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## ENGLISH-UKRAINIAN TRANSLATION OF COMMONLY USED VOCABULARY WITHIN ECONOMIC DISCOURSE TEXTS

**Summary.** The proposed article is devoted to the identification of the translation linguistic features of commonly used vocabulary in English economic literature into Ukrainian. As a result of the analysis of the material under study, the authors have found that the more polysemantic a commonly used word is, the more proper meanings it acquires, depending on the economic context.

The paper attempts to classify commonly used lexemes according to the degree of dependence on the context. The analysis of the material under study has shown that the first group of commonly used words (such as provision, patent, discount) does not cause difficulties in translation, while the second part of this type of words is associated with certain problems, since the translation of such lexical items directly depends on the context. The latter one includes two groups of commonly used vocabulary:

1) connective words like before, since, as, after, for. The peculiarity of these words is that they can perform the functions of different parts of speech and, in addition, some of them have different meanings within the same part of speech;

2) words used in meanings that differ from those generally accepted in everyday life.

Unlike terms, the commonly used vocabulary of economic texts is characterized by the fact that it does not have the property of denoting concepts and objects of the economic sphere, but can, together with terms, determine the specifics of scientific and economic and popular economic styles. The commonly used vocabulary of economic discourse consists of words, phrases, separate entities, special phrases and clichés used to express connections and relations between the termed concepts and objects, as well as to express qualitative, quantitative and other evaluative characteristics in the differentiation and classification of general scientific and special concepts of the economic field.

Based on the material of the studied literature, the authors established that the relationship between industry terminology and commonly used vocabulary should be taken into account during the translation of economic texts. Special attention

in economic translation should be paid to the fact that many unmotivated words of everyday vocabulary become motivated in the economic sphere as a result of reinterpretation of fixed meanings of names already existing in the language and the formation of new meanings in them.

**Key words:** commonly used vocabulary, texts of English economic literature, economic context, special concept of economic sector.

**Problem statement.** Due to the recent changes in the world, the economic topic has become one of the most popular for both professionals and people who are not directly involved in finance, credit, monetary exchange and production. In addressing the financial crisis, economists, politicians and businessmen from almost all countries have joined forces to create anti-crisis programs. Economic journals of all countries publish articles, reviews, analytical reports, and the latest news on this topic. People of all ages and professions are actively discussing events in the economic world and expressing their attitudes toward them. Under such conditions, the role of translation as a service factor in economic relations between nations is growing enormously. As a field of practical language and speech activity, economic translation is one of the types of special translation, the object of which is a variety of economic discourse materials used for translation, which are different in genres, styles and functions.

**Analysis of recent research and publications.** The term "discourse" (French "*discours*", English "*discourse*") began to be widely used in the early 70s of the XX century in a sense close to that in which the term "*functional style*" existed in domestic linguistics [1, p. 234; 2, p. 103]. Discourse was then considered a functional style. Since the term "*discourse*" is not unambiguous, it is used in modern linguistics in three meanings.

The first is discourse as a language "inscribed in a communicative situation and as a category with a clearly expressed social content in comparison with the speech activity of an individual" [3; 4; 5].

The second meaning is the use of the term "discourse" as a way of speaking. In this context, researchers are interested not in discourse in general, but in its specific varieties, which are determined by a wide range of parameters: purely linguistic distinctive features (to the extent that they can be clearly identified), stylistic specificity (largely determined by quantitative trends in the use of language), and even the specifics of the subject matter, system of beliefs, ways of reasoning, etc. Discourse in this sense is stylistic specificity plus the ideology behind it [6, p. 35–36].

Finally, there is a third meaning of the term "discourse" associated primarily with the name of the German philosopher and sociologist J. Habermas. It can be considered a species in relation to the previous understanding, as it has semantic specificity. In this third sense, "discourse" refers to a special ideal type of communication carried out in conditions of maximum possible detachment from social reality, traditions, authority, communicative routine, etc. In the context of the second meaning, it can be called "discourse of rationality" [7, p. 5–7].

Discourse is a multifaceted term in a number of humanities whose subject matter directly or indirectly involves the study of language functioning, such as linguistics, literary studies, semiotics, sociology, philosophy, ethnology, and anthropology. There is no clear and universally recognized definition of "discourse" that covers all cases of its use, and it is possible that this has contributed to the wide popularity of this term in recent decades [7; 8; 10]. The relevance of our study's topic lies in the fact that the special economic translation theory, despite the interest in it in recent years, remains poorly understood, but very important. The practical significance of the work lies in the possible use of the research results in the translation of English economic literature into Ukrainian.

