

TRANSLATION OF ECONOMIC TERMINOLOGICAL UNITS IN JOURNALISTIC TEXTS

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Abstract: *The translation of economic terminological units in journalistic texts is a critical area of study that addresses the intersection of language, economics, and communication. Publicistic texts, which encompass journalistic articles, opinion pieces, and essays, often require translators to navigate a landscape of specialized vocabulary while maintaining clarity and accessibility for a broader audience. This article explores the unique challenges faced in translating economic terms, emphasizing the importance of contextual understanding, cultural nuances, and the role of stylistic choices. By examining these elements, we aim to highlight best practices for effective translation that not only preserves the original message but also resonates with readers in the target language. Ultimately, this exploration underscores the vital role of accurate translation in fostering informed public discourse on economic issues.*

Key words: *economic terminology, publicistic texts, terminological units, cultural nuances, specialized vocabulary, economic discourse*

Annotatsiya: *Jurnalistik matnlardagi iqtisodiy terminologik birliklarning tarjimasini til, iqtisod va mulohaza chorrahasini ko'rib chiqadigan muhim tadqiqot sohasidir. Jurnalistik maqolalar, fikr-mulohazalar va insholarni o'z ichiga olgan publitsistik matnlar ko'pincha tarjimonlardan kengroq auditoriya uchun aniqlik va foydalanish imkoniyatini saqlab, maxsus lug'at manzarasini kechishlarini talab qiladi. Ushbu maqola iqtisodiy atamalarni tarjima qilishda duch keladigan noyob muammolarni o'rganadi, kontekstni tushunish, madaniy nuanslar va stilistik tanlovlarning rolini ta'kidlaydi. Ushbu elementlarni o'rganib chiqib, biz nafaqat asl xabarni saqlab qoladigan, balki maqsadli tilda o'quvchilar bilan rezonanslashadigan samarali tarjima bo'yicha ilg'or tajribalarni ta'kidlashni maqsad qilganmiz. Oxir oqibat, ushbu tadqiqot iqtisodiy masalalar bo'yicha jamoatchilik muhokamasini rivojlantirishda to'g'ri tarjimaning muhim rolini ta'kidlaydi.*

Kalit so'zlar: *iqtisodiy terminologiya, publitsistik matnlar, terminologik birliklar, madaniy nuanslar, ixtisoslashtirilgan lug'at, iqtisodiy nutq*

Аннотация: *Перевод экономических терминологических единиц в журналистских текстах является важнейшей областью исследования, которая рассматривает пересечение языка, экономики и коммуникации. Публицистические тексты, которые охватывают журналистские статьи, авторские статьи и*

эссе, часто требуют от переводчиков навигации по ландшафту специализированной лексики, сохраняя при этом ясность и доступность для более широкой аудитории. В этой статье рассматриваются уникальные проблемы, возникающие при переводе экономических терминов, подчеркивая важность контекстуального понимания, культурных нюансов и роли стилистического выбора. Изучая эти элементы, мы стремимся выделить лучшие практики для эффективного перевода, который не только сохраняет исходное сообщение, но и находит отклик у читателей на целевом языке. В конечном счете, это исследование подчеркивает жизненно важную роль точного перевода в содействии информированному публичному дискурсу по экономическим вопросам.

Ключевые слова: *экономическая терминология, публицистические тексты, терминологические единицы, культурные нюансы, специализированная лексика, экономический дискурс.*

Translation is one of the oldest types of activity, the role of which cannot be reduced to serving the immediate needs of people in communication. It is becoming obvious to modern researchers that, within the framework of the intensification of globalization processes, humanity is moving along the path of expanding the relationships of various ethnic groups, cultures and countries.

The progress of any field of knowledge is associated with the emergence of special lexical units for naming objects that appear in human life. The gradual development of culture, technology and art gives rise to their own special words. According to M. Baker [1, 105], language is not a random ingredient in the formation of science, but acts as its integral element. Moreover, language penetrates science mainly in the form of terminology. Other constituent elements of language cannot be compared with terminology.

Terminology includes a certain lexical context, the framework of which is limited by a certain organization of reality in society. As a unity of terms, terminology creates an autonomous group of words in the national language, which is closely interconnected with activities in the professional sphere. On the other hand, terms of various branches of science or technology form their own systems. They are initially defined by interrelated concepts. Language means help to express these connections within a certain sphere. At the same time, terminology includes a set of terms and is a significant part of specialized vocabulary [2, 218].

