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FEATURES OF TRANSLATION ACTIVITIES IN THE BUSINESS ENVIRONMENT

Summary. The article examines some specific features of modern translation activities in the business environment, and, in this context, special attention is paid to the peculiarities of language professional training of students of higher educational institutions. Special emphasis is placed on the need to form the professional intercultural communicative competence, which involves mastering the appropriate vocabulary, grammatical structures, stylistic and cultural norms of business discourse.

It is argued that the effective translation of business texts requires not only a high level of language proficiency, but also a deep understanding of the specifics of scientific and terminological apparatus, the typical forms of documents, the communicative scenarios inherent in official business communication.

The features of the usage of authentic materials, the analysis of translation errors, the formation of skills of translation editing, as well as the development of ability for interlingual transformation are analyzed. Special attention is paid to the issue of equivalence of translation, which determines the correctness of the transmission of content in the conditions of intercultural communication.

The importance of integrating the translation training with professional disciplines is emphasized: it ensures the comprehensive development of the linguistic personality of the future specialist.

The role of an educator as a mediator between the text in a foreign language and the student is defined: it is the educator who helps to adapt the educational material to the level of language preparation of the audience, he helps the student to develop the analytical abilities and linguistic intuition, which are formed as a result of purposeful practical activity.

The directions in teaching the translation of business texts are indicated, which include increasing the student motivation, developing the flexible professional skills and the ability to communicate effectively in an international professional environment.

It is emphasized that the effectiveness of teaching the business translation into English is ensured by the integration of linguistic, professional and intercultural knowledge, as well as the introduction of individualized educational strategies aimed at the high-quality training of specialists for interlingual professional interaction.

Key words: business translation, English language, intercultural communication, terminology, methods of translation, translation training.

Formulation of the Problem. In the context of globalization and the rapid development of intercultural communications, translation from one's native language into any foreign language (and vice versa) is acquiring the status of a key tool for international interac-

tion. Translation as a linguistic and cultural activity provides access to knowledge, technology, economic resources and legal mechanisms, forming the basis for productive dialogue between peoples.

The modern system of higher education is focused on training the specialists who possess not only professional knowledge, but also the ability to communicate effectively in an international professional environment. Of particular importance in this context is the translation of business texts, covering a wide range of genres – from contracts and financial documentation to marketing materials and corporate correspondence.

The accurate and adequate transmission of meaning, style and pragmatic principles of business discourse requires not only the high level of linguistic competence, but also the deep understanding of culturally specific norms, professional terminology and communication strategies. The ability to correctly interpret and convey the meaning of official business documents in a foreign language is becoming a key skill in such areas as economics, law, management and international relations; as a result, a systematic approach to training the specialists in this field and scientific understanding the business translation processes are regarding as more and more important.

Analysis of the latest research and publications. In these latter days the development of positions in cultural studies and the cross-cultural problems touched upon in the article has been carried out by Brislin R. [1], Vorova T. [2] et al. Over the past decades, general theoretical provisions of translation theory and practice are analyzed by Baker M. [3], Chomsky N. [4], Arrowsmith W. and Shattuck R. [5], Barnstone W. [6] et al. The methods of simultaneous translation and its psycholinguistic aspects have been considered by Gile D. [7], Bialyk V. [8], Zasekin S. [9] et al. At the same time, it should be noted that insufficient attention is paid to the problem of an integrated approach to translation in the business environment as a separate and very complex type of translation activity.

The purpose of the article. The purpose of our article is to consider some specific aspects of translation activities that modern students will inevitably encounter when they begin their business careers as future specialists in the business environment. Perhaps some of the recommendations from this work could be helpful in overcoming certain problems in the business environment for future translators.

Presentation of the main research material. It should be noted first of all that the study of the features of translation of a business text should start with the intercultural communicative competence of a translator – it is a necessary element in the conditions of the modern globalized professional environment. This competence refers to the ability to communicate effectively with the representatives from different cultures: it includes a wide range

of knowledge and skills, such as mastery of specialized vocabulary, grammatical structures, text analysis skills and cultural awareness.

The cultural differences play an important role in formal business communication. Each culture has its own norms, values, and communication styles that influence the interactions. For example, some cultures value directness, while others prefer indirect forms of communication. Understanding these differences helps to avoid misunderstandings and promotes positive relationships. It is important for professionals to take into account the norms of cultural etiquette – greetings, expressions of gratitude, features of negotiations – so that their communication is respectful and effective. The cultural awareness not only promotes better collaboration, but also creates a more inclusive and harmonious work environment.