The **objective** of our research is to identify the linguistic features of the commonly used vocabulary translation within English economic literature into Ukrainian, to classify commonly used lexemes of this type of discourse according to the degree of dependence on the context.

**Presentation of the main findings.** In addition to special vocabulary and terms, texts of economic discourse contain commonly used vocabulary, which is heterogeneous and therefore requires different approaches when translating different genres of this literature [9, p. 111–113]. For example, the verb *to offer* in economic texts is most often used in the sense of *чинити* (*offer*) rather than *пропонувати*, the verb *to attack* means *приступити до вирішення (завдання)*, rather than *нападати*, the verb *to happen* means *виявлятися* rather than *відбуватися*, *випадково виявлятися*. For the noun *state*, the main meaning is *стан, становище*, not *державна*.

*Chain management oversees the enterprise relationships in order to get the information necessary to run the business, to get product delivered through the business, and to get the cash that generates profits for the business. (Відділ організації поставки слідкує за зв'язками підприємства, з метою отримати інформацію, необхідну для управління бізнесом, поставки продукції, та отримання готівки, що генерують прибуток)* [10, p. 200]. In the economic literature, the most common equivalent of this word is the verb «керувати», as opposed to its commonly used equivalents «бігати», «переслідувати».

Some service words deserve special attention, such as *for*, *as*, *since*, *after*, *before*, etc. The peculiarity of these words is that they

can perform the functions of different parts of speech and, moreover, some of them have different meanings within the same part of speech. For example, the word *for* can be a preposition or a conjunction. As a preposition, *for*, in addition to its most common meaning *для*, has the meaning *протягом*, and as a conjunction, it has the meaning *так як*. Words and phrases that serve to express the author's attitude to the facts being presented or to clarify these facts have a significant share in specialized economic texts. For example: *needless to say* – не викликає сумніву, *unfortunately* – на жаль, *strictly speaking* – строго кажучи, *in a sense* – у сенсі, *at most* – у разі, etc.

In linguistics, the ability of a word to collocate with other words is called valence [11; 13; 14]. In the special vocabulary, there is a significant list of word combinations that form a kind of micro-contexts with different levels of internal organization. Here are some examples with the word "problem": *basic (chief, main, essential, specific, difficult, complex, etc.) problem. This is a problem dealing (concerned) with (bearing on..., relating to...) computer science. – Основна (головна, істотна, певна, важка, складна, і т.д.) проблема. Це проблема, що має справу (стосунок), (що стирається ..., торкаючись ...) до інформатики.*

It should be emphasized that there is a large group of words and terms called "false friends of the translator" (e.g. *data* – дані, *decade* – десятиріччя, *instance* – екземпляр, *simulation* – моделювання), transliteration of which leads to the semantic distortions of the translated text [15, c. 70].

It is a mistake to assume that they pose a danger only to novice translators. Even an experienced translator can transform words belonging to this group inadequately. Incorrect translation of these words can lead to a distortion of the document's meaning and cause large losses for the company. When translating financial and economic documents, we may encounter such "false friends of the translator" as, for example: "interest" – «відсотки», instead of «цікавість», "data" – дані, instead of «дата», "object" – «ціль, предмет», instead of «об'єкт», "receipt" – «квитанція, чек», instead of «рецепт». More complicated cases are those English "false friends of the translator" that coincide with Ukrainian words in only one or two senses, but differ in others, for example: «balance – сальдо, залишок», and not only «баланс», «person – юридична особа», and not only «особистість»; «figure – цифра», and not only «фігура», «contract – угода», and not only «контракт (міжнародна угода)».

In addition to all the cases mentioned above, we may also encounter ambiguous words that have their own meaning in the context of financial and economic documentation, for example: «return – декларація, доходи», rather than «повернення», «active – ринок з активними торгами», rather than an adjective «енергійний», «away – відмінний від», rather than «далеко», «acceptance – акцепт», rather than «прийом», «bear – спекулянт, який грає на зниження», rather than «ведмідь», «to buy in – закрити угоду», rather than «викупувати назад», «call – достроковий», rather than «телефонний».

