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TRANSLATION PECULIARITIES OF ECONOMIC VOCABULARY IN ENGLISH JOURNALISTIC PUBLICATIONS (THE PRAGMATIC-STYLISTIC ASPECT)

Summary. Journalistic texts, especially of economic nature, are not only a means of information transmission, but also an effective communicative tool. They use a variety of stylistic techniques, emotions, colloquial vocabulary and phraseological units to make the language accessible and understandable to different readers. Use of economic terminology provides texts with accuracy and professionalism. These features form the pragmatic potential of journalism. Ability to accurately and clearly formulate economic concepts via a wide range of linguistic means is a basis of pragmatics of economic journalism. Therefore, these texts are a useful means of communication that contributes to comprehending complex economic issues and influences public opinion.

The article reveals features of economic vocabulary translation in English-language newspaper texts, taking into account the pragmatic-stylistic environment. The journalistic style is determined by a combination of lexical and syntactic means, emphasizing the communicative orientation and laconicism of statements. Thus, the pragmatic basis of communication comes into play, which in the stylistic framework must be transmitted through translation transformations to ensure accuracy and correspondence to the source text. Transformations overcome language barriers and preserve the content and communicative effect of the text. In translation of economic publications, it is important to focus on cultural and terminological features to achieve an adequate result.

The authors provide a typology of translation transformations and present examples of their use in reproducing texts on economic topics. The paper demonstrates advantages of applying specific transformations and their situational role in rendering pragmatic intentions of the journalistic style. The research is carried out on authentic resources of the British English variety. They are collected into a single corpus (a set of articles from economic periodicals: *The Guardian*, *The Financial Times*, *The Economist*, *Bloomberg*).

Key words: journalism, economic vocabulary, pragmatics, stylistics, translation transformations, corpus.

Problem statement and analysis of sources. With a rapid economy growth and globalization influence, translation of economic vocabulary is becoming an increasingly important element of intercultural communication worldwide. Periodicals on economic topics are important sources of information for professionals in various fields. They attract a wide range of readers interested in finance.

Adapting terminology to the linguistic and cultural peculiarities of the target audience is one of many challenges faced by translators of economic vocabulary. In particular, texts related to economics often contain specialized terminology, cultural elements, and the latest borrowings that have arisen due to digitalization and technological developments.

In the works by H. Picht & J. Draskau [1], H. Fohel [2], H. Khatser [3], H. Chornovol [4], L. Matsko et al. [5], V. Karaban [6], O. Borysova [7], economic vocabulary has aroused considerable interest and has become an object of numerous linguistic studies.

The **topic relevance** is due to the need for an in-depth analysis of the pragmatic and stylistic characteristics of economic vocabulary in journalistic publications, which allows us to identify peculiarities of its functioning in modern economic texts. Given the widespread use of emotional and evaluative vocabulary and pragmatic strategies in journalism, the study of this aspect contributes to a better understanding of communicative effectiveness of economic texts.

The **research object** is English-language journalistic texts of economic character.

The **research subject** is the pragmatic and stylistic features of economic vocabulary in journalistic texts (from the translation perspective).

The **research material** is a corpus of journalistic articles on economic topics selected from modern English-language periodicals: *The Guardian*, *The Financial Times*, *The Economist*, *Bloomberg*. The time range of articles is 2020–2025.

From these corpus texts, we will extract fragments for contextual translation analysis. We will identify problematic units and propose appropriate translation techniques for successful reproduction of original meaning in translation.

The **research purpose** is to identify pragmatic and stylistic features of economic vocabulary functioning in the journalistic style of English discourse.

The research set the following **tasks**: 1) to explain the role of pragmatics in translation; 2) to characterize features of the journalistic style and those of the economic discourse; 3) to represent typology of grammatical transformations and analyze their practical use in economic publications to convey pragmatic and stylistic intentions.

Research methods. General scientific and linguistic methods were used to prepare this paper. The descriptive method was applied

to identify the lexical and grammatical features of economic vocabulary; the functional method was used for the pragmatic and stylistic analysis of texts. The corpus method was included to collect and arrange the research material.

