

THE STRATEGIES OF TRANSLATING ECONOMICS AND BUSINESS TERMS FROM ENGLISH INTO LITHUANIAN

Jelena SUCHANOVA

Mykolas Romeris University, Ateities g. 20, LT-08303, Vilnius, Lithuania

E-mail: jelena.s@mruni.eu

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The problems of translating the economics and business terms from English into Lithuanian, associated with the choice of particular translation strategies are considered based on the analysis of the translation of the English Economics Dictionary into the Lithuanian language. The classification of the translation strategies into domesticating and foreignizing methods and the description of other translating techniques are presented, and their advantages and disadvantages are described, taking into account the status of particular languages. The main strategies used in translating the considered Dictionary are determined, and their strengths and weaknesses are analysed from various perspectives. The analysis is based on the established structural-semantic models, underlying the formation of the parallel English and Lithuanian terms presented in the considered dictionary, and determining their similar and different features. The method of the translation changes characteristic of the foreignizing strategy of translation is also analysed. The prospects of further research required for checking the practical use of the translated economics and business terms in Lithuanian works in these fields are also outlined. It is also emphasized that the methods used and the results obtained in the present investigation may be used as a basis for further studies.

Keywords: translation strategies, foreignizing, domesticating, translation theories, borrowings, translation problems, calques.

Introduction

The definition of the Lithuanian language given in the New Oxford Dictionary of English (2001) says that it is the language of Lithuania, which belongs to the Baltic branch of the Indo-European family and has about 3.5 million speakers. We also know that the Lithuanian language is of particular interest to linguists in the world, who investigate it from the theoretical points of view (especially, its origin and

relations with other languages). In all times, Lithuanians tried to protect their language from the pressure of other languages (e.g. Polish, Russian, and, recently, English) and to preserve and expand the native expressive resources.

Since Lithuania regained independence in 1990, the preservation and development of the Lithuanian language has been a great concern not only of linguists and ordinary people, but of

the Lithuanian Government as well. The same year, the Lithuanian Seimas (Parliament) approved the establishment of the State Commission of the Language, which had to promote and control the use of the dictionaries, particularly, in the areas of science and technologies, whose rapid development brought about lots of special (mainly, English) terms, for which Lithuanian equivalents had to be found or created.

The role of translation and translators has also increased dramatically, mainly because of new technological achievements and exponential growth in information, which has to be disseminated, i.e. presented to native speakers in their own language. Regardless of the unique character of the Lithuanian language and the interest it presents to scholars; it is a lesser used European language (Cronin 2010: 259). Therefore, in the dominance of English as a global language, great effort should be made for retaining the native language, and for developing it thorough translation, which could help to make the achievements of Lithuanian researchers known to the world scientists. These creative translations should avoid numerous calques and untranslated terms, which, according to researchers, gradually erode the native resources (Cronin 2010: 248). As Michael Cronin states, “minority languages must pay attention to their technical, commercial and scientific translators and must develop languages that can service all areas of life” (Cronin 2010: 248). They must also learn from traditionally dominant languages (like French and German that have come under pressure from English and have been minoritized by it in this way) how to respond to assimilationist translation pressure.

It is well-known that the translation of scientific and technical terms and texts has its own specific features. In the age of globalization, the new economies and pragmatics of language and informatics exchange come to the foreground (Riley 2010: 420). It implies that transparent and short terms, allowing for derivation, are preferred. To describe the strategies used by the people involved in compiling Lithuanian dictionaries, which reflected the linguistic changes,

caused by the great changes in Lithuania brought about by the political events, as well as the emergence of the new type of economy (based on free market relations rather than plans and directives of the government), as well as rapid development of computing and information technology, biotechnology, logistics and environment protection techniques, we should analyse one of these new dictionaries from the above perspectives.

Many various strategies of translation have been developed and are being used in the world. *The aim* of the present paper is to identify some of these translation strategies and to analyze how they are used in Lithuania by considering the translation of the English economics dictionary to Lithuanian (*Ekonomikos terminų žodynas* (Pass *et al.* 1997)). However, *the first task* to be fulfilled is to describe the attitude of Lithuanian linguists, translators and other interested parties to translation, particularly, to using foreign words, calques, translation changes and other translation techniques, which influences the choice of the particular strategy of translation. *Second*, to determine the main translation strategies used by the compilers of the considered dictionary, the structural-semantic analysis of the English and the corresponding Lithuanian terms is required because only a comparison of structural-semantic models of the parallel terms used in these languages could reveal their similarity or differences, which would allow the author to identify the translation strategy used in each case.

