Тема 3. Особливості перекладу наукової та фахової термінології іноземною мовою

Lead-in: Before reading Text 1, answer the following questions:
1. How do you understand 'business translation?'
2. Have you ever had any experience of business translation? Was it successful?
3. What are the challenges of oral translation?
4. What translation types do you know?
5. What types of business documentation are usually translated into English in your company?
6. What is the essnce of the glossary of terms and what it involves?

📖 **Text 1.** Read the text and summarise the main points in 10-15 sentences.

BUSINESS TRANSLATION: WHAT IT IS, AND HOW TO MANAGE IT

Business translation is the process of translating any type of text into one or more target languages to accompany global business activities.

If we were to think of a mantra for today's business environment, it would probably be some variation of "Go global or go home." Continuously seeking new opportunities to generate revenue and increase market share globally is the name of the game – and that requires a strong global expansion strategy. For companies that are on track for global growth, one of the biggest questions is how to overcome the language barrier to doing business in foreign markets. When devising a global strategy, most of them find business translation to be the answer. Nevertheless, only a few truly manage to make it support their market expansion.

A key piece of the global growth puzzle, business translation can lead to higher exposure and boost revenue worldwide when integrated from the start with the right technology. Business translation is defined as the process of translating any type of text into one or more target languages to accompany global business activities.

Depending on their size, structure, and needs, companies rely for business translation on in-house linguists or outsource it to business translation services or a pool of freelance translators.

The first step in understanding how to best approach business translation is knowing that it may involve multiple types of translation.

While this might seem obvious, it is easy to underestimate the sheer volume of information that needs to be translated when a company is focused on entering global markets.

Translation of internal business documentation

You know all those hundreds of documents that are the backbone of your business? Think HR manuals, operation guidelines, or corporate style guides. Well, before you can even begin to introduce your product or service into a new country, you'll need to translate all of them into the local language.

When you have a large multinational and multilingual workforce, translating internal procedures, policies, and guidelines ensures that everyone is on the same page and abides by the same standards. Compliance is also another big factor here – letting

the language barrier affect the ability of your employees to do their jobs can instantly escalate into a compliance or legal stalemate.

The challenge of the internal business translation is quantity and fragmentation. Internal business documentation tends to amount to a large volume of text that needs to be handled simultaneously. If you add how dispersed they are across multiple stakeholders worldwide, this quickly becomes a sprawling project with lots of moving parts.

When there are several team members involved, communication often slows down as it becomes harder to keep track of who is working on what and how the different tasks should be broken up. Version control can also become an issue.

The solution is centralization and coordination. Thus, overcoming the challenge of translating internal business documentation is a two-fold task.

First, you need to centralize all internal business documentation into a single multilingual hub or knowledge base accessible by every department. The hub should work as a version-controlled repository and, naturally, as a single point of truth to every employee that needs a particular piece of content in any language.

Examples of documentation services that could help organize your company's internal content include Salesforce Knowledge, Help Scout, Zendesk, HelpCrunch.

Second, you need to adopt a centralized business translation workflow that allows for the management and organizing of all the dispersed content, leaving behind the non-synchronized and non-centralized translation efforts across departments, teams, and employees worldwide.

Legal and technical documentation

One of the most complex types of business translation are texts of legal and technical nature in different languages. The complexity levels can go through the roof when dealing simultaneously with documents like proceedings, registrations, filings, patents, or user manuals. These types of text use very specific terminology and often require considerable expertise.

What further complicates the picture is that you can hardly avoid dealing with legal and technical documentation. When you expand into another country, each document focused on legal or technical issues must be translated in its entirety. It also needs to be reviewed by a professional in the corresponding domain to retain accuracy and avoid potential disputes or even fines.

Within legal translation, we can differentiate between:
- Legal documentation – warrants, registrations, certification, statements, affidavits, etc.
- Judicial documentation – proceedings, trials, judgments, expert opinions, etc.
- Juridical documentation – decrees, regulations, partnership agreements, contracts, insurance policies, bail insurances, etc.

Technical documentation translation, on the other hand, groups together a broad range of scientific and technical texts that range from user manuals, service guides, and installation instructions to software strings and datasheets.

