

THE PECULIARITIES OF LEXICAL TRANSLATION TRANSFORMATIONS IN BUSINESS JOURNALS

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Annotation. The paper deals with the peculiarities of lexical translation transformations in business journals. The novelty of this work is the investigation of the usage of lexical translation transformations in business language texts concerning the equivalence in different culture languages. In order to research the peculiarities of lexical translation transformations in business language texts when dealing with cultural differences the main object of the investigation is set-to-be the translations of the European Union business journals.

Keywords: lexical translation, transformation, equivalence.

INTRODUCTION

Translation has been used from as long as the middle ages, however it was never consider a science or a disciple and only recently it became a disciple that many professionals study for their whole lives. The importance of translations has been enhanced by globalization. One of the most popular translation researchers Pažūsis (2014) states that translations in Lithuania have become a part of every citizens daily lives due to globalization that has been evolving since the 20th century. This can be applied for the whole world because, globalization is a process caused by different language speakers coming together to communicate thus raising the need for translations. In the global context translations nowadays are very important for various information conveying because countries have differences in laws, their regulations, cultures and it is also very important to provide information about the news surrounding the changes that are constantly occurring. There are other various needs for translations and it is quite obvious that they are very important for today's societies, governments and businesses because, they provide many different opportunities that depend on their usage and the field they are used in, thus the topic concerning the transformations that are used in translation should also be considered very important.

Considering the already existing research on lexical translation transformations in business discourse it can be claimed that there is a lack of research considering the impact the transformation has on the translation equivalence in different languages and the cultures concerning them because, most of the visible research on lexical translation transformation impact on equivalence is focused on the literal translation field which is completely different from business language. In regards to that, the **novelty** of this work is the investigation of the usage of lexical translation transformations in business language texts concerning the equivalence in different culture languages.

In order to research the peculiarities of lexical translation transformations in business language texts when dealing with cultural differences the main **object** of the investigation is set-to-be the translations of the European Union business journals.

The **aim** of this work is to investigate the peculiarities of lexical translation transformations concerning the equivalence in different language speaking cultures in the European Union business journal translations to Lithuanian language by professional translators of the European Union business organization.

To achieve the afore-mentioned aim the following **objectives** have been set:

1. To analyze the existing literature concerning the topic at hand providing valid grounds for the practical part of the work and to select and conduct a contrastive analysis of the selected lexical translation transformation examples.

2. To provide insights on the lexical translation transformation peculiarities in different language speaking cultures in the European Union business journal translations, to summarize the contrastive analysis concerning the results and insights.

The material used in this research paper is the data collected in the European Union business journal translations by professional usage of lexical translation transformations.

THE ANALYSIS OF BUSINESS LANGUAGE CONCEPT IN LITERATURE

Nowadays translations are very important, because many documents, books and other texts are being translated daily to transfer information to different language users, which then is also translated to another language for the same purpose. It can be said that text translations are being used to communicate between parties speaking different languages, thus there is a need to understand the full concept of translation as an action and as a process. The most basic understanding of translations is that it is a rewritten text in another language by a specialized professional, who adapts the text in a way that it is understandable in the target language. The basic definition is accurate, however the definitions that define translation vary from specialist to specialist, because translation is a very wide field with many specialists who have their own opinions.

One of the most famous Lithuanian linguist Pažūsis (2016) states that translation can be described very simply to fully understand what it is. According to him, translation is the action of rewriting or retelling a spoken or a written text or a word into another language delivering the intended original language meaning. The definition that is provided by Pažūsis is indeed a very simple one, because it does not touch the fact that the process is either a technical one or an artful one.

According to Nida and Taber (2003) as referred and reviewed by AlGhamdi (2015) translation can also be defined as a science to transfer the data from source language (SL) to target language (TL) in a process that produces a text that sounds natural and delivers the intended meaning.