As a result of the analysis of the material under study, we conclude that one part of commonly used words such as (*provision, patent, discount*) does not cause difficulties in translation, while the other part of this type of words causes certain problems, since the translation of such lexical items directly depends on the context. The latter include the following groups of commonly used vocabulary:

1) syntactic words (*before, since, as, after, for*), the peculiarity of which is that some of them have different meanings within the same part of speech and, in addition, they can perform different functions of parts of speech. For example: "OK, so we have arranged for finance and now we can go ahead with marketing";

2) words used in meanings that differ from those generally accepted in everyday life. For example, the adjective "red" in the phrase "to be in the red" has a different meaning at the stylistic level and is translated as «збанкрутувати або мати заборгованість». For example: "The economic crisis shows signs of improving and we are deep in the red at the bank" – *Економічна криза демонструє ознаки покращення, а ми все ще перебуваємо в глибокому мінусі* or another example: "The old model of running the businesses in tandem has outlived its purpose" – *Стара модель ведення бізнесу в тандемі пережила свою мету*. Usually, the commonly used vocabulary of economic texts acquires a completely different meaning from that of the dictionary. For example: *a party – сторона, to invite – пропонувати, to instruct – доручати, etc.* Obviously, commonly used units can serve as a nomination of a special concept by combining their meanings with adjectival terms. For example: *international guaranties – міжнародні гарантії, packing list – накувальний реєстр, preliminary agreement – попередня домовленість*.

When translating economic texts, the relationship between industry-specific terminology and common vocabulary should be taken into account. Many unmotivated words of everyday vocabulary become motivated in the economic sphere. There is a rethinking of the fixed meanings of the names already existing in the language and the formation of their new meanings. As a rule, most of the commonly used vocabulary does not cause any particular difficulties in translating economic texts. However, a translator should pay attention to those words that acquire a different meaning in economic texts, as well as to the so-called "false friends of the translator."

Unlike terms, the commonly used vocabulary of economic texts is characterized by the fact that it does not have the property of denoting concepts and objects of the economic sphere, but together with terms it determines the specifics of scientific and economic and popular economic styles. The commonly used vocabulary of economic discourse consists of words, phrases, separate entities, special phrases and clichés used to express connections and relations between the termed concepts and objects, as well as to express qualitative, quantitative and other evaluative characteristics in the differentiation and classification of general scientific and special concepts of the economic field.

In economic texts, words are distinguished that, together with lexical units with clearly expressed informative semantics (*problem, information*), form the lexical environment of terms: *menu (можливість вибору, набір, перелік), opis (завдання, борг), strength (гідність, перевага), to see (реагувати, фіксувати), to drive (привести до спрацювання)*. These are words of common vocabulary that sometimes function in their associative meanings in business, scientific and economic, and popular economic texts.

The peculiarity of these words is the difficulty of determining their meanings in the source text and, as a result, finding their equivalents in the target language. Stylistically colored ones are often found among these words: *mushrooming (швидкий розвиток, швидка зміна), bugaboo (проблема, труднощі), beauty (гідність, перевага), workhorse (основний, головний, провідний), wisdom (доцільність, заснованість на точному розрахунку)*, the trans-

lation of which is especially difficult when revealing their meanings and finding an acceptable equivalent. Any stylistically colored units of the original should be transformed into neutral ones that accurately convey their informational essence. In different contexts and in different syntactic functions, these words can be used in different meanings.

In specialized economic texts, we note the widespread use of verbs such as *perform (виконати), obtain (отримати), provide (забезпечити), give (дати), involve (залучити)*, whose meaning and translation depends entirely on the nouns that carry the main semantic load in the sentence. At the same time, in economic texts there are lexical elements that are more characteristic of a conversational style, during the translation of which the translator has to face the need of choosing expressive and stylistic options. It happens that economic texts are sometimes not completely neutral and objective. It is obvious that in order to understand and translate such phrases, it is not enough for a translator of economic literature to have only knowledge in the field of economic terminology and special vocabulary. Like any translation specialist, he must master all the riches of the languages he deals with.

The economic terminology of the English language is in the process of constant development, as it is regularly updated with new terms that reflect the current phenomena of economic reality. The relationship between scientific terminology and common vocabulary is manifested in the fact that many unmotivated words become motivated when used in the economic sphere.