The challenge is accuracy and quality. The quality requirements that companies need to meet with legal and technical business translation are very high. Not respecting them can result in fines, lawsuits, public embarrassment, or even the inability of your

company to continue operating in a certain country (for example, if a patent is rejected because of poor translation). In other words, with this type of translation, quality becomes paramount not only from a linguistic perspective but from a compliance and corporate responsibility point of view as well.

Every specialty in legal and technical translation has its own prerequisites and terminology. In the case of patents, for example, a very specific and highly regulated language must be followed that is quite impossible to master without being a subject expert in the respective field.

The solution is terminology management and subject-matter expertise. Terminology validation in legal and technical translation is paramount and should be a concerted effort between specialized translators, legal experts, and local-market consultants.

Ideally, before the start of any translation project, a glossary of terms should be created that includes legal and technical terminology, domain-specific expressions, acronyms, abbreviations, etc.

Terminology management, combined with subject-matter expertise, can go a long way in reducing potentially costly mistakes or oversights in your legal and technical translation projects. It may take some time before you can get everyone on board to sign off your organization's glossary, but once it is ready, translators will have a source of truth regarding your industry's jargon and the most recurring specific terms.

This way, you can speed up turnarounds and minimize errors and inconsistencies across your markets. Getting all your product and service terminology validated will also bring value to your global marketing messaging, resulting in a more cohesive end product.

(Adapted from Business Translation: What It Is, and How to Manage It by Francesca Sorrentino, 22 September, 2023 https://phrase.com/blog/posts/business-translation-2/).

✍**Assignment 1.** Read the following passage, translate it into Ukrainian and find the English equivalents for the following terms:

Прес-реліз	Цільові сторінки	Платна реклама
Описи продукції	Контент в соціальних мережах	Рекламний продукт
Шаблони електронних листів	Текст (рекламний)	Зображення
Ілюстрації	Айдентика бренду	Оптимізація пошукової системи
Загальний погляд на процес збоку (з висоти пташиного польоту)		

In addition to internal, legal, and technical documents, business translation also involves dealing with marketing content and digital assets designed to attract, engage, and retain an external audience:
- Press releases

- Product sheets
- Landing pages
- Email templates
- Paid advertisements
- Social media content, etc.

Since it aims to connect with people on an emotional level, promotional collateral can hardly bear literal translation. Marketing linguists need to capture the spirit of the message you are trying to convey and adapt it to the target market's expectations so it can elicit the same reaction in the new cultural context – a process known as marketing localization.

One of the most effective translation techniques that can be used for marketing localization is **transcreation** – defined as the creative translation of international advertising content that ensures the tastes, wants, and attitudes of a target audience are respected and matched to equivalent cultural references.

Marketing campaigns should reflect your company's core message as closely as possible. However, it can be difficult not to stray away from your brand identity, especially if you try too hard to adapt to the tastes of every single market. In other words, if you want to maintain a strong global brand identity that differentiates your company from the competition – but still localize for every market – you need to find a middle ground with both cohesion and individuality in all of your messaging and assets.

This includes not just copy but also imagery and illustrations. For example, every culture is different in the way it perceives certain symbols or colors: While most people around the world associate red with love, passion, or even danger, in some cultures of the Far East, red is the color of good fortune and prosperity. So how do you keep your brand identity intact while still being sensitive to cross-cultural differences?

The secret is approaching the process as a joint effort between marketing and translation teams. For example, marketers can ensure that the source content is not freighted with metaphors that could be difficult to translate. For the purpose of international SEO, they can also make sure that the content reflects search engine queries in the target language. Put another way, they can prepare content that is easy to localize.

Translators, on the other hand – if experts in marketing localization, based in-market, and native speakers of the target language – can help marketers convey their concepts through more straightforward wording that is also culturally adapted. What is important for both sides is to be conscious of the other's needs and limitations, so they can work hand in hand on achieving a result that represents the organization's brand identity while still being sensitive to cultural differences.

The way this collaboration is managed varies from one organization to the next. A best practice would be to assign a dedicated localization manager who keeps a helicopter view of the process. They can also ensure that all content being translated is in line with your overarching localization strategy and brand identity.

✍**Assignment 2.** Match the words and expressions in the first box with a dictionary definition from the list A - Q below. Translate them into Ukrainian.