The terms presented in the Dictionary have been looked through to identify their main structural-semantic models for analysing their similarity and differences. Only based on this analysis and the obtained results the translation strategies used by the compilers of the considered Dictionary can be identified. It is clear that if the models of the parallel terms match each other, the translation strategy is foreignizing (because the Lithuanian translation model copies the respective English model). However, if the differences in these models are found, it means that deliberate translation changes have

been made to make the translated terms more transparent and easier understandable to the native speakers of Lithuanian. This means that the domesticating translation strategy is used.

The most illustrative examples of the terms belonging to each structural-semantic group are given. The definitions of the analysed strategies are also provided to identify the principles, underlying their division into two particular groups.

Theoretical background

As mentioned above, the regaining of independence by Lithuania was followed by great changes in all spheres of life of its people. The main of them were made in economics, which gradually acquired the features characteristic of the economics of the western countries, where economic relations were based on free market principles, private capital and property, rather than on the state capital and the commands and directives from the top government bodies. It was a crucial step, which strongly influenced the development of all other branches of industry and spheres of life. At the same time, the emerging new concepts required their Lithuanian names.

Therefore, a dictionary of economics (Pass *et al.* 1997) has been chosen for analysis. In fact, it is a wide-known explanatory English Dictionary of Economics compiled by Christopher Pass, Brian Lowe and Leslie Davies (1988), which was translated by Lithuanian translators and edited by Aldonas Pupkis. The Lithuanian terms were edited by specialists in the Lithuanian language. This dictionary includes about 2000 terms and their definitions. In the period of transition, it was of great help to market economy specialists, teachers of economics, bankers, businessmen and other interested persons. Even now, we can find in the Internet the remarks about the lack of comprehensive economics dictionaries, especially, Lithuanian-English dictionaries of this kind. The considered dictionary, though, being a translation from English to Lithuanian, is ar-

ranged and presented as a Lithuanian-English dictionary with a reference arranged in the form of the English-Lithuanian dictionary. The terms presented in this dictionary constitute the core of economic terms, which have not changed since the time of its publishing, and it is still the only dictionary of its kind.

The methods of research used in the present work include the analysis of the dictionary entries performed within the framework of the modern translation theories, as well as structural-semantic approach and the major principles of the hypothesis of linguistic relativity (Boas 1966; Sapir 1964; Whorf 1979). The role of translation has grown immensely in recent years. The process of translation, as well as its strategies, methods and techniques present interest to and are analyzed from various perspectives by many scholars, who are not only linguists, but represent such sciences as sociology, physiology, philosophy, ethics, ethnography, etc., because translation is part of human behaviour, and involves complicated thinking processes. *The significance and novelty of the present research* is based on the analysis of the terms found in the translated English Economics Dictionary in the frameworks of the modern theories of translation, using a division of the translation strategies into domesticating and foreignizing (Venuti 2010) and a universal theory of linguistic relativity (Boas 1966; Sapir 1964; Whorf 1979).

By the way, the subject based on the study of the modern theories of translation has been recently introduced into the curriculum of the linguistic studies in Mykolas Romeris University, and the books, cited in this work, have been used for teachers and recommended to students for analysis. The author thinks that this fact also confirms the novelty and relevance of the present investigation.

The study of translation, an interdisciplinary field known as Translation Studies, has developed enormously in the past twenty years (Hatim, Munday 2004: xvii). Translation is a broad notion, which may be understood in different ways, in particular, as a process or a

product. The descriptions of various translation peculiarities as well as translation strategies and techniques, can be found in the respective literature. (Hatim, Munday 2004; Baker 2010, 2011; Venuti 2012; Fromkin *et al.* 2011; Suchanova 2014; Judickaitė 2009).