It is well known that specialized vocabulary plays a key role in any professional activity. Every industry has its own jargon and terms that are actively used in communication. For example, in finance, the terms such as «liquidity», «capital» and «equity» are often used. Knowing this type of vocabulary allows the professionals to express their thoughts clearly and effectively. Besides, it also helps to build credibility because using the correct terminology demonstrates professionalism and the deep understanding of the topic. Therefore, mastering the specialized vocabulary is the basis for developing the intercultural communicative competence.

The ability to use the grammatical structures that are characteristic of business style is also an important component of the intercultural communicative competence. Business communication often requires the formal tone and the use of certain grammatical structures that differ from the everyday language. For example, the passive voice may be more appropriate in business correspondence, as it focuses attention on the action rather than the person who is performing it. Understanding the subtleties of business grammar allows the professionals to formulate their thoughts more clearly and convincingly. Mastery of these structures helps both in written communication – in reports and business correspondence – and in speaking at meetings and presentations.

The ability to analyse and transform the texts represent the important skills for professional communication. This includes the ability to read, interpret and process information from a variety of sources such as reports, articles and emails. The professionals must be able to highlight the key points, extract any important information and tailor the texts for different audiences and purposes. For example, a marketer may need to convert a technical report into a more accessible format for a customer. These skills contribute to the successful handling of large amounts of information and effective interactions in a cross-cultural environment.

It should be noted separately that the development of intercultural communicative competence requires the systematic work. It is not enough to simply learn vocabulary and grammar; it is also necessary to undergo the targeted training that includes the sociocultural components. This can be participation in practical activities, intercultural exchanges, getting feedback from colleagues from other cultures. Ongoing practice and exposure to different cultural contexts enhance the ability to communicate effectively in the diverse professional environment.

In order to develop the intercultural communicative competence of a future translator it is also useful and necessary to know the peculiarities of the official business style. The official business style is the specialised form of communication used in a profes-

sional environment. This style is characterised by certain linguistic and pragmatic features that contribute to the clear and effective delivery of information. It is necessary to point out three key aspects of the official business style: (1) terminological richness, (2) stable speech formulas, (3) high degree of standardisation and formalisation. In addition to this, it is also necessary to emphasise the importance of taking into account the functional-communicative orientation of the text, including the regulatory, informational and motivational functions.

The terminological richness refers to the use of specialised vocabulary specific to a particular field or branch of translation. In the formal business communication, such vocabulary helps to establish authority and clarity. For example, the terms such as «plaintiff», «defendant» and «jurisdiction» often appear in the legal documents. These terms are precise and carry the strictly defined meaning necessary for correct understanding and interpretation.

The following practical example is useful: in a corporate environment a memorandum about new software implementation may include the terms such as «stakeholders», «user interface» and «data migration». This use of specialised terms allows the message to be addressed to people who are familiar with the subject matter; thereby reducing ambiguity and increasing understanding.

The stable speech formulas represent phrases and constructions that are often used in the official business communication. They create a template for writing and speaking, maintain the business style and provide the uniformity. The examples include the phrases like «I am writing to inform you», «We would like to request», «Thank you for your attention to this matter».

These formulas fulfil several functions: they provide clarity, create the formal tone, and form the predictable structure for the text that makes it easier to comprehend. It makes sense to give a few examples: in an email to a client, a professional might start with «Dear (Client's Name)», followed by a stable formula such as, «I hope this message finds you well». This not only sets a polite tone but also creates a familiar structure that the recipient can expect in business communication.

The official business style is characterised by a high degree of standardisation and formalisation. This means that there are certain norms and rules that govern the structure and design of business communication. Standardisation covers the aspects such as font, text size, page layout, while formalisation deals with language, which should be objective and devoid of personal judgements.

A practical example needs to be given: a company's annual report is usually structured according to a standardised layout, including a cover page, a table of contents, an executive summary and the financial statements. Each part is organised according to specific rules, allowing the interested parties to easily find and interpret the information. The formal language of the report, devoid of colloquialisms, emphasises the professionalism and reliability of the company.

In the process of translating the official business documents, it is also important to take into account not only the lexical and syntactic features, but also the functional and communicative purpose of the text. Understanding the purpose of the document allows you to choose the right style and tone of communication.

In this context, we should consider three types of documents, the content of which is aimed at regulating, informing, motivating some activity. (a) The first group includes the documents such as contracts, rules or compliance instructions: they are aimed at reg-

ulating activity or setting clear expectations. The language of such texts must be precise and unambiguous to avoid misinterpretations. (b) The information materials in the second group – for example, reports or newsletters – are intended to convey information and analysis. In this case, clarity and accessibility of presentation are important so that the information is easily perceived by the target audience. (c) The third group includes some business messages aimed at motivation or persuasion. For example, an internal message calling for participation in a corporate wellness program should have a positive tone and compelling arguments to encourage the employees' engagement.

