

LINGVOCULTUROLOGICAL PROBLEMS OF TRANSLATING TRADING TERMS FROM ENGLISH INTO UZBEK

Zuparova Lobar Karimovna

UzSWLU

*Senior teacher of the department
of English translation theory*

Annotation. *This article aims at exploring and solving the main obstacles in translating trading terms; namely, lexical problems and their impact on translating trading terminology, using the equivalence that is from the same stylistic register (formal versus informal language), frequent use of metaphoric expressions and collocations in business media discourse. Translation isn't a natural process, so any languages that need to be translated should be undertaken by experienced translators who know both the source and targeted languages well.*

Key words: *trading terms, lexical problems, economic language, text typology, trading documents, cultural element, translation method.*

One of the common challenges in translation is having a deep understanding of not just the language but also the culture of the two languages that need to be translated. Translators need to be completely familiar with both language rules and the speaker's habits in order to be able to do an effective translation between two languages. To that end, the study introduces first Holmes' Map of translation studies as well as Reiss and Newmark's text typology. In this regard, the researcher links between the text type (formal economic and trading documents or media articles) and the translation method used. Secondly, the study tackles what is meant by trading translation, features governing economic language and the problematic areas in translating trading terminology. Thirdly, it provides lexical analysis of some trading expressions present in a Public Tender and a standardized Auditors' Report, which are different from general texts regarding purpose, target audience and subject matter. Such texts have high level of formality leaving little to interpretation. The main obstacles that face the translator in translating trading terms and suggests solutions to overcome such obstacles. The study takes into consideration the cultural element to get a clear meaning of the economic terminology. To the best of the researcher's knowledge, little work is done considering the English Uzbek translation of the different types of trading writings; be they specialized formal texts or media articles.

According to Meloyan (2015), translating texts on trade and finance may be considered as a subfield within the field of business translation. It includes translation of documents such as accounting reports; balance sheets, statistical data, bank state-



ments, warranties agreements, reports, bills, invoices, tenders, letters of guarantee, credit applications, technical economic statements. Importance of trading terms translation Meloyan (2015) mentions that nowadays there is an increasing necessity of translation of economic information due to international business development and growing foreign business markets. Meloyan maintains that the translation of trading terms plays a pivotal role in international business communication. However, the traditional translation criteria cannot be fully applied to the translation of trading terms to the extent that some bilingual translators are incapable of translating trading terms texts. Therefore, it is of high significance that the present study conducts systematic research on the translation of trading terms and explores their appropriate translation strategies. What makes a trading text difficult for non-specialized readers and translators is specialized terminology. Dominguez and Rokowski explain that without knowledge of specialized terminology, which includes background knowledge on the concepts behind the term as well as contrastive knowledge, i.e. how the term is used in the target language, it becomes impossible for the translator to produce a good translation. Baker argues that register-specific collocations are not simply the set of terms that go with a discipline. They extend far beyond the list of terms that one normally finds in specialized dictionaries and glossaries. For example; in trading terminology, the equivalence of the fixed expression: ‘book keeping’ is buxgalteriya hisobi According to Baker, "at one level, the tendency of certain words to co-occur has to do with their propositional meanings". She explains that the propositional meaning of a word or an utterance arises from the relation between it and what it refers to. When a translation is described as 'inaccurate', it is often attributed to the propositional meaning; for example, cheque is more likely to occur with bank, pay, money and write than with moon, butter, playground or repair. Baker points out that "being a native speaker of a language does not automatically mean that the translator can assess the acceptability or typicality of register-specific collocations". This is largely why courses in specialized and technical language form an important component of translation training syllabuses. For example, the trading term ‘audit’ has two different meanings in two different contexts; if it comes in a tax text, ‘tax audit’ is translated into ‘but if it comes in a banking text ‘bank audit’ is translated into bank auditi. Baker maintains that “as their name suggests, fixed expressions allow little or no variation in form. In this respect, they behave very much like idioms. Unlike idioms however, fixed expressions and proverbs have fairly transparent meanings. Excessive use of specialized terms is one of the main the difficulties in translating trading texts. To overcome this problem, the translator should be aware of the use of specialized monolingual and bilingual dictionaries giving specific focus to monolingual dictionaries as they provide many definitions for the same term, and the translator should be able



to choose the correct definition in light of the context in use. But dictionaries are part of the truth as Kausssmaul sees, so the translator has to search for the missing data through different methods of research on the Internet and read a lot about financial and economic terminology to enrich his schemata (background knowledge) from which he recalls data when needed. When words belonging to the so-called General English appear next to specific terms and within a specific context, they contain nuances that must be accounted for in the final translation. For example; synonyms like: income and profit –both mean inflow of funds. These terms may seem to be synonyms for non-professional users only as for professional users the difference is apparent and definitely these terms cannot be used interchangeably. It should be further specified that income means money received, especially on a regular basis, for work or through investments while profit means a financial gain, especially the difference between the amount earned and the amount spent in buying, operating, or producing something. Among the obstacles that face the would-be translators also are formality levels. A good translator does not reproduce only the content but also the form. Leech and Startvik maintain that in English there are many differences in vocabulary between formal and informal language. They mention that some words and expressions are used mainly in formal situations while others are used in neutral or informal situations. For example: compare commence, continue, conclude (formal) with begin, keep up, end (informal). Similarly, translated into tax evasion in formal documents versus tax dodge in informal context. Concerning grammatical differences between formal and informal English, Leach and Statvik wrote: There are also some grammatical differences between formal and informal English: for example, the use of who and whom, and the placing of a preposition at the beginning or at the end of a clause. "formal written language often goes with an impersonal style; i.e. one in which the speaker does not refer directly to himself or his readers, but avoids the pronouns I, you, we. Some of the common features of impersonal language are passives, sentences beginning with introductory it, and abstract nouns". While translating trading terms we come across some challenging situations because trading terms more of them international words that is why in Uzbek language we can not find equivalent versions In this course paper I used some methods in order to translate trading terms from English into Uzbek. For example;

The word for word translation method

Import and Export Price Indexes -*Import va eksport narxlari indekslari*

The import and export price indexes measure the prices of non-military goods and services coming in and out of the U.S.

Import va eksport narxlari indekslari AQShga kiruvchi va undan chiqadigan noharbiy tovarlar va xizmatlar narxlarini o'lchaydi.

Descriptive and explanatory method

Leverage – *Leverage*

This is where a market participant amplifies their exposure to the market. An example of this would be an option position, where more risk can be taken on, compared to an outright futures position. This can amplify profits, however also increases the risk of large losses.

Calque

Contango – *Kontango (birja savdosida qo‘llaniladigan narxlar nisbati.)*

Translating trading terms is problematic due to the linguistic features governing trading terms, namely excessive presence of specialized terms that need to be tackled through consulting reliable specialized dictionaries without ignoring the background knowledge underlying these terms; using formal language in most of the trading texts, which is problematic when translating from English into Uzbek; frequent use of metaphors in terms of trade media discourse, which has proved to be not just a surface ornamentation of language but an expression of human thought. To take a final decision on which term equivalents to use the translators reread the sentences in which terms are contained and compared the coverage of the source terms and that of the target language terms.

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