1	Automation	7	interest rates	13	output
2	Unemployment	8	primary industries	14	income tax
3	Inflation	9	secondary industries	15	VAT
4	balance of payments	10	service industries	16	deficit
5	taxation	11	nationalised industries	17	key industries
6	GNP	12	monopoly		

A. The percentage charged for borrowing money. *(The Bank of England has raised____).*

B. Industries involved in the manufacture of goods. *(_____ rely on the ready supply of raw materials).*

C. The value of goods and services paid for in a country, including income earned in other countries. *(Last year's _____was dose to £25 billion).*

D. The amount which a firm, machine or person produces. *(The factory has doubled its _____in the last six months).*

E. Industries involved in the production of raw materials. *(Coal mining is one of the important_____).*

F Installing machinery in place of workers *(_____can be a mixed blessing - machines usually tend to be out of order when you need them most).*

G. Industries, which do not make products but offer a service such as banking, insurance and transport. *(_____ have become more important in the last decade).*

H. The difference in value between a country's imports and exports. *(The government is trying to reduce the _____deficit).*

I. The amount by which expenditure is more than receipts in a firm's or country's accounts. *(The company announced a two million pound_____).*

J. A system where one person or company supplies all of a product in one area without any competition. *(The state has a _____ of the tobacco trade).*

K. Industries, which were once privately owned, but now belong to the state. *(Workers in_____are to get a 3% pay rise).*

L. Lack of work. *(The figures for_____ are rising.)*

M. The action of imposing taxes. *(Money raised by_____ pays for all government services).*

N. The most important industries in a country. *(Oil is one of the_____, which are essential to the country's economy).*

O. A state of economy where prices and wages are rising to keep pace with each other. *(The government is trying to keep _____ down below 3%).*

P. A tax on money earned as wages or salary. *(She pays_____ at the lowest rate).*

Q. A tax imposed as a percentage of the invoice value of goods or services. An indirect tax. *(_____in Britain currently runs at 17.5%).*

✍**Assignment 3.** Read *the Translation Notes* and determine whether the proper names btlow are correctly rendered into Ukrainian. In case of improper translation, give your way of rendering.

📖*The Translation Notes*

There are two ways of rendering *proper names* in translation: transcription and transliteration. Transcription is now universally accepted: M*ary – Мері.* Phonetic peculiarities, however, sometimes interfere and modify this principle by causing certain departures, e.g. the name of the well-known novelist Iris Murdoch is rendered with the inserted letter (and sound) "р" – Айріс Мердок.

Translation represents the words in a graphic way and is no longer regarded as an acceptable method of rendering proper names. However, tradition has preserved it in some cases and therefore this method still survives, e.g. *Lincoln* is rendered as *Лінкольн* and *Wellington* as *Веллінгтон.*

Traditionally, names of prominent people are rendered by their Ukrainian equivalents: *Isaak Newton – Ісаак Н'ютон, Abraham Lincoln – Авраам Лінкольн, King James – Король Яків.* All these factors explain the existence of double forms of proper names.

1	Lewis	Льюїс	8	H. Mittelstaedt	Г. Міттелстедт
2	William Coleman	Уільям Колеман	9	Coral Gables	Корел Гейблз
3	Raymond Gozzi	Раймонд Гоззі	10	Frederick Taylor	ФредерикТейлор
4	Philip Kotler	Філіп Котлер	11	Henri Fayol	Анрі Файол
5	David Bourland	Девід Бурленд	12	Andrew Meichenbaum	Ендрю Майченбаум
6	V. Mountcastle	В. Маунткастл	13	Charles Derber	Чарлз Дербер
7	R. Di Giueseppe	Р. Діджузеппе	14	Harry Weinberg	Гаррі Вейнберг

✍**Assignment 4.** Read *the Translation Notes* and render the periodicals names below into Ukrainian.

📖*The Translation Notes*

Rendering of the *Names of Periodicals*, we use transcoding, i.e. translating a word or text by converting its phonetic or visual form from one language to another, often by using the target language's alphabet. It is a method that primarily focuses on sound and appearance, and can be done through different techniques like *transliteration* (copying the graphic form), *adaptive transcoding* (adapting the form to the target language norms), or *mixed transcoding* (a combination of copying the sound and the graphic form.

It should be noted that for pragmatic reasons such words as *газета, журнал, тижневик* are added respectively. *The United States News and World Report – американський тижневик «Юнайтед Стейтс Ньюс энд Уорлд Рипорт».*

Considering the information requirements the Ukrainian translation can be added: *Chemical Abstracts – «Кемікл абстрактс» («Хімічний реферативний журнал»),*

International Affairs – «Інтернешнл афферс» («Міжнародні справи»), *Journal of Management* – «Джорнел оф менеджмент» («Журнал з менеджменту»).