It is well known that the effective communication between people from different cultures plays a key role in the professional environment. However, certain culturally specific elements may present challenges for international business participants. It is necessary to focus on three main aspects – forms of address, formulas of politeness in business communication and legal realities. Understanding these aspects is essential for successful intercultural communication, as the direct translation is often insufficient.

The forms of addressing vary significantly across the cultures and can influence the tone and degree of respect expressed in communication. For instance, in some cultures, it is customary to use the formal titles, such as «Doctor.», «Mister», «Madam», «Missis» etc., combined with the person's last name. In contrast, the other cultures may prefer a first-name basis, even in the professional contexts, signifying equality and informality. At a business meeting between American and Japanese professionals, an American may address a Japanese colleague by name, believing that this creates a friendly atmosphere. However, a Japanese professional, following his cultural tradition of respect and hierarchy, expects to be addressed as «Mr. Yakumoto». This discrepancy can lead to misunderstandings, so it is important to study and take into account the accepted forms of address in different cultures in advance.

Politeness plays a crucial role in business communication and can vary significantly from culture to culture. The formulas of politeness include the phrases that convey respect and consideration, such as «Would you mind if...?» or «I appreciate your assistance». These expressions help to maintain harmony and show regard for the other person's feelings.

In a Western context, an email may begin with a «I hope this message finds you well». This is a polite way to contact the addressee before moving on to the main topic. However, in some Asian cultures, such a direct start may seem too harsh. Instead, you may prefer a more streamlined opening that includes a reference to relationships or general context, such as «It has been a pleasure working with you on this project». Understanding such nuances contributes to more effective interaction.

The legal systems vary from country to country, and the professionals need to take these differences into account when conducting international business. The legal realities include regulations, contractual obligations and compliance requirements that may vary significantly across the cultural contexts.

An example is worth considering when a company from the United States enters into a partnership with a firm from Germany. In the United States, the treaties can be viewed as formal agreements that allow for some flexibility based on trust. In Germany, on the other hand, the contracts are generally considered rigid and binding and are unlikely to be changed after signing. If these differences are not taken into account, a conflict can arise. There-

fore, it is important for the future translators to be aware of local laws and to comply with them in order to avoid the legal errors.

The direct translation often fails to adequately convey the meaning of culturally conditioned elements. The interlingual transformation involves adapting a message while preserving its essence. This may include replacing the idiomatic expressions, changing a tone, or even restructuring the message in order to suit cultural expectations.

For example, the English expression «to kick the bucket» means «to die», but its literal translation into another language may not convey the same meaning. An effective communicator will choose a similar expression that is consistent with the cultural norms of the target language to avoid misunderstandings. This approach requires a deep understanding of both the source and the target cultures to preserve the meaning of the message.

Working with authentic texts – such as reports, contracts and letters – plays a key role in professional training, as it allows the future translators to simulate real-life situations they will encounter in their careers. Interacting with such texts provides a platform for developing the critical understanding skills and producing the professional documents. However, this process is associated with a number of difficulties. An analysis of typical errors reveals three main problems: tracing, mixing of styles, and incorrect use of terms. The targeted work on these errors through analysis can significantly improve the students' communication skills.

Tracing is following the source text too literally, which often results in a direct translation that does not reflect the true meaning in the target language. For instance, a student might translate «business report» from Spanish into English, translating phrases verbatim without regard for the context or the cultural specifics. This can lead to the unnatural wording or the misrepresentation of content.

To cope with tracing, the teachers can implement step-by-step analysis of translations. This involves breaking down the individual sections of text and discussing the reasons for choosing certain words and structures. For example, when translating a contract clause, the students should evaluate how the legal terminology functions in both languages, ensuring that the translation is accurate and appropriate for the target audience.

The mixed styles occur when the students do not maintain a consistent tone or format throughout the text. For example, a formal business letter may begin with a professional tone and then shift to a conversational style, undermining the effectiveness of communication. Such inconsistency can confuse the reader and reduce the author's credibility.

In order to overcome this problem, the teachers should encourage a discussion of different writing styles applicable in different contexts. Analysing the authentic texts helps students to identify how tone, level of formality and structure vary across different genres. For example, comparing a formal report and an informal email allows you to see the nuances of professional communication. The draft editing exercises can also be conducted to ensure consistency of style, emphasising the importance of matching the tone to the audience and the purpose.