Another notable translation definition is created by Larson (1998) which was referred by Dewi, Indrayani and Citraresmana (2014) where they state that according to Larson translation is simply defined as a process during which the meaning of the source language is transferred in to the target language. It can be noted that Dewi, Indrayani and Citraresmana while defining translation focus on the fields from which translation issues occur.

Furthermore, Munday (2016) just like AlGhamdi describes translation as a process that involves two different languages in a process of text rewriting from source language to the target language using various transformations to aid in adapting the text so it retains the meaning intended and is correctly presented.

The presented definitions of the translation process involves SL analysis and its reconstruction into TL using transformations to deliver the meaning as accurately as possible and to present the text correctly. The process definition can be visualized presenting the phases that occur in translations (see Figure 1):

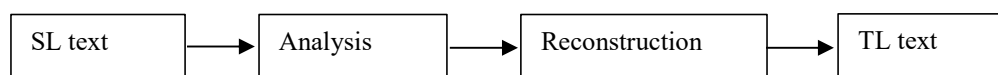


Figure 1. Visualization of the translation process

There are so many more definitions of both the process of translation and the translation itself, thus the definitions can further vary. Usage of various transformations is a must in both the written and the spoken translations. As already mentioned there are key skills that are important to a translator in order to accomplish successful translations.

The notable definition of business language is provided by Šarčević (2006) cited by Buma (2016) stating that business language texts can be regarded as a specialists way of communicating with each other using a particular functional language that is not commonly known outside the special field. Buma (2016) cites Harvey (2002) that the statement before is not correct and that business language also serves the purpose of communication between specialists and non-specialists. According to him, instances such as document sharing, providing business field services or communicating in a public court for example are all cases of special language specialist communication with non-specialists.

EQUIVALENCE IN BUSINESS LANGUAGE

Business language translators must use a flexible approach to translate business language, thus there is a need to understand what is equivalence role in these specific register translations and what it exactly is in literature. Equivalence as stated by Ngobeni (2013) is a relationship of one to one between the lexical items of two languages. In other words it is a relationship of words when they have equal representing

meanings in both SL and TL. The analysis of literature concerning equivalence is very important because, in order to understand what kind of problems translators face when trying to achieve it and what kind of skills are needed to provide a good business language translation, an understanding of what equivalence is in business language is a must.

Business language translations are very complex due to the fact that there are many unique features as well as differences in law systems between the languages that the translations occur. Joseph (1995) as cited by Chen (2013) states that due to the differences in law, text literature, politics and other elements it is almost impossible to translate the source text accurately to the target language without any meaning loss. The specific terminology in business language can also be considered to have different meanings between the source and target languages, thus another type of equivalence should be used in business language translations. Šarčević (1997) cited by Chen (2013) says that “functional equivalence is a term designating a concept or institution of the target business system having the same function as a particular concept of the source business system.” This means that functional equivalence is applied when there are no complete equivalents in the target language and there is a need to select a different element of that language to maintain the meaning.

Another rather similar statement about equivalence in business language is brought by Sin (2013) as he cites scholars de Groot and Sadrini. According to the cited scholars Sin states that equivalent business language translations can only occur between the same business systems but are impossible between different business systems or can prove to be a problem. His basis is that the differences in business systems causes the translations to lose some meaning or causes problems in finding the right words that have a similar or the same meaning. The positions of both Chen and Sin are very similar due to the fact that they highlight the fact that there are meaning mismatches between different language systems and even if it causes problems equivalent translations are possible.

LEXICAL TRANSLATION TRANSFORMATIONS

The act of translating has been discussed above as one that is performed with the aim of providing communication at an understandable level. That is delivering the exact same meaning from SL to TL using various tools. As Hanks (2014) states that it is exceedingly difficult to achieve, if not impossible, a perfectly accurate translation the translators still aim for this goal. According to him and many other linguists the main problem for this is the cultural differences. He mentions that to provide an adequate translation one must use the tools called transformations and the knowledge in possession about the various differences in societies. The tools used in the translation process are the transformations used to adapt, change and modify the SL text or a word in such a way that it would represent the original idea without fail, in other words for the text in TL to be adequate in comparison to the SL.