International Journal of Ethics, American Journal of Education, Science, Discovery, Psychological Abstracts, Journal of Aesthetics and Art Criticism, Daedalus, Anthropology, Geographical Review, Focus, Forbes, Harvard Business Review, Journal of Experimental Psychology, the Economist, Financial Times, American Philosophical Society News, Finance Enquiry, Perspectives, Finance Gates.

✑**Assignment 5.** Read *the Translation Notes* and render the names of educational institutions and enterprises below into Ukrainian.

📚*The Translation Notes*

The Names of Institutions and Organizations are usually transcribed, e.g.: *General Motors – Дженерал Моторс, British Airways – Бритиш Эруейс*. However, there are exceptions to this rule: *The Common Market – Спільний ринок; The Federal Bureau of Investigation (FBI) – федеральне бюро розслідувань (ФБР)*. These are accepted translated equivalents.

Educational institution	Ukrainian equivalent	Enterprise	Ukrainian equivalent
University of Surrey		Abbot Laboratories	
University of Illinois at Chicago		American Brands Inc.	
University of Wisconsin, Milwaukee		Alcan Aluminium Ltd.	
University of British Columbia		Armsrong World Industries	
Massachusetts Institute of Technology		Bethelhem Steel Corp.	
University of Iowa		Chase Manhattan Bank	
State University of New York		Compaq Computer Corp	
University of California at Los Angeles		McGrow-Hill Corp.	
Polytechnic Institute of Brooklyn		Hewlett Packard	
Vanderbilt University		Occidental Petroleum	
Polytechnic of Central London;		S.A.K. Connection	
Stanford University		USAIR Group Inc.	

✑**Assignment 6.** Read *the Translation Notes,* render the sentences into Ukrainian and determine which of them require transcoding.

📚*The Translation Notes*

Scientific and Technical Terms are generally associated with a definite branch of science or technology. They tend to be monosemantic in the given branch of science or technology and therefore easily call forth the required concept. They are translated by corresponding Ukrainian terms: *calorie – калорія, equator – екватор, polysemantic – багатозначний, etc*. It should be borne in mind that one and the same term may have different meanings in different branches of science and technology, e.g.: line – *1) конвеєр, потокова лінія; 2) трубопровід*, etc. Thus a term may sometimes be polysemantic, e.g.: *power (phys.) – сила, потужність, енергія; power (math.) –міра.*

The commonly used translation techniques in scientific and technical literature are as follows: calquing, transcoding and descriptive translation technique.

1. The World-Wide Web is an Internet-based application that exploits this capability to provide a global information service.
2. Many personal computers and workstations now have software packages that mimic the operation of a fax machine.
3. The systematic process of product design has to resolve the often-conflicting demands that arise in the development of products. These might include considerations of manufacturing, marketing, aesthetic appeal, protection of the environment, ergonomics, financial cost, ease of maintenance, and safety.
4. Deflation involves a sustained decline in the aggregate level of prices, such as occurred during the Great Depression of the 1930s; it is usually associated with a prolonged erosion of economic activity and high unemployment.
5. Monetarism is commonly contrasted with Keynesianism, which roughly corresponds to the view that changes in the money supply have little, if any, short-term impact on the economy, that the economy will not automatically move towards full employment, and that fiscal policy can be effective in helping attain full employment.
6. Oligopoly, a market dominated by a few producers or suppliers. It falls somewhere between a situation where there is what is known as perfect competition and one in which there is a monopoly, domination of the market by one producer or supplier.
7. In the world of computers, multimedia is a subset of hypermedia, which combines the elements of multimedia with hypertext, which links the information.
8. Defamation, the act of damaging the reputation of another by means of false and malicious communications that expose that person to contempt, ridicule, hatred, or social ostracism.
9. The auctioneer acts as the agent of the seller and is paid a commission based on the sale price. Some auctioneers, Sotheby's and Christies, for example, also charge the buyer a commission on the sale price.
10. Boycott initiators often attempt to enlist the support of friendly or neutral sections of the population, as, for example, when democratic groups in various countries refused to purchase goods from National Socialist Germany before World War II.