community, or government; of having to do with economics”(i.e. *referitor la economie*), whereas for *economical* we read ”careful with money and resources, thrifty”(i.e. *econom, economicos*). In other words, *economical* clearly defines an individual. It seems that the word *economical* (*Dictionary Collocations*, p. 113) is restricted in its meaning as compared to *economic* (Bantaş, 2005, p. 90) that is synonymous with “*fiscal, monetary, pecuniary, financial, budgetary, inflationary, deflationary, mercantile, commercial, marketable, profitable, taxable, nationalized, privatized.*” (Bantaş, 2005, p. 90) On the other hand, in her *English- Romanian/ Romanian – English Economic Dictionary*, (Năstăsescu Dicţ) explains the word *economic* as “*economic, de natură economică*” and offers an extensive series of collocations followed by their Romanian translation such as: *economic adaptiveness, economic batch, economic batch quantity, economic downturns, economic effects of taxation, economic flow, economic good, economic growth, economic lor size, economic man theory, economic mathematical methods, economic model, economic order quantity, economic oriented manager, economic profit, economic purchase quantity, economic rate of substitution, economic rent, economic self-sufficiency, economic survey, economic trends, economic sanctions.*

We believe that when the transfer that is made from the source language in the target language during translation one needs to take into account the fact that the same word can have different meanings based on the its various combinations. The translator needs to have available the appropriate equivalents or other terms or paraphrases to express the same message in the target language. Misunderstanding of the nature of word meaning and of translation may lead to the selection of inadequate dictionary equivalents. Secondly, subjects reading in their own language (e.g. language learners or translators translating into the native language) often have difficulty in determining exactly the meaning of that particularly word and, thus, the translation becomes a guessing-game. The decisions regarding the types of structures that are needed to do an acceptable translation that is able to have an impact on its recipient depend, on the one hand, on the very recipient, and, on the other hand, on the type of text that relies on the use of those terms belonging to the business language as well as on its purpose (e.g. cover letter, report etc.): ”A translation can be regarded as being adequate only if it renders the communicative intent of the transmitter from the source language into the target language at the highest level of possible equivalence without breaching the norms and usage of the language that the translation is made into [...]” (Bowker, 2005) We believe that when making any kind of translation the most aspect to focus on is rendering the meaning faithfully as the meaning contained in specific words does not match across the languages. That is why not rendering the context correctly could be considered a mistake. The translator always needs to aim to make the proper contextual selection.

It seems that as the volume of translation increases, translators depend more and more on technology to help them with their task. Yet, automation should not be seen as a replacement for human translators but as a way to enhance the human productivity, to supplement the human translation, with possible adjustment for humans to do. The electronic tools are largely dictionaries, word lists, and thesauri which are stored on the computer and are available for the translators to use whenever they need. However, machine translation offers a quick access to the source as it is comprised of pre-existent translation segments of matching source and target texts.

It is a fact that computer –aided translations (CAT) (*Dictionary Collocations*, pp. 113-114) or “machine translation programs never fail to convey a general and stable content, even though such operation may result in a roughly intelligible text.”(Bantaş, 2005, p. 90) When applying technological tools such as machine translation

