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### TRANSLATING SIMPLE ECONOMIC TERMS FROM ENGLISH INTO UKRAINIAN

**Introduction.** Translation of simple economic terms serves as a basis for further search and analysis of the necessary information. This is one of the most difficult types of translation, as the result depends on its authenticity and correctness. Economic translation requires the knowledge and skills of a researcher. The person who is engaged in such translations, first of all should be the professional, should know features of this branch of translation, have the increased responsibility, be able to concentrate on the smallest details.

**Review of recent publications.** Given the relevance of the study, many foreign and domestic scientists have devoted their work to this issue, among them it is worth noting such as: Chernovaty L. [1], Karaban V. [2], Miroshnikova K.V. [3],

Nakonechna H. [4], whose developments have made a significant contribution to solving the problem of translation of terms.

**The objective of the paper.** Analysis and research of ways to translate simple English economic terms. The empirical material of the research comprised 110 English simple economic terms selected from the Internet sources.

**Results of research.** The question of the specifics of terms and the problems of their translation has always occupied a special place in comparative linguistics. If the task of translation is to ensure the equivalence of original and translated texts, then when translating special texts it is the simple terms that should be given special attention: after all, they determine the information content of special text, being a kind of keys encoding special information. Thus, it is with regard to the terms that the most acute question arises about the possibility of achieving equivalence in the presence of differences in code units.

A characteristic feature of the economic style of translation is its informativeness, logic, accuracy, objectivity, clarity. Some texts that belong to this style may have these characteristics to a greater or lesser extent, but all such texts are characterized by special vocabulary and terms [1].

The term “term” is considered in accordance with the functional approach and is defined as any full-fledged part of speech that carries certain terminological information, participates in systemic relations and is part of a word-forming nest formed on the basis of general terminological meaning.

The word term came to us from ancient times. According to the Online Etymology Dictionary, the word “term” comes from Latin “terminus” and meant “end, boundary line” [5].

Simple economic terms consist of the base only and do not have prefixes or suffixes (e.g. bond). They are an integral and very important part of economic terminology, which can cause some difficulties in translation, as they have a large number of meanings. For a clear understanding, 110 simple economic terms were studied for analysis. Such as *agent, balance, bond, bid, budget, buy, capital, cash, coin, credit, deal, debit, debt*, and many others.

Economic terms are a special type of language units of English, Greek or Latin origin and are often transcoded depending on the root that the basis of the terminological phrase of the original language. Thus, “economic terminology is distinguished by its internationality, because its intensive development due to globalization has been facilitated by advanced economies [2].

Translation is a very complex process, during which many factors must be taken into account– the genre and style of the original, the competence of the translator, the time frame allocated for the project and much more . Written translation of simple economic terms is completely different from any other type of translation. It usually takes time, clear research, choosing the best option, using a dictionary and of course advice from a specialist. Like any other translation, the main task of a translator is to convey the meaning and melodiousness of the original text. In addition, one needs to be very careful and properly weigh all the stylistic features [3].

Due to certain discrepancies between the terms of the original language and the language of translation, the translation is done even when there are no equivalents in the TL. Nakonechna H. [4] defines two stages in the process of translating a simple term: 1) to clarify the meaning of the term in context; 2) to translate the meaning into the native language.

Before translating, the term must be recognized in the text, distinguished from elements of general vocabulary. Difficulties can arise mainly due to homonymy.

English simple terms do not cause such significant translation difficulties compared to complex terms and phrases. Much fewer interlingual transformations are used to translate simple terms.

The main method of translating English simple economic terms into Ukrainian is translation using the lexical equivalent, the transfer of a constant lexical correspondence that exactly coincides with the meaning of the word. Terms that have equivalents in the native language play an important role in translation. They serve as reference points in the text, depend on the disclosure of the meaning of other words, and provide an opportunity to clarify the nature of the text. Replacing terms with words close in meaning is not allowed [1].

Equivalent units are divided into one-equivalent (those with only one translation counterpart) such as *money, economy, market, coin, credit, crisis* and multi-equivalent, those with two or more translation counterparts such as, *cost, current, dues, duty, effect*. Ambiguous simple terms have several ways of translation according to the number of their meanings. The equivalent of an ambiguous word is called a variant equivalent, which conveys the meaning of the word of the source language, and serves as the translational equivalent of a lexical-semantic variant of a polysemous term.

One of the simplest methods of translating a term is the method of transcoding, letter-by-letter or phonemic transmission of the original lexical unit using the alphabet of the language of translation. When transcoding by, one should not forget about “false friends of the translator”, in transcoding which gross distortions of content occurs [5].

Especially often the transcoding of English simple economic terms occurs when the term in the language of translation consists of international terminological elements of Latin or ancient Greek origin. However, before using this method of translation, the translator must make sure that the translation language does not have a translation equivalent of the translated term, otherwise transcoding in the translation language may result in synonymous terms, which violates the clarity and coherence of a particular terminology: *embargo* – *ембарго, припинення, заборона*.

Also, translation of simple English terms is possible by describing the meaning. Compared to transcoding, descriptive translation has the advantage that it achieves greater transparency of the content of the term. Descriptive technique is used in the translation of the latest author's terms-neologisms, which are usually given in quotation marks. There is often a combination of transcoding with the following explanation or description [2].