The emergence of a new term is determined by at least two factors: the choice of a sign more or less suitable to a certain situation from a multitude of already existing linguistic units that are part of other terminology systems, or the construction of some relatively new designation based on already existing words and phrases [3, 80]. If we talk about the terminology system in the field of economics, it was formed and continues to be replenished primarily by including phrases and phrases that include commonly used words. However, less common in it are single-word special terms that have an international or inter-industry meaning and are not encountered in everyday speech, as well as special terms that function only within the framework of a given terminology system [4, 150].



At the present stage of development of translation studies, issues related to the translation of terms are of particular interest to researchers. A feature of this group of specialized vocabulary is the rapid growth in the number of terms, caused by the intensive development of various fields of knowledge. The key problem of translating terms is that their translation is used to fully replace the corresponding term in the original language [5, 54]. In practice, it turns out to be quite difficult to achieve absolute identity of the translation. In this sense, the goal of obtaining a complete match for the original term remains unattainable. However, this feature does not mean that the translation of terms is impossible [6, 210].

The difficulties of translating terminology in the field of finance, audit and investment are explained by a number of reasons, among which the following can be highlighted:

- 1) the term is characterized by a complex linguistic nature;
- 2) the terminology in the field of finance, audit and investment has a special specificity;
- 3) the discrepancy between the financial, audit and investment systems of states leads to a discrepancy in the volumes of concepts conveyed by analogous terms, which results in the absence of translation correspondences for a number of terminological units used in a particular financial system;
- 4) insufficient training of the translator in the field of finance, audit and investment.

In modern translation studies, the translation of terminological units is generally carried out using the following strategies:

- 1) using a Russian-language term with a similar number of components;
- 2) using a Russian-language term with a number of components different from the terminological unit of the original language;
- 3) using a multi-component Russian-language term;
- 4) in cases where the original term is a reality of a foreign reality that is absent in the reality of the people speaking the target language, but has generally accepted terminological equivalents in the target language, using the corresponding terminological equivalent;
- 5) in cases where the original term is presented in the original language and has no terminological equivalent in the target language or is a foreign reality that has no equivalent in the reality of the people speaking the target language:
 - i) by means of descriptive translation;
 - ii) by means of literal translation;
 - iii) transcription or (less often) transliteration [7, 125].

When it comes to one-part terms in economic-oriented journalistic texts, literal translation is most often used when translating them, which implies using the dictionary meaning of the word when translating. These include the following: foresee, employee, empower, partnership. The next most frequently used translation transformations are transcription/transliteration and explication. Examples include trend, brand, service, agent, attendant, hotelier. The least frequently used techniques for translating one-part terms were calque and grammatical replacement: proactive, integrating, conference, statistics, require, analytics [8, 87].

When analyzing two-part terms, which are much more common in journalistic texts, it turned out that the most frequently used translation technique is calque: customer care, customer needs, contact center, digital tools, delivering service. The second most frequently used technique was explication. For example, Impact Report; general manager; managing director, regular brand. Literal translation was used slightly less frequently than explication. For example, employee engagement; potential issues. The techniques of specification and modulation were practically not used: operational excellence; the vehicle of excellence; standalone hotel [9, 570].

The translation of economic terminological units in publicistic texts presents unique challenges and opportunities for translators. These challenges arise from the need to balance fidelity to the source language with the accessibility and relevance of the target text for readers from diverse backgrounds. Economic terminology, characterized by its specialized nature and cultural specificity, demands a nuanced approach that accounts for both linguistic accuracy and contextual appropriateness. Strategies such as dynamic equivalence, explanatory translations, and adaptive borrowing are essential tools that help bridge the gap between precise economic discourse and reader comprehension.

Moreover, the importance of maintaining the communicative function of publicistic texts while preserving the accuracy of economic terminology highlights the dual responsibility of translators as mediators of meaning and facilitators of cross-cultural communication. The evolution of globalization and the proliferation of economic reporting across various media platforms have further underscored the need for expertise in this specialized field of translation.

In conclusion, effective translation of economic terminological units requires not only a deep understanding of economic concepts but also the translator's skill in adapting language to the cultural and cognitive frameworks of target audiences. By leveraging comprehensive terminology management practices and staying abreast of linguistic and economic developments, translators can enhance their ability to deliver clear, informative, and impactful publicistic texts that resonate across language barriers.

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