



ARTÍCULOS

UTOPIA Y PRAXIS LATINOAMERICANA. AÑO: 25, n° EXTRA 10, 2020, pp. 64-70
REVISTA INTERNACIONAL DE FILOSOFÍA Y TEORÍA SOCIAL
CESA-FCES-UNIVERSIDAD DEL ZULIA. MARACAIBO-VENEZUELA
ISSN 1316-5216 / ISSN-e: 2477-9555

Translation Peculiarities of Economic Terms from English to Tatar Language

Peculiaridades de traducción de términos económicos del inglés a la lengua tártara

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Este trabajo está depositado en Zenodo:
DOI: <https://doi.org/10.5281/zenodo.4155144>

ABSTRACT

The article is devoted to the study of the translation peculiarities of economic terms from English into the Tatar language in terms of their nominative structure. Difficulties in economic terminology translating are one of the main communication obstacles in the field of economic sciences. The material of the study was the English texts on economic themes. The terms were selected from newspapers such as The Wall Street Journal and The Economist. The study has practical importance, since the results can be used in classes of basic foreign language; they can also be practical materials in compiling a thematic dictionary.

Keywords: Comparative constructions, comparison, nominative structure, semantics, translation.

RESUMEN

El artículo está dedicado al estudio de las peculiaridades de la traducción de términos económicos del inglés al idioma tártaro en términos de su estructura nominativa. Las dificultades en la traducción de la terminología económica son uno de los principales obstáculos de comunicación en el campo de las ciencias económicas. El material para el estudio fueron los textos en inglés sobre temas económicos. Los términos fueron seleccionados de periódicos como The Wall Street Journal, y The Economist. El estudio tiene una importancia práctica, ya que los resultados pueden usarse en clases de lengua extranjera básica; también pueden ser materiales prácticos para compilar un diccionario temático.

Palabras clave: Comparación, construcciones comparativas, estructura nominativa, semántica, traducción.

Recibido: 25-08-2020 **Aceptado:** 28-10-2020



INTRODUCTION

In the context of the integration of our country into the world economic community, the number of texts on economic themes is constantly growing, which has a great interest to the Russian-speaking reader. Therefore, from a linguistic point of view, the relevance of the study of the English language is increasing.

Research in the field of translation of special economic terminology is an important and urgent task aimed at achieving adequate translations, contributing to the solution of many applied problems and accelerating the exchange of information in the field of the latest achievements of economic science among specialists and scientists from different countries (Perkhach et al.: 2020, pp.662-669).

Thanks to the revival of the original Tatar words, the activation of forgotten Arabic and Persian borrowings, which functioned at the beginning of the 20th century and the introduction of neologisms, the modern Tatar language develops and enriches (Agarkova: 2001, p.171).

The functioning of the language in full provides its representation in all spheres of society. Raising the social significance of the Tatar language to the level of Russian is not an easy task and requires certain forces, means and time. Expanding the spheres of language usage is one of the directions of the language policy pursued in the Republic of Tatarstan. These spheres of the state languages usage are regulated by the laws "About the languages of the peoples of the Russian Federation" and "About the state languages of the Republic of Tatarstan and other languages in the Republic of Tatarstan" (Yusupova: 2016, p.409). A wide range of specific activities is provided by the State Program of the Republic of Tatarstan on the conservation, study and development of the state languages of the Republic of Tatarstan and other languages in the Republic of Tatarstan. The spheres of its application are social institutions such as the media, education, culture, and publishing work (Villalobos et al.: 2018; Rincón et al.: 2019; Annía et al.: 2019; Koroleva et al.: 2020).

Office work in the national language and its functioning is also represented in the financial and economic sphere. The development of the financial and economic terminological apparatus, the "introduction" of the Tatar language into one of the most important spheres of the life of society - the field of financial and economic relations - in our opinion, is one of the most important tasks facing modern bilingual society. Meanwhile, until now, the functioning of the Tatar language in the financial and economic sphere has not been the subject of special research. In addition, the functioning of the sectoral financial and economic vocabulary from a chronological point of view has not been comprehensively studied. The economic vocabulary was affected by other lexical-thematic groups (official-business, legal, socio-political) or from the point of view of word formation and comparative typology (Sokolova: 2000, p.342; Galieva & Nevzorova: 2018, pp.324-335).