The lexical and semantic methods of translation used in the translation of simple terms include: concretization and generalization.

Concretization is the replacement of a source language word with a broader subject-logical meaning with a translation language word with a narrower meaning.

This method of translation is more often used when translating terms with a broad, vague meaning: «*This was a fundamental challenge because the claims have been the driving force behind government principal work*». [The New York Times, 2017] – «*Це вже претендувало на фундаментальну критику, адже зазначені положення становили стрижень цієї основної праці уряду*» .

Generalization – the replacement of a unit of the source language, which has a narrower meaning by a unit of translation language with a broader meaning [5: 176]. For example: «*The first factories were driven by water*». [The New York Times, 2017] – «*Перші фабрики працювали на воді*».

The following pie chart (Fig. 1) shows that descriptive translation was the most common (38%) method used to obtain economically equivalent terms, followed by transcoding (29%), getting a vocabulary match (14%), and concretization (7%). generalizations (6%) and lexical equivalent (6%).

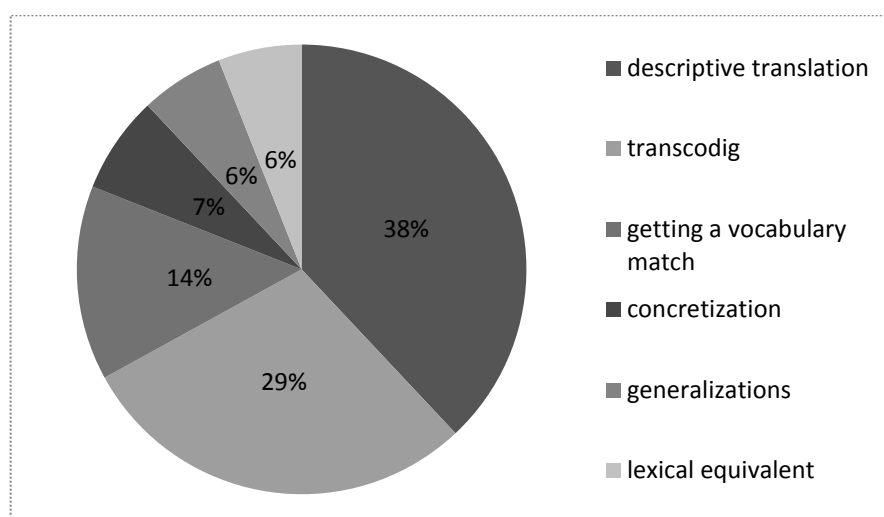


Fig. 1 Frequency of using translation methods in translating economic terms  
Source: created by the authors

Particular attention should be paid to the translation of terms formed by some active prefixes and suffixes. From the point of view of this question, the translator needs to know the meaning of affixes active in term formation.

**Conclusion.** The translation of simple economic terms requires from the translator high responsibility, diligence in the choice of translation methods and accuracy in details. Undoubtedly, economic translation involves knowledge of the subject of translation and its features, knowledge of economic terminology, the specifics of the economic style of presentation and the ability to accurately convey the content of the document. Thus, the problem of economic translation is, first of all, the translator's ignorance in the field of scientific infrastructure, his lack of scientific terms and, as a consequence, his incompetence to find an equivalent in the language

of translation. Therefore, a translator working in a particular field must carefully study the ways of reproducing terminology, as well as the linguistic features of the source language.

In our opinion, it is expedient to continue studying the peculiarities of the translation of simple English terms into Ukrainian, in particular in the comparative aspect. After all, adequate translation of professional terminology against the background of further scientific study of translation methods acquires special significance in the context of the successful formation of the domestic terminological system in accordance with international standards.

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## **COMPARATIVE CHARACTERISTICS OF UKRAINIAN AND ENGLISH PHRASEOLOGICAL UNITS**

**Introduction.** Phraseological units are stable, emotionally charged phrases that, unlike ordinary word combinations, are not created in speech, but are reproduced in it as indivisible units with a solid figurative meaning. They are one of the most effective ways of forming speech and are used for brevity or for a vivid emotional assessment of what is described. They are individual for each language and reflect the unique mentality of the nation, its history and customs, as they were formed in relation to the surrounding realities and features of people's perception. Currently, phraseological units are a big problem for translators, as it requires finding the most accurate equivalent depending on the context.

**Review of recent publications.** This topic has been little studied so far. The article by V. Gulyas [2] on the reproduction of Ukrainian phraseological units in the English translation is devoted to it, while other researchers (Yu. Shnip, T. Bondar, T. Polishchuk, O. Martyniuk) consider only units with separate lexical components. The problem of translation of phraseological units in general was considered by S. Vlahov and S. Florin, I. Korunets, V. Komissarov, O. Gerasimova, J. Kostin. This topic is much more widely studied in Russian lexicology. In particular, the works of the following researchers are freely available: A. Kunin, K. Rasikhovna, I. Gorbulich, M. Artashevna and others. The linguist A. Kunin created the "Great Anglo-Russian Phrasebook" [3]. As it is known, Ukrainian and Russian phraseology have many commonalities.