Research results. According to I. Salata, pragmatics is semantics of language in action, which assesses the behavior of signs in real communication [8]. Pragmatics is the study of how people use language to convey what they really mean in specific circumstances, especially when the words actually used may have different meanings.

The term "pragmatics" was coined by Ch. Morris. Since then, this field has been subject to active research from both linguistic and translation perspectives. Ch. Morris considered pragmatics as "a discipline that studies the relationship between signs and their interpreters" [9]. Later, pragmatics was defined as language study from its users' perspective. It concerns their decisions and constraints they face when using language in social interaction as well as how language affects participants in the communicative act. According to this definition, speaker choice requires study of another aspect of pragmatics, which is important for language and translation learners because it is related to ability of making good choices about language pragmatic elements. The definition of pragmatics is based on understanding and production of speech in a certain context.

The subject of pragmatics research is the optimal choice and use of linguistic means from the available knowledge base in order to best express one's intention and effectively influence the addressee in specific language situations. Pragmatics studies various problems of language functioning:

1. Communicative use of language in general;

2. Language communicative impact on audience for certain purposes;

3. Ways and conditions for achieving these goals;

4. Understanding and interpretation of statements;

5. Research of the implicit (hidden) sense in the text.

Let us briefly observe peculiarities of the journalistic style. The main feature of media texts is their belonging to the journalistic style of speech. This style is a functional type of literary language and covers a wide range of topics, such as politics, economics, healthcare, etc. This style is used in newspapers, magazines, television, public political speeches, and in activities of parties and public associations. Political terms, names and titles, newspaper clichés, colloquialisms and jargon, etc. are often found in journalistic texts. The journalistic style is also characterized by use of synonyms and emotionally evaluative vocabulary, rhetorical questions, negative constructions, appeals and inversions for emotional impact, change of verb tenses to emphasize imagery.

The journalistic style is characterized by emotional intensity, which brings it closer to the artistic style and distinguishes it from neutrality of scientific and technical text. It is in the Internet media where modern trends of language development are primarily manifested, reflecting lingual processes in the society. This is the reason for use of colloquial and phraseological units in journalistic texts, which makes the language figurative and expressive. This is especially important for readers to understand the information. Modern texts of the journalistic style often use terms that nominate concepts from various fields of economic sciences, for example: 1) economic (devaluation, syndicate, cartel, import, dumping); 2) financial (to finance, to subsidize, to allocate, advance, aviso); 3) market relations (certificate, credit, investment).

Economic discourse is a type of communication in which the speech process is based on certain economic ideas: goods, money, profit, market, investment, economy, economic activity.

Peculiarities of economic texts include:

1. Informativeness, richness of terms and their definitions;

2. Non-standard presentation methods;

3. Dominance of noun-based combinations, especially attributive groups;

4. Widespread use of metaphors;

5. Prevalence of word phraseological equivalents.

After considering the pragmatic and stylistic characteristics of journalistic texts in the economy sphere, we should focus on peculiarities of their translation. In particular, we will discuss those transformations that ensure adequate reproduction of the content, functional load and stylistic coloring of the source text. The translation aspect covers both general strategies and specific techniques used in the process of interlingual adaptation of journalistic publications.

Translators usually use direct (literal) and indirect translation, comparing grammatical structures of the source and target texts.

Most often, when a translator is faced with absence of a full equivalent, he or she is forced to make changes known as translation transformations. The first translation method is direct, the second is indirect. According to the Dictionary of Philological Terms by Ye. Baran & V. Hazdah, "transformation" is a purposeful semantic and structural-semantic change of expressions, namely a formal modification of structure associated with a partial change of meaning [10].

Translation transformations are traditionally subdivided into three groups:

1. Lexical transformations. They include substitutions and additions, concretization and generalization;

2. Grammatical transformations. They comprise rearrangement, deletion or addition, sentence restructuring and replacement;

3. Stylistic transformations. They involve synonymous substitutions, descriptive translation, compensation.

Thus, the journalism translation aspect of economic sphere requires use of transformations to ensure accuracy and conformity to the source text. Transformations overcome language barriers and preserve the pragmatic text function. When translating economic publications, it is important to take into account cultural and terminological peculiarities to achieve an adequate result.