programs, all that is left for the translator to do is to give the text the final touches to make it coherent in the translated language. The impression is that the machine does the translation work and the translator is in charge of editing the final text. While Google Translate has improved, it is still not good enough for any credible business to use it for anything other than getting a general idea of what someone else has said. Language is very complicated and ambiguous. Generally speaking, many words have several meanings that change according to the context of the sentence. The translator can accept the previous translation or make certain changes as appropriate. It seems that the system is very simple: it merely checks whether a particular sentence or word has been translated before or not. It looks like the most well-known search engine, Google Translate attempts to account for this as it often makes mistakes when it comes to translating the meaning. Theoretically speaking, there are numerous types of economies. For example, in the Romanian Dicționar de economie și științe sociale (Bloomsbury Adjectives, p. 60), they are listed as: economia bunăstării, economia de îndatorare, economia piețelor financiare, economia dezvoltării, economia informației, economia mediului, economia ofertei, economie de subzistență, economie industrială, economie informală, economie salarială, economie-lume, economii de scară. In their dictionary entitled Dicționar poliglot explicativ. Termeni uzuali în economia de piață, Mihalciuc et. al. (Năstăsescu Dicț., pp. 113-114) the list of similar terms is much shorter: market economy or exchange economy for economie de piață, open economy for economie deschisă, national economy for economie națională, underground/subterranean/shadow economy for economie paralelă, social market economy for economie socială de piață, economies of scale for economii de scară (Gheorghiu, 2015) If we are to translate them into English just by relying on Google Translate, we find the following equivalents: welfare economy for economia bunăstării, debt economy for economia de îndatorare, development economics for economia dezvoltării, information economy for economia informației, environmental economy for economia mediului, supply economics for economia ofertei, subsistence economy for economie de subzistență, industrial economy for economie industrială, informal economy for economie informală, wage economy for economie salarială, economy world for economie lume. In terms of the accuracy of translations, if we go back to the explanations given by Dicționar de economie și științe sociale, the definition of development economics (i.e. economia dezvoltării) is “an ensemble of different economic and socio-political studies[...]”. (Bowker, 2005) The conclusion is that the translation is accurate since we talk about theories.

The internet translation that Dollerup talks about in his study (Podoliuc, 2012) is the same as those of the translation memory. For example, if we access (<https://www.magicsearch.org>) - the multilingual meta search engine - then select a language pair and submit a search, the magicsearch tool will display a single scrollable page with multiple sources. Each time you select a word and click on that link on your links bar, it will open a new tab with search results of that specific language pair. If you search for another word, the existing browser tab will refresh with the new search results. Surprisingly, for the word economy we found many more word combinations such as: agrarian economy for economie agrară, booming economy for prosperitate/avânt economic, capitalist economy for economie de tip capitalist, diversified economy for economie diversificată, domestic economy for economie internă, local economy for economie locală, mixed economy for economie mixtă, national economy for economie națională. (Mihalciuc, 1995) Moreover, the use of the term is broken down in specific domains or fields of activity where it can appear such as: a term in the environmental policy (agriculture, forestry and fisheries) as in blue economy translated as economie albastră in Romanian, environment –ecological economy translated as economie ecologică in Romanian, green economy translated as economie verde in Romanian. (Hindle, 1998) We counted 80 entries just for the word economy itself. In some cases, a business English collocation is translated in the form of a short explanation such as economy –wide material flow accounts for conturi referitoare la fluxul de materiale la scară economică. Thus, it seems that the internet translation (i.e. the machine translation systems) tends to replace the paper-based dictionaries (Dollurup, 2006) on a regular basis as they are always at hand whenever the translator needs a quick reference or check of a meaning of a word or combination of words. The present study emphasizes the fact that the majority of the machine translation systems have been improved to a great extent lately and they offer the translator a wider data base of word associations.

III. CONCLUSIONS

Translation is a highly complicated process in itself. The translator needs to render the whole information from the source text or of the term itself. Yet, a strict synonymy does not exist. What matters is the act of translation itself as an interpretation of the meaning. Words and texts that are written in a controlled language can be more easily processed by a machine translation system or will achieve a greater number of matches when a translation-memory system is used. It is always expected that the translator will inevitably improve the text through translation. No dictionary, no matter how comprehensive, can cover the total vocabulary of any one, let alone two languages. Thus, not all dictionary headwords listed in a paper-based dictionary will carry all the meanings and refer to all the contexts in which words have appeared in any one language. Moreover, paper-based dictionaries are limited in time as compared to the online dictionaries. As far as the paper-based dictionaries are concerned, there is a time lag between the collection of words and their actual publication. Consequently, paper-based dictionaries do not include the newest words. It seems that slowly but surely the machine translation systems tend to replace the paper-based dictionaries by offering the translator a valuable support in his or her endeavor in rendering the meaning of a word accurately especially when translating from the Business English language into the Romanian language.

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