Moreover, some researchers claim that “Translation as a human activity is inescapably a technology” (Cronin 2010: 482). Equivalence and non-equivalence are the key terms in the translation theories because the translation is intended to restate in one language what was said or written in another (Hatim, Munday 2004: 179). For this purpose, the equivalent words or expressions, referred to as the translation equivalents, should be chosen or created in the receiving language.

The analysis of dictionary entries and the results obtained.

Michael Cronin advises scholars and practitioners in translation from/to a minor language to use the approach to giving critical consideration of what a language absorbs and what allows it to expand (Cronin 2010: 251). For Susan Jill Levine (1991: 4), a good translator performs a balancing act, attempting to push language beyond its limits, while, at the same time, maintaining a common ground of dialogue between writer and reader, speaker and listener.

More specific techniques involve domesticating and foreignizing translation methods (Venuti 2010: 66). A domesticating method accommodates the foreign text to target language cultural values, while a foreignizing method exercises pressure on domestic values in order to register the linguistic and cultural difference of the foreign text. Venuti advocates foreignizing translation in opposition to the Anglo-American tradition of domestication.

The consideration of the explanatory remarks of the editors of the dictionary analyzed in the present work, which are provided in the Preface (Ekonomikos terminų žodynas (Pass

et al. 1997), later mentioned as Dictionary), has shown that they preferred the domesticating method. Primarily, they noted that, where possible, international words had been replaced with Lithuanian equivalents. We analysed the remaining international or English terms, and this analysis has shown that they are mainly firmly established words, widely used in other branches of science, such as technology, politics, social life, etc., for example, balance – *balansas*, license – *licenzija*, internalization – *internalizacija*, integration – *integracija*, capital – *kapitalas*, rent – *renta*, bank – *bankas*, index – *indeksas*, theory – *teorija*, criteria – *kriterijai*, export and import – *eksportas ir importas*, premium – *premija*, etc.

Another specific feature is that some international words are differently translated in various compound terms: social costs – *visuomeninės išlaidos* versus social security benefits – *socialinio aprūpinimo pašalpos* (in the latter case, an international word is used). The international words are also used in the translation of the terms, such as par value – *paritetas*, paradox of thrift – *taupymo paradoksas*, private costs – *privačiosios išlaidos*, private company – *privačioji bendrovė*, privatization – *privatizacija*. Sometimes, two variants of the term are given: correlation coefficient – *sąsajos koeficientas*, *koreliacijos koeficientas*.

Some international terms have been still left untranslated because it is difficult (or impossible) to find a Lithuanian equivalent for the expressed notion: embargo – *embargas*, multicollinearity – *multikolinearumas*, oligopoly – *oligopolija*, oligopsony – *oligopsonija*, liquidity – *likvidumas*, liquidity trap – *likvidumo spąstai*, clearing – *kliringas*, diversification – *diversifikavimas*, option – *opcionas*, etc.

In the original English dictionary (Oxford Advanced Learner's Dictionary of Current English (Hornby *et al.* 2005)), the whole articles are devoted to explain the notions expressed by some of the above-mentioned terms (see oligopoly) This shows that such terms are semantically complex, though they are single words (Baker 2011: 19).

Considering the English words presenting difficulties in translation, it is interesting to analyze the word “privacy”, expressing a very “English” concept (Baker 2011: 18), which is rarely understood by people from other cultures. In particular, it refers to the Russian language (where the closest expression may be “*chastnaya žizn*”), but not to the Lithuanian language, where the word “*privatumas*” is a firmly established and commonly used borrowing. In the considered Dictionary, we find the derivative terms “*privačioji bendrovė*”, “*privatizacija*”, etc.

Another English word, to which the equivalents in other languages can hardly be found, is “facilities”. It is a general term (superordinate), the head of the semantic field (Baker 2011: 19). It means “any equipment, building, services, etc. that are provided for a particular activity or purpose”. Russian is again mentioned as the language having no equivalents for this general term” (Baker 2011: 19). However, in this case, it equally applies to Lithuanian. Both of these languages have only several specific words naming some types of facilities, for example, “*sredstva peredvizheniya*” (Russian), “*transporto priemonės*” (Lithuanian), “*neobchodimye pomescheniya*” (Russian), “*reikalingos patalpos*” (Lithuanian), “*neobchodimoe oborudovanie*” (Russian), “*reikalinga įranga*” (Lith.), etc. It is a pity that the economic term “facility management” is not given with the expressions relating to management in the considered dictionary because it is really difficult to translate into Lithuanian (due to a very broad meaning of the word).