It is generally known that there are a couple of groups of translation transformations with certain other subgroups that involve certain ways of modifying the translation element. Namely the first group is grammatical transformations, which modify the text or a word by changing it in a grammatical way i.e. changes the structure of sentences or adds information to clarify or uses omission to skip certain elements. Grammatical transformations are widely used in all translations for the purpose of adapting the texts to the TL rules.

The second group of transformations is lexical translation transformations. They have a similar but not exactly the same usage in translation. The reason for that is the fact that they are used with the aim of delivering an accurate meaning i.e. in adapting various translation elements to the TL by using other elements that are clearer and easier to understand for the TL reader. The usage of lexical transformations in translation is not as wide as grammatical, due to the fact that lexical translation is used mainly in literature and is not as welcome in formal language registers, however the differences in cultures, language systems and social systems forces even the most formal texts to have lexical translation transformations usage in them.

Both of the above described groups have subgroups, however according to the aim of this work, lexical translation transformation subgroups are needed to be described further to be used later in the analysis of the work. There are various authors who group these transformations thus there are variety of different groupings. According to Pažūsis (2014) and Munday (2016) lexical translation transformation group in most cases is described to contain:

- Generalization;
- Concretization;

- Antonymic translation;
- Compensation;

The usage of these tools presented above according to Mansourabadi and Karimnia (2013) highly depends on the translator himself. They state that ideology and culture influences the way a translator uses these transformations mainly because of the choices on how to present certain elements in the translation. The reason behind this kind of influence is that cultures and ideologies change the way a person views certain elements, thus as a translator, he chooses the elements representing SL in TL that he or she finds the best fit. This is where the lexical transformations participate. As certain elements are chosen, they are adapted and or actually chosen using lexical translation transformations. As they state that even though different elements were used in the translations of different ideology translators, they conveyed the same ideology used in the book using different elements to represent them. It can be stated that even though culture and ideology influences translations, the main purpose of the original text is delivered, however using lexical transformations to find other elements to better present the matter.

The usage of these transformations is very frequent in different culture language translations as already noted by Mansourabadi and Karimnia. Various language registers dealing with cultural differences in translation also use these transformations, thus it is possible to find them in such language registers as Legal language or Medical language or even Technical language and so forth. To further discuss these transformations the selected examples of their usage from the language register translations must be presented i.e. the collected European Union business journal translations from English to Lithuanian that show usage of lexical transformation usage.

RESEARCH METHODOLOGY AND RESULTS

An analysis of the EU business journal translations from English to Lithuanian language will be conducted with the aim of achieving the previously mentioned set goal for this work. The previously mentioned set goal is to discuss the usage of translations when dealing with cultural differences between the two languages in the special business language discourse. While conducting the analysis a problem question will be answered concerning the impact of lexical translations transformations on the cultural equivalence in business language translations of the European Union business journals. It is important to note that the main problem question also involves discussing if lexical translations transformations in the specific language register are a needed usage or not and what causes it.

Generalization in translation.

This specific translation transformation is one of the most well-known among translators because, it is used in every language register and text genre. Its usage is explained by Pozdilkova (2012) where she specifies that it is used in order to change the point of view at which the target element is looked with the intention of broadening it. If an element of SL has one and defined meaning and generalization is used, the translated element can have a broader meaning. It is generally known that Lithuanian is a more specific language than English, mainly due to the fact that it uses more adjectives describing everything in more detail. This register just like every other else, plays a role in dealing with cultural, political and other differences in translation understanding. Examples of such are presented below, along with their analysis.