Misuse of terms is another common problem that can lead to misunderstandings in professional communication. The students may misuse jargon or technical terms, which confuse the reader or distort the meaning. For example, the use of the word «to liquidate» instead of the more appropriate variants «to terminate the contract», «to finalise the contract» (depending on the context of the document) in

a legal context can seriously distort the meaning. The targeted work on this problem includes a clear instruction in terminology relevant to the field of the students' learning. The educators can compile the glossaries or the lists of key terms with definitions and examples of correct usage. In addition, a discussion of alternative terms and their meanings enhances understanding of the material.

Conclusions. Translating the business texts into English is not just an exercise in linguistics, but a complex professional task that requires in-depth training. Effective learning is only possible if linguistic, vocational and intercultural knowledge is integrated. The use of authentic materials and interdisciplinary approach, the active role of the teacher as a mediator makes it possible to train the specialists who are capable of high-quality interlingual interaction in the business sphere.

Nowadays, a modern professional translator is obliged to possess a multifaceted intercultural communicative competence. Mastering the specialised vocabulary, the grammatical structures, the methods of text analysis and cultural awareness helps the interpreter to improve their communication skills. This competence contributes not only to successful interactions, but also to a more inclusive and productive environment of work, which ultimately leads to success in a globalised business world.

The next important element of professional communication is the official business style. Its peculiarities – terminological richness, stable speech formulas, high degree of standardisation and formalisation – contribute to the accurate and efficient transfer of information.

When translating the business documents, it is extremely important to take into account their functional-communicative orientation, as it determines the choice of language and structure in the process of translation. Understanding these elements not only enhances the quality of business communication, but also fosters strong professional relationships in the business environment.

For the future translator, navigating the culturally specific elements of professional communication is a complex task, but an extremely important one. Understanding the forms of address, the formulas of politeness and the legal realities can significantly increase the effectiveness of intercultural interaction. In addition, the use of interlingual transformation instead of simple translation facilitates a more accurate and respectful exchange of information. As the global connections grow, these skills are becoming an integral part of successful international cooperation.

Working with the authentic texts is an invaluable tool in preparing a translator for a real professional environment. Focusing on common mistakes – tracing, mixing styles, misuse of terms – promotes a deeper understanding of effective communication. Adopting a structured approach involving step-by-step analysis, discussion of alternatives and editing with pragmatic goals in mind will help the translator to learn the necessary skills for a successful professional career. Through these strategies, the interpreter will not only improve his translation skills, but will also become a more confident communicator in a variety of professional contexts.

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Ворова Т. Особливості перекладацької діяльності у бізнес-середовищі

Анотація. У статті розглядаються деякі специфічні особливості сучасної перекладацької діяльності у бізнес-середовищі, а також у цьому контексті приділено ракурсну увагу особливостям мовної професійної підготовки студентів вищих навчальних закладів. Особливі акценти поставлені на необхідності формування професійної міжкультурної комунікативної компетентності, яка передбачає засвоєння відповідної лексики, граматичних структур, стилістичних та культурних норм ділового дискурсу.

Обґрунтовується, що ефективний переклад ділових текстів потребує не лише високого рівня володіння мовними засобами, а й глибокого розуміння специфіки науково-термінологічного апарату, типових форм документів та комунікативних сценаріїв, притаманних офіційно-діловому спілкуванню.

Аналізуються особливості використання автентичних матеріалів, аналіз перекладацьких помилок, формування навичок редагування перекладу, а також розвиток здатності до міжмовної трансформації. Особливу увагу приділено проблематиці еквівалентності перекладу, що зумовлює коректність передачі змісту за умов міжкультурної комунікації.

Наголошується на важливості інтеграції перекладацької підготовки з професійними дисциплінами, що забезпечує комплексний розвиток мовної особистості майбутнього фахівця. Визначено роль викладача як медіатора між іншомовним текстом та студентом: саме викладач сприяє адаптації навчального матеріалу відповідно до рівня мовної підготовки аудиторії, він допомагає студенту розвинути аналітичні здібності та мовну інтуїцію, які формуються внаслідок цілеспрямованої практичної діяльності.

Позначено напрями у навчанні перекладу ділових текстів, що включають підвищення мотивації студентів, розвиток гнучких професійних навичок та здатність до ефективної комунікації у міжнародному професійному середовищі.

Наголошується, що результативність навчання перекладу ділових текстів англійською мовою забезпечується інтеграцією лінгвістичних, професійних та міжкультурних знань, а також запровадженням індивідуалізованих освітніх стратегій, спрямованих на якісну підготовку фахівців до міжмовної професійної взаємодії.

Ключові слова: діловий переклад, англійська мова, міжкультурна комунікація, термінологія, перекладацькі методи, навчання перекладу.