Thus, summing up the discussion of the use of borrowings (anglicisms) or international words in the considered Dictionary, it may be stated that it is mainly limited to the words firmly established in the Lithuanian language, which are used in many areas of life, science and technology, or to the words having a complicated semantic structure, to which the equivalent Lithuanian terms can hardly be found. In general, the loan terms make about 6% of the total number of the Dictionary entries. In these cases, the foreignizing strategy of translation is used. However, its use is mostly accounted by

the difficulties, or sometimes, the impossibility of translating these terms.

Some English terms, which were translated into Lithuanian in the Dictionary, are used in their original form in practice, e.g. holding company – *kontroliuojančioji bendrovė* (holding kompanija), contract – *sutartis* (kontraktas), audit – *revizija* (auditas). The latter example is noteworthy because, in this case, one loan term (audit) is translated by another loan term – *revizija* (revision). Only the latter had been established in the Lithuanian language much earlier. However, *auditas* is also gaining currency.

It should be noted that it is hardly possible to exclude borrowing as a means of replenishing the vocabulary. On the other hand, borrowings show us new specific ways of expressing the reality, and since many of them are international words, help us to better orient ourselves in the real world (when we encounter some problems in communication with foreigners or understanding the names of the important products or medicines, etc.). Besides, languages are systems, which can be only partially regulated or controlled. The people, speaking a particular language, finally decide which word to use. A good example is using the computing or IT language, when specialists in these areas, actually in all countries, mostly prefer to use English terms for convenience and efficiency.

Based on the limited use of the loan terms in the Dictionary, it may be concluded that the compilers, in general, used the domesticating translation method.

Now, we will analyse using of calques (loan translations) in the Dictionary, which mean expressions adopted by one language (Lithuanian, in our case) from another (English) in a more or less literally translated form (The New Oxford Dictionary of English 2001). In the considered Dictionary, both the literally translated terms and terms, in which some English words are replaced in translation with Lithuanian words with different meaning, can be found.

These are examples of the first group of terms (demonstrating word-for-word translation): closed economy – *uždaroji ekonomika*;

foreign currency – *užsienio valiuta*; management accounting – *valdymo apskaita*; consumption schedule – *vartojimo grafikas*; consumer rationality – *vartotojų apdairumas*; internal financing – *vidinis finansavimas*; government debt – *vyriausybės skola*; vertical firm – *statmenoji firma*; sterling area – *sterlingo zona*; intermediation – *tarpininkavimas*; international competitiveness – *tarptautinė konkurencija*; hidden tax – *slaptieji mokesčiai*; restrictive trade agreement – *ribotosios prekybos susitarimas*; poverty trap – *skurdo spąstai*; marginal propensity to tax – *ribinis polinkis apmokestinti*; hidden price rise – *slaptas kainų pakilimas*, etc. In this case, English terms are, actually, translated into Lithuanian without any modification, therefore, the foreignizing strategy is used.

The second group includes the terms, which were translated into Lithuanian by a) adding some new words or b) replacing some English words with Lithuanian words having different meaning. The examples are as follows: real balance effect – *tikrųjų kasos likučių poveikis* (the underlined words are absent in the English term); chain store – *tipiškoji mažmeninė parduotuvė*; forward market – *būsimųjų sandorių rinka*; cash ratio – *grynųjų pinigų ir indėlių santykis*; building society – *gyvenamųjų namų statybos bendrovė*; discount store – *nukainotų prekių parduotuvė*; marginal analysis – *ribinių rodiklių analizė*; perfect market – *laisvoji rinka* (the underlined word in the Lithuanian definition differs in meaning from the respective English word); merit goods – *visuomeniniai produktai*; historic cost – *pradinė kaina*; restrictive labour practice – *kovos su darbo jėgos mažinimu būdas*; hoarding – *pinigų atsargų sudarymas*.