1. *The long-term storage of the grapes takes place in bunch cutting and packaging workshops in the geographical area so that they can be placed in a cold chamber very rapidly in order to preserve the product and **prevent it from deteriorating**.* - *Ilgai laikomos vynuogės sandėliuojamos geografinės vietovės valymo ir pakavimo cechuose, kad produktą būtų galima kuo greičiau įdėti į šaldymo kamerą siekiant jį išlaikyti ir **išvengti jo pakitimų**.*

2. *Within the three geomorphologic units comprising the geographical area, the ‘Chasselas de Moissac’ vines have been **established** on parcels with relatively infertile soils that lack **major elements or trace elements**, are fairly deep and well-drained and warm up easily owing to their texture rich in coarse fragments or their **exposure**.* – *Trijuose geografinę vietovę sudarančiuose geomorfologiniuose dariniuose „Chasselas de Moissac“ vynuogynai **sodinami** pakankamai giliuose ir gerai sausinamuose nelabai derlingo dirvožemio sklypuose, kuriuose trūksta svarbiausių **mikroelementų** ir kurie lengvai išyla dėl jų struktūroje gausiai esančių stambių dalelių arba **išsidėstymo**.*

3. *The grapes of ‘Chasselas de Moissac’ are exceptionally healthy and the bloom is preserved.* – *Chasselas de Moissac“ **uogos yra visiškai nepažeistos, su vaškinė apnaša**.*

Concretization in translation.

This particular transformation is described in a similar manner to generalization. The main reason being is that this transformation has the opposite effect, that is instead of generalizing or in other words transforming an element of narrow meaning to a broader meaning element it transforms a narrow meaning SL element into an element that has a broad meaning in TL. The aim of this transformation as described by Pažūsis (2014) is to translate the SL element into a TL while ensuring the best possible equivalence. He also states, that this transformation helps in cases when the two languages do not have possible equivalent translations. Examples of this transformation usage in business language are presented below.

1. *Announcements – Nuomonės (The title)*

2. **INFORMATION FROM EUROPEAN UNION INSTITUTIONS, BODIES, OFFICES AND AGENCIES - EUROPOS SAJUNGOS INSTITUCIJŲ, ĮSTAIGŲ IR ORGANŲ PRIIMTI KOMUNIKATAI** (title)

3. *‘Chasselas de Moissac’ is packaged simultaneously with the cutting of the bunches and sorting of the product, which are indispensable steps in obtaining the distinctive product covered by the designation. – „C hasselas de Moissac“ vynuogių pakavimas vykdomas tuo pačiu metu kaip ir netinkamų uogų išskabymas ir rūšiavimas.*

Antonymic translation.

According to Cambridge Advanced Learners Dictionary (Third Edition) Antonym is a word which means the opposite of another word. In translation it is described in a similar manner because, it is not just a word, but the whole sentence change from a negative to a positive or vice-versa. According to Maskaliūnienė (2013) this transformation is semantic because, it is based on the semantic word pair characteristics and the antonyms themselves are only the exact opposite of those word pairings. She also states that antonymic translation is a big part of any language lexical part, however the transformation itself does not have equivalent elements in many cases, thus according to her the usage is affected by the language differences and is based entirely on the translators creativity.

1. *Cases where the Commission raises no objections or the measure does not constitute aid – Atvejai, kuriems Komisija neprieštarauja arba kuriais priemonė nelaikoma pagalba*

2. *The sentence ‘The grapes are perfectly healthy’ has been added, the objective being to guarantee the quality of the product. – Įterpiamas sakinys „Vynuogės yra visiškai nepažeistos“.*

the grapes are perfectly healthy – vynuogės yra visiškai nepažeistos,

3. *The name of the protected designation of origin ‘Chasselas de Moissac’ written in characters of a dimension at least equal to those of the largest characters. – saugomos kilmės vietos nuorodos pavadinimas „Chasselas de Moissac“, užrašytas raidėmis, ne mažesnėmis už didžiausias kitų užrašų raides.*

Compensation in translation.