Difficulties in transforming the content of economic texts arise not only in the case of translating special vocabulary or terms, but also in the case of common vocabulary. If the translation of one group of words does not cause any problems, (for example: "capital – капітал", "corporation – корпорація", "address – адреса", "to arrive – прибувати" "to apply – застосовувати", "to give – давати", «such – подібний», «depending – залежний», «independent – незалежний»), translation of other commonly used words can be problematic due to the polysemantic nature of these words and their dependence on context, for example: «bill – вексель», and not only "білль", "principal – основна сума (боргу)", and not only "головний", "maturity – термін боргового зобов'язання", and not only "зрілість", "instrument" – документ", and not only "інструмент, знаряддя», «advising – авізо, повідомлення», and not only «консультування», «outstanding – невикористаний, несплачений, прострочений», and not only «знаменитий».

**Conclusions.** The analysis of the material under study has revealed that the more polysemous a commonly used word is, the more its own meanings, depending on the economic context, it acquires. The commonly used lexemes are classified according to the degree of dependence on the context. The analysis of the studied material showed that the first group of common words (such as *provision, patent, discount*) does not cause difficulties in translation, but the second part of this type of words is associated with certain problems, because the translation of these lexical units is directly dependent on the context.

The latter ones include two groups of common vocabulary: 1) syntactical words such as *before, since, as, after, for*, the feature of which is that some of them have different meanings within one part of speech and, in addition, they can perform different functions of parts of speech; 2) words that are used in meanings that differ from the generally accepted in everyday life.

On the basis of the studied literature the authors have established that when translating economic texts, the interrelation between industry terminology and general vocabulary should be taken into account. Particular attention in economical translation should be given to the fact that a lot of non-motivated words of everyday vocabulary become motivated in the economic sphere as a result of re-modification of fixed meanings of already existing names and creation of their new meanings.

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**Крайняк Л. К., Дуда О. І., Рибачок С. М. Англо-український переклад загальноживаної лексики текстів економічного дискурсу**

**Анотація.** Запропонована стаття присвячена виявленню мовних особливостей перекладу загальноживаної лексики текстів англійської економічної літератури українською мовою. В результаті аналізу досліджуваного матеріалу авторами встановлено, що чим багатозначнішим є загальноживане слово, тим більше власних значень, залежних від економічного контексту, воно набуває.

У роботі здійснена спроба класифікації загальноживаних лексем за ступенем залежності від контексту. Аналіз досліджуваного матеріалу засвідчив, що перша група загальноживаних слів (типу provision, patent, discount) не викликає труднощів у перекладі, а з другою частиною цього типу слів пов'язані певні проблеми, оскільки переклад таких лексичних одиниць безпосередньо залежить від контексту. До останніх віднесено дві групи різновидів загальноживаної лексики: 1) службові слова типу before, since, as, after, for. Особливістю цих слів є те, що вони можуть виконувати функції різних частин мови і, крім того, деякі з них мають різні значення в межах однієї частини мови; 2) слова, які вживаються у значеннях, які відрізняються від загальноприйнятих у повсякденному побуті.

На відміну від термінів загальноживана лексика економічних текстів характеризується тим, що вона не має властивості позначати поняття та об'єкти сфери економіки, але може разом з термінами визначати специфіку науково-економічного та популярно-економічного стилів. Загальноживана лексика економічного дискурсу складається зі слів, словосполучень, відокремлених утворень, спеціальних оборотів і кліше, що використовуються для вираження зв'язків та відносин між термінованими поняттями та об'єктами, а також для вираження якісних, кількісних та інших оціночних характеристик у диференціації та класифікації загальнонаукових та спеціальних понять економічної галузі.

На матеріалі досліджуваної літератури авторами встановлено, що під час перекладу економічних текстів слід враховувати взаємозв'язок між галузевою термінологією та загальноживаною лексикою. Особливу увагу в економічному перекладі слід приділяти тому, що багато невмотивованих слів побутової лексики стають мотивованими в економічній сфері внаслідок переосмислення закріплених значень вже існуючих у мові найменувань та утворень у них нових значень.

**Ключові слова:** загальноживана лексика, тексти англійської економічної літератури, економічний контекст, спеціальне поняття економічної галузі.