Now, we are going to analyzes lexical and grammatical transformations that are typical for rendering economic journalistic texts. The material is based on articles from *The Guardian* [11], *The Financial Times* [12], *The Economist* [13] and *Bloomberg* [14], which was selected to create a research corpus.

As for the types of lexical transformations, it is obvious that transliteration and transcription are appropriate for rendering economic terms. Most of this terminology is of Latin origin and is subject to internationalization. Transliteration consists in borrowing the graphic form of a word.

The Financial Times article has the term *kibbutz*. It refers to a typical Israeli agricultural community based on collective labor and ownership. To translate this term, the transliteration *кібуц* was used, since the Ukrainian language has already generated an established form of its use. This approach preserves cultural specificity of the source text and does not violate its pragmatic function.

Source text: *The smell of rotting flesh permeated the air on Wednesday at Kibbutz Be'eri, a farming community near Israel's border with the Gaza Strip* (The Financial Times, 29.07.2024).

Target text: *Запах гниючої плоті наповнив повітря в середу у кібуці Бе'ері, сільськогосподарській громаді біля ізраїльського кордону із Сектором Газа.*

Transcription allows you to accurately convey the sound composition of words via special characters. It differs from transliteration, which conveys the word spelling in another language, but not its sound.

In the Bloomberg article, the lexeme *Wall Street* refers to the financial center in New York. It is rendered into Ukrainian as *Волл-Стріт*. Transcription was used because the Ukrainian letters convey the sound of the English name. This approach preserves meaningful and cultural recognition of the concept for Ukrainian readers and ensure translation accuracy and adequacy.

Source text: *As 2022 begins, the overriding message from almost 50 financial institutions across Wall Street and beyond is that conditions still look good, but the rip-roaring rallies powered by the reopening are history* (Bloomberg, 04.02.2022).

Target text: *На початку 2022 року головне повідомлення від майже 50 фінансових установ Волл-Стріт та за її межами полягає в тому, що умови все ще виглядають сприятливими, але бурхливе пожвавлення попиту на тлі економічних змін залишилося в минулому.*

Calquing is reproduction of word or phrase when parts of a word (morphemes) or phrase (lexemes) are rendered by corresponding elements of the target language.

The Economist article mentions the term *The Iron Curtain*, which literally means *Залізна завіса*. This is a well-established expression about the political and ideological barrier that divided Europe into two parts during the Cold War: the communist East and the capitalist West. The term is rendered into Ukrainian via calquing to preserve its structural and semantic meaning.

Source text: *Father Andrew secretly carried Bibles behind the Iron Curtain* (The Economist, 06.10.2022).

Target text: *Отець Ендрю таємно перевозив Біблії за Залізну завісу.*

In case of calquing, transliteration and transcription, we are talking about linguistic units that practically do not change their sense depending on the context, as they are internationalisms that are already established in the Ukrainian language. Instead, units with variable meanings or stylistic load require use of lexical and semantic transformations. This ensures accuracy, preservation of the pragmatic function, and compliance with expectations of the target audience. Such transformations include specification and generalization. According to V. Karaban, concretization is a transformation whereby a word of broader semantics is replaced by a word of narrower semantics in the target language [6].

Source text: *He added some $10trn-worth of new tax-cutting promises during the campaign* (The Economist, 18.11.2024).

Literally, this means *Він додав нових податкових обіцянок на суму близько 10 трильйонів доларів*. However, in the Ukrainian language, this construction looks too general and does not clearly convey the context in which these promises were made. Therefore, it is advisable to use a more specific term: it is indicated that it refers to election promises to reduce taxes, which specifies the content and clarifies the pragmatic function:

Target text: *Під час передвиборчої кампанії він дав нові обіцянки щодо зниження податків, загальна вартість яких сягала близько 10 трильйонів доларів.*

In this case, the broad concept *tax-cutting promises* is specified as *обіцянки щодо зниження податків*, and *during the campaign –*

as *під час передвиборчої кампанії*, which ensures stylistic consistency and clarity for Ukrainian readers.