Compensations are just another way for a translator to reach a meaning transferring translation. According to Pažūsis (2014) it is a transformation mainly used in order to fill the information gaps in the TL translation by providing additional information which, according to him can also be used in order to describe an action or an object which does not have an equivalent element in the TL. He also states that compensation is a natural translation phenomena, due to the fact that all languages have different understanding of certain elements which is also affected by culture, politics and so forth. Examples of this transformation usage are presented below.

1. *Commission information notice pursuant to Article 17(5) of Regulation (EC) No 1008/2008 of the European Parliament and of the Council on common rules for the operation of air services in the Community — Invitation to tender in respect of the operation of scheduled air services in accordance with public service obligations. – Komisijos pranešimas, teikiamas Europos Parlamento ir Tarybos reglamento (EB) Nr. 1008/2008 dėl oro susisiekimo paslaugų teikimo Bendrijoje bendrųjų taisyklių 17 straipsnio 5 dalyje nurodyta tvarka – Kvietimas dalyvauti su viešosiomis paslaugomis susijusius įsipareigojimus atitinkančių reguliariojo oro susisiekimo paslaugų teikimo konkurse.*

2. **eDelivery** – CEF-TC-2017–2: E. pristatymas (elektroninis dokumentų pristatymas).

3. *That section has also been supplemented to include several provisions on registers, declaration documents and a specific identification and traceability system making it possible to guarantee the traceability of the products and verify their compliance with the requirements of the specification. – Be to, ši dalis papildoma keliomis nuostatomis, susijusiomis su registrais ir deklaravimo dokumentais bei specialia identifikavimo ir atsekamumo sistema, skirtais produktų atsekamumui užtikrinti ir atitinkčiai specifikacijos reikalavimams kontroliuoti.*

The overall usage of compensation transformations is based around explaining information lost in translation while keeping the translation itself as precise and formal as possible avoiding various literal

translations. Information loss is due to the usage of various unique abbreviations or translations of content that does not have a good equivalent translation in TL. In some of these examples it can be noted that compensation is used as a substitute for another transformation because, this particular transformation can provide better translation results.

CONCLUSIONS

1. Lexical translation transformations are used in every possible translation, however the usage highly depends on the register it is used in. In business language, the use of lexical transformations is not very frequent because, this language register is a unique and described by many scholars as one of the most complex registers to work with. There are various reasons for such descriptions to be provided by scholars, the most important of them being that this language uses complex terminology, is very formal and the precision in the meaning of the sentences is very high. Precisely due to these characteristics, the usage of various lexical transformations is very limited, however their usage is a must in all translations.

2. Lexical transformations in the EU journal translations are used in a very cautious way because, the usage is very scarce in comparison to the amount of the text covered in the analysis. The ways that these transformations are used are by switching places with certain elements of the text in a way that it would not alter the sentence structure, formality and the precision it has. In some cases different lexical transformations could have been used, however they were avoided because, they would change the formality of the business texts. It can be said that the transformation usage is the same as described in the theory, however the usage is largely based around the formality and precision of business language.

The peculiarities of these transformations in business language indicate that some are more useful than others, however it can be said that every transformation is needed in a translation and that also applies to registers such as business language, which tend to avoid literary translation due to the fact that it is a precise and formal register. Lexical translation transformations are needed to keep the language natural and to adapt it in a way that it would be easier to understand for the TL reader or listener and also a higher usage of these transformations should not damage the formality, precision or the meaning intended to deliver of the language register. The main reason for that being that these transformations can be used in a formal way to help achieve a more precise translation.