Economic terminology has already been subjected to monographic research, in particular, in the work of A. Zaripova, economic terminology was studied in comparison with the material of the Russian and German languages (Burbiel: 2018). The terminological vocabulary was studied by Kalganova in connection with the functioning of the Tatar language in the financial and economic sphere. But a number of questions are still unresolved fully. So, the originality or the borrowed nature of economic terms, the principles of nominative structure and semantic features have not yet been determined. Thus, the need to study the economic terminology of the Tatar language is caused by the popularity of the studied material not only among specialists and ordinary native speakers but also by the knowledge lack of a number of the most important problems of its development at the present stage (Robbeets & Savelyev: 2020).

The purpose of the work is to study the structure, semantics and translation of English economic terms into the Tatar language by their nominative structure (Lewis: 2019).

METHODS

The following methods of linguistic analysis were used in work: analytical method and analysis of newspaper literature on the problems and features of the translation of written language, comparative method, translation commentary.

The material for the analytical method and analysis of newspaper literature on the problems and features of the translation of written language was English texts on economic themes. The terms were selected from the newspapers such as *The Wall Street Journal*, *The Economist* (Kh & Safoyeva: 2019).

In the process of research of comparative constructions, elements of structural and component analysis were used (Sakaeva: 2018, pp.108-115).

The comparative method established the general and specific features of the English and Tatar languages.

RESULTS

In the process of studying the dynamics of the economic terminology's composition, namely, comparative historical analysis and comparative study, M.K. Yumatova distinguishes common-Altai, common-Turkic, Tatar and borrowed ones as part of this terminology. The most ancient terms that have common Altai and Turkic origin include Bakir 'copper', Akcha 'money', Tien 'penny', altyn 'gold', Alu 'buy', Satu 'to sell', Aslam 'profit' and others. These terms are considered in all groups of Turkic languages, and some are borrowed by the Russian language (Yusupova: 2016, p.409).

Among borrowings from European languages, the largest groups are borrowings from the English language, where the terms with -ing are distinguished (underwriting, bucketing, banking, benchmarking, vending, vesting, dedring, dumping, demarketing, dealing, engineering, consulting, leasing, listing, ranking, marketing, merchandising, rating, saving, tolling, factoring, holding, etc.) and Latin language as well (bonus, denomination, calculation, commerce, conversion, course, license, tycoon) (Sokolova: 2000, p.342).

DISCUSSION

The classification of English economic terms is based on various individual features of the terms - substantial, formal, functional, intra-and extra-linguistic features. The main sign of economic terms is their nominative structure (Yusupova: 2016, p.409).

One-word terms (phrases):

- Karar (Tatar telenen yazma corpusy: 2019) - resolution (Terekhov: 1994, p.512).

Two-word terms (phrases):

- Yshanychly huzhja (Tatar telenen yazma corpusy: 2019) - trustee (Biznes2005).

Three-word terms (phrases):

-Frantsiyada profsoyuzlar berleshmese (Tatar telenen yazma corpusy: 2019) - syndicate (Terekhov: 1994, p.512).

Four-word terms (phrases):

-Oeshmany yukka chygaruchy zat (Tatar telenen yazma corpusy: 2019) - receiver (Terekhov: 1994, p.512).

Five-word terms (phrases):

- Keymmetle kagazler zhjeyela, birele, saclana torgan uryñ (Tatar telenen yazma corpusy: 2019) – treasury (Terekhov: 1994, p.512).

Six-word terms (phrases):

- Strakhovka vznoslaryñ hem premiyalerne iseplew belgeche (Tatar telenen yazma corpusy: 2019) - actuary (Biznes: 2005).

It is possible also observe the opposite situation:

Two-word terms (phrases):

Acquisition accounting - 'senderu analysizy'(Ganiev: 1997, p.718) (to absorb - senderu, uzleshteru, mavkytyru, uzene tartu) (Tatar telenen yazma corpusy: 2019). With acquisition accounting the fair market value of the acquired firm is allocated between the net tangible and intangible assets portion (The Wall Street Journal: 2018).

Administration order – 'idare ituchenen amere' (Gazizova: 1997, p.448). An Administration Order is a way to pay off your debts in monthly instalments and can help stop calls from your creditors (The Economist: 2019, p.48).

Bear hug 'decision to appoint an administrator'(Biznes: 2005) - 'zhjavaply bashkaruchy (ny bilgeleu)' (Ganiev: 1997, p.718). Not all bear hugs offers results in purchases. For example, on 1 February 2008, Microsoft offered Yahoo shareholders \$ 31 for each of their shares, which represented a 62% premium on the closing price on the prior day. This bear hug offer was ultimately withdrawn three months later following resistance by Yahoo (The Economist: 2019, p.48).

Polynomials:

Account management department 'customer service department'(Biznes: 2005) –'clientlar belen eshleu bulege' (Gazizova: 1997, p.448). Account Management Department profiles is on LinkedIn (The Wall Street Journal: 2018).