In rendering lexical items, translation equivalents can be formed not only by sense narrowing. Opposite to concretization, generalization may be used: word with a narrower meaning is rendered by a word with a broader meaning [6].

Source text: *Trump has threatened tariffs on Mexico and Canada, and tougher levies on Chinese imports* (The Guardian, 05.01.2025).

Target text: *Трамп пригрозив введенням податків на імпорт із кількох країн.*

Replacing specific country names with the generalized concept of several countries broadens the semantics, making it easier for the target audience to understand the text. This technique avoids excessive detail that is not key to understanding the main idea.

In addition to lexical transformations, grammatical transformations also play an important role in translation of economic journalistic texts. The most common grammatical transformations include the following types.

Zero translation is a transformation that consists in a deliberate refusal to convey a certain grammatical or lexical unit when its meaning is already clear from the context or is duplicated by other linguistic means. This approach avoids redundancy as well as maintains the meaning and stylistic naturalness of the translation.

Source text: *Britain's economy is on the brink of stagnation, raising the prospect of a period of stagflation – when growth is stalling but inflation is high* (The Guardian, 28.12.2024).

Target text: *Економіка Великої Британії перебуває на межі стагнації, що підвищує ймовірність настання періоду стагфляції – коли економічне зростання зупиняється, а інфляція залишається високою.*

The term *stagflation* was rendered via zero translation in the form of transliteration as *стагфляція* without lexical reproduction. It is an example of borrowing in economic terminology when the word has become established and does not require adaptation.

Functional substitution is a technique where a linguistic unit is replaced by an equivalent that performs the same function in the target language. Such a translation preserves meaning and source impact, although the form may differ. Most often, functional substitution is used to render verb tenses, given the grammatical and cultural differences between languages.

Source text: *Foreign-policy tests will come fast* (The Economist, 18.11.2024).

Target text: *Зовнішньополітичні виклики не змусять на себе чекати.*

In this example, we realized functional substitution of Future Simple *will come* with the stylistically appropriate Ukrainian phraseological phrase *не змусять на себе чекати*. Such a functional substitution preserves the meaning, conveys a sense of urgency, and better meets the norms of Ukrainian journalism.

According to O. Borysova, verbalization is a grammatical transformation that consists in replacing a source noun with a target verb [7].

Source text: *Support for Labour has fallen sharply and you would need to go back to the 1970s to find a prime minister less popular than Starmer this soon after an election* (The Guardian, 01.01.2025).

Target text: *Лейбористи різко втратили підтримку, і щоб знайти прем'єр-міністра менш популярного за Стармера так швидко після виборів, довелося б повернутися до 1970-х років.*

In this sentence, verbalization takes place by replacing the noun *support* with the verbal phrase *втратили підтримку*. The source noun emphasizes the state of support while the target verb *втратили* conveys the action, making the sentence more dynamic and natural for the Ukrainian language.

Antonymic translation is replacement of the source word form with the opposite target word form. This technique renders English economic terms with prefixes that have the opposite meaning (*under-, un-, de-, dis-*).

Source text: *To say Labour has had a sticky start is something of an understatement* (The Guardian, 01.01.2025).

Target text: *Було б перебільшенням сказати, що старт лейбористів був вдалим.*

The word *understatement* was translated via the antonym *перебільшення*, which better conveys the ironic connotation and adapts the expression to Ukrainian speech.

Addition is a grammatical transformation that increases number of words, word forms or sentence members in translation. It replaces a synthetic form with an analytical one. It can convey meaning more accurately.

Source text: *Confidence in Britain's economy has fallen to the lowest level on record* (The Guardian, 28.04.2025).

Target text: *Рівень довіри до британської економіки знизився до рекордно низького показника за весь період спостережень.*

This example illustrates the grammatical transformation of addition, since not only the main meaning was translated, but also the phrase *за весь період спостережень* was added. It clarifies the phrase meaning *on record*, meets the stylistic norms of Ukrainian journalism, and makes the statement more accurate and logically complete.