The translation techniques used in the above cases include the addition to the Lithuanian terms of some words not found in the translated English terms and the replacement of some words of the English terms with the Lithuanian words differing in meaning from them. The aim of these translation changes is to make the translated terms clearer and more comprehensible to the native speakers of

Lithuanian. Some words, which seemed to the compilers of Dictionary to be less informative or vague in meaning were replaced with their more appropriate words, while the English terms which seemed to them to be incomplete were extended (e.g. normal curve – *normalioji pasiskirstymo kreivė*). In this case, the aim was achieved, but the linguistic law of least effort and pragmatic considerations had not been taken into account. The strategy of translation used in the considered cases is domesticating because English models have been replaced with Lithuanian models or modified with the purpose of making them clearer to the native speakers of Lithuanian.

The translation technique based on adding some words not found in the original English terms often yields too long expressions, which can be referred to extended definitions rather than terms proper, perceived as single words or collocations: cost-push inflation – *nuolatinis gamybos išlaidų didinimas*; economies of scale – *masinės gamybos sąlygojama ekonomika*; absorption costing – *papildomųjų išlaidų nustatymas*; sale and leaseback – *pardavimo ir atgalinės nuomos sutartis*; trading stamps – *popieriniai ženklai su paskelbta verte*, etc.

However, some scholars argue that “languages automatically develop very concise forms for referring to complex concepts, if the concepts become important enough to be talked about often” (Bolinger, Sears 1968: 58). Therefore, it would be interesting to analyse the “life” of the considered terms and their development in the years after publishing of the dictionary in question, particularly, of those referring to complex concepts, but it is the topic for further research.

There are also cases, when one and the same Lithuanian word is used to translate a number of various English words, which are not always synonyms. Some examples are given below: *pagrindiniai aktyvai* – *fixed* assets; *direct* materials – *pagrindinės gamybos medžiagos*; *cardinal* utility – *pagrindinis naudingumas*; *base* period – *pagrindinis laikotarpis*; *staple* product – *pagrindinis produktas*, etc. These examples illustrate

one of the statements of the linguistic relativity hypothesis, put forward by the American researchers, F. Boas, E. Sapir and B. L. Whorf which says that what is expressed by a single word in one language may have several names in another (Lucy 1992: 87). However, such cases present difficulties to translators.

The third group includes emotionally charged metaphorical economics terms with various degrees of transparency. In translating these terms into Lithuanian, the substitutions of separate words are required to make them comprehensible for native speakers of Lithuanian. Some examples of these terms are given below: dead-end jobs – *neperspektyvus darbas*; predatory pricing – *grobuoniškasis kainų nustatymas*; beggar-my-neighbour policy – *kaimynų nuskurdinimo politika*; lump-sum taxes – *kartiniai mokesčiai*; insider trading – *nelegalusis sandėris*; shell company – *neveikiančioji bendrovė*; moonlighter – *papildomai dirbantis žmogus*; blue chips – *labai patikimos didelės kompanijos*; junk bond – *nepatikima obligacija, teikianti dideles palūkanas*; black economy – *šėšėlinė ekonomika*; infant industry – *jauna pramonės šaka*; sunk costs – *negrįžtamosios išlaidos*; shark repellent – *bendrovės siūlymas parduoti kontrolinių akcijų paketą*; golden parachute – *auksinis parašiutas*, etc.

These idiomatic metaphorical terms often do not mean what their constituent words (one or more of them) really mean. It is well-known that metaphors differ from language to language. Therefore, to make them comprehensible for non-native speakers of English, they should be transformed, i.e. metaphorical words should be replaced with other, non-metaphorical, words of the target language. A good example is the translation of the term **shark repellent** as *bendrovės siūlymas parduoti kontrolinių akcijų paketą*, though the effect produced by the image behind the original term is lost. It is ability that another highly expressive term of this kind – **golden parachute** is provided only with a literal translation in the Dictionary, leaving quite a few readers puzzled. As an economics term, it really means a

large financial compensation to a company executive dismissed as a result of a merger or takeover of the company.

Based on the above considerations, we can state that the strategy used in translating metaphorical economics terms from the English to the Lithuanian language in the Dictionary is domesticating. When translated, the emotionally coloured English terms become plain