Accounts payable days outstanding 'period (term) of repayment of accounts payable' (Biznes: 2005) – 'creditor burychlarny caplaunyn srogi, vakyty, dawere' (Tatar telenen yazma corpusy: 2019). Accounts payable days outstanding is an efficiency ratio that measures the average number of days a company takes to pay its suppliers (The Economist: 2019, p.48).

Accounts payable days outstanding 'repayment period (term) of accounts debt'(Biznes: 2005) – 'creditor burychlarny caplaunyn srogi, vakyty, dawere' (Ganiev: 1997, p.718). Accounts payable days outstanding is an efficiency ratio that measures the average number of days a company takes to pay its suppliers (The Wall Street Journal: 2018).

Account management group 'группа по ведению дел с клиентами' (Terekhov: 1994, p.512) – 'clientlar belen ashleu turkeme klientlar belän eşläw tärkeme' (Gazizova: 1997, p.448). The Account Management Group (AMG) aims to raise the standards of commercial creativity in Australia through promotion and recognition of the value of account management (The Economist: 2019, p.48).

Activity network diagram 'сетевая диаграмма' (Terekhov: 1994, p.512) – 'cheltär schemaga munasabatl (Ganiev: 1997, p.718); syzma' (Gazizova: 1997, p.448). An Activity Network Diagram is a diagram of project activities that shows the sequential relationships of activities using arrows and nodes (The Economist: 2019, p.48).

CONCLUSION

In our opinion, the most significant dictionary of economic terms in the Tatar language is the "Russian-Tatar Dictionary of Economic Terms" (1999) of F.M. Gazizova. The dictionary contains 145 000 terms, phrases and concepts, covers general economic, budgetary, financial, currency, tax issues, accounting, auditing, marketing, etc. (Terekhov: 1994, p.512). For example, onkol, oligarchiya, New York fond birzhasy 'New York Stock Exchange', obligatsiya, gamelden chygaru. In the "Explanatory Russian-Tatar Dictionary of Industrial and Economic Terms in the Field of Construction" (2001) of L. Safiullova and L. Biktimirova are 235 economic terms. All neologisms and activated terms are borrowings: diler, dotatsiya, indossament, inzhiniring, etc.

The analysis showed that economic terms were included in the encyclopedia, etymological, synonymous, explanatory, in all Russian-Tatar and special terminological dictionaries. However, the terminology, including the economic one, is a developing system due to neologisms and borrowings (Ashrapova & Alendeeva: 2014, pp.47-53). Many of them are not represented in any of the dictionaries. This makes the compilation of the "Explanatory Dictionary of the Modern Economic Terms of the Tatar Language" (Yusupova: 2016, p.409).

In the Tatar language, there is a rather complicated system of nomination of economic realities. The terms that form the basis of the modern economic terminology of the Tatar language - common Altai, common Turkic and some words of Tatar origin - are the result of the primary nomination.

Thus, in the period of economic relations development (Ashrapova et al.: 2019), communication in the field of economics and, accordingly, an adequate translation of such an important layer of language as economic terminology are especially important.

In essence, considering the course of the work we can draw certain conclusions:

1. The study of the concept, the main provisions of terminology has shown that terminology is a science that studies special vocabulary in terms of its typology, origin, form, content and functioning, as well as use, ordering and creation.

2. The nominative nature of the terminology: one-component, two-component terms and phrases and three-component or more component terms (polynomials) and phrases. It is also common to classify economic terms according to logical, linguistic, scientific and other principles. These classifications in their entirety characterize the role and place of terms in the economic, accounting, financial, managerial and other areas of the functioning of modern society.

3. The presence of common Turkic words in the economic terminology indicates that this terminology has a long history of formation.

4. In the Tatar language, there is a rather complicated system of nomination of economic realities. The terms that form the basis of the modern economic terminology of the Tatar language - common Altai, common Turkic and some words of Tatar origin - are the result of the primary nomination.

5. The leading role in the formation and development of economic terminology belongs to word-formation tools and models, methods of term formation, which are typical to the Tatar language. It all suggests that the creators of economic terminology are native speakers of this language.

In the wide variety of methods of economic terms formation in the Tatar language, the most productive are suffixation and word-combination. Among many terms of this period of economic terminology development, terminological phrases are especially distinguished.

6. At the present stage of the economic terminology development in the Tatar language, as in many national languages of the former Soviet world, there have been significant changes in the semantics and in the functioning of the term. Their depoliticization, deideologization and actualization, the emergence of new meanings of some terms are observed.

Acknowledgments

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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