Shortening or omission (ellipsis) is a grammatical transformation that removes certain elements of the source expression. The meaning is conveyed with fewer linguistic units due to compression, namely reduction of the grammatical form. As a result, some members of a sentence or phrase may be missing in the translation, but their meaning is preserved due to the context, and this absence is perceived as a null expression.

Source text: *A second Great Depression was avoided, but half a decade on, the long-term effects of the pandemic are still being felt* (The Guardian, 01.01.2025).

Target text: *Другу Велику депресію вдалося уникнути, але наслідки пандемії відчутні досі.*

This example illustrates shortening, since the translation omits the phrase *half a decade on*, which is not critical to understanding the main sense of the sentence.

Transposition is transfer of one part of speech to another or its use in the function of another part.

Source text: *British exporters are expected to put new focus on EU states, with 41% of UK mid-sized businesses aiming to boost sales to member nations* (The Guardian, 28.04.2025).

Target text: *Очікується зростання уваги британських експортерів до країн ЄС, причому 41% середніх британських компаній планують збільшити обсяги продажів до держав-членів.*

The passive verb is replaced by a noun form, which is a typical manifestation of transposition. The source text uses a passive construction with the verb and the infinitive *are expected to put new focus*. In the translation, this is conveyed by the noun construc-tion *очікується зростання уваги* where the verb is replaced by the noun *зростання*.

Conclusions. Translation of journalistic economic periodicals requires use of linguistic transformations to preserve accuracy and pragmatic function of the source text with taking into account cultural and terminological features of the target language. All transformations are important. Their peculiar application depends on the context and what pragmatic aim the authors would like to reach among readers.

Further research prospects consist in study of journalistic law periodicals and how transformations are used to convey communication effect of the source text.

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Степанов В., Горох А. Особливості перекладу економічної лексики в англомовних публіцистичних виданнях (прагматико-стилістичний аспект)

Анотація. Публіцистичні тексти, особливо економічного характеру, є не лише засобом інформаційної передачі, але і ефективним комунікативним інструментом. Вони використовують різноманітні стилістичні прийоми, емоційну насиченість, розмовну лексику та фразеологізми, щоб зробити мову доступною та зрозумілою для різних читачів. Використання економічної термінології надає текстам точності та професіоналізму. Ці особливості формують прагматичний потенціал публіцистики. Здатність точно та зрозуміло формулювати економічні концепції за допомогою широкого спектру мовних засобів є основою прагматики економічної публіцистики. Отже, ці тексти є корисним засобом спілкування, що сприяє

розумінню складних економічних питань і впливає на громадську думку.

Пропонована стаття розкриває особливості перекладу економічної лексики в англомовних газетних текстах з урахуванням прагматико-стилістичного контексту. Публіцистичний стиль визначається комбінацією лексичних та синтаксичних засобів, акцентуючи комунікативну спрямованість та лаконічність висловлювань. Відтак, спрацьовує прагматична основа спілкування, яка в стильовому обрамленні має бути передана через перекладацькі трансформації для забезпечення точності та відповідності оригіналу. Трансформації дозволяють подолати мовні бар'єри, зберігаючи зміст і комунікативний ефект тексту. У перекладі економічних публікацій важливо

враховувати культурні та термінологічні особливості для досягнення адекватного результату.

Авторами наводиться типологія перекладацьких трансформацій та представляються зразки їхнього використання у відтворенні текстів економічної тематики. Наводяться переваги використання конкретних трансформацій та їхня ситуативна роль при відтворенні прагматичних інтенцій публіцистичного стилю. Дослідження виконується на автентичних ресурсах британського варіанту англійської мови, що зібрані в єдиний корпус (набір статей з економічних видань *The Guardian, The Financial Times, The Economist, Bloomberg*).

Ключові слова: публіцистика, економічна лексика, прагматика, стилістика, перекладацькі трансформації, корпус.