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Santrauka

Leksinių transformacijų vertimo ypatumai verslo žurnaluose

Vertimas buvo naudojamas jau viduramžiais, tačiau jis niekada nebuvo laikomas mokslu, ir tik neseniai tai tapo pripažintu mokslu, tyrinėjamu daugelio autorių. Šio mokslo daugelis mokosi visą savo gyvenimą. Vertimo svarbą padidino globalizacija. Vienas iš populiariausių vertėjų Pažūsis (2014) teigia, kad vertimai Lietuvoje tapo kasdienia piliečių dalimi, iš dalies dėl globalizacijos, kuri auga nuo XX amžiaus pradžios. Tai taikoma visam pasauliui, nes globalizacija yra procesas, kurį sukelia skirtingų kalbų bendruomenių atstovai bendraujantys tarpusavyje, taip padidinant vertimų poreikį. Globalioje aplinkoje vertimas yra labai svarbus įvairiam informacijos perdavimui, nes skirtingos šalys turi skirtingus įstatymus, nuostatas, kultūrą, todėl labai svarbu perteikti informaciją apie naujienas, susijusias su nuolat vykstančiais pokyčiais. Yra ir kiti įvairūs vertimo poreikiai, ir yra visiškai akivaizdu, kad jie yra labai svarbūs šiandieninei visuomenei, vyriausybėms ir įmonėms, nes jos teikia daugybę informacijos, susijusios su įvairiomis galimybėmis.

Atsižvelgiant į jau atliktus leksinių vertimo transformacijų tyrimus verslo diskurse, galima teigti, kad trūksta tyrimų, kuriuose nagrinėjama transformacijos įtaka vertimo lygiavertiškumui įvairiomis kalbomis ir su jais susijusiomis kultūromis, nes daugumoje tyrimų vertikalojo vertimo transformacijos lygiavertiškumas yra orientuotas į tiesioginę vertimo sritį, kuri visiškai skiriasi nuo originalios kalbos. Atsižvelgiant į tai, šio darbo naujovė yra leksinių vertimo transformacijų naudojimas verslo kalbos tekstuose skirtingos kultūros kalbose.

Siekiant ištirti leksinių vertimų transformacijų ypatumus skirtingų kalbų tekstuose atsižvelgiant į kultūrinius skirtumus, apibrėžtas šio tyrimo objektas - Europos Sąjungos verslo žurnalų vertimai.

Šio darbo **tikslas** - ištirti leksinių vertimo transformacijų ypatumus, susijusius su skirtingų kalbų kultūrų lygiavertiškumu Europos Sąjungos verslo žurnalų vertimuose į lietuvių kalbą, atliktą profesionalių Europos Sąjungos verslo organizacijų vertėjų.

Norint pasiekti minėtą tikslą, buvo nustatyti šie uždaviniai:

1. Išnagrinėti esamą literatūrą, susijusią su šia tema, suteikiant pagrįstą praktinės darbo dalies pagrindą;
2. Atrinkti bei atlikti kontrastingą pasirinktų leksinių vertimo transformacijos pavyzdžių analizę, pateikti išvalgas apie vertimo perorientavimo ypatumus skirtingų kalbų kultūrų aspektu Europos Sąjungos verslo žurnalų vertimuose ir apibendrinti gautus rezultatus bei išvalgas.

Šiame tyrime naudojama medžiaga yra Europos Sąjungos verslo žurnalo vertimuose surinkti duomenys.

Vertimo transformacijų ypatumai verslo kalboje rodo, kad vienos transformacijos yra aiškesnės už kitas, tačiau galima sakyti, kad vertimai reikalingi ir taikomi tokiems registrams, susijusiems su verslo kalba, kurie linkę vengti literatūrinio vertimo. Norint išlaikyti kalbą natūralią ir adaptuoti ją taip, kad būtų lengviau suprasti, reikalingi leksiški vertimo pakeitimai, bet didesnis šių transformacijų panaudojimas neturėtų pažeisti formalumo, tikslumo ar reikšmės, skirtos kalbos pristatymui. Pagrindinė vertimo transformacijos priežastis yra tai, kad šie pakeitimai gali būti naudojami oficialiai, siekiant padėti tiksliau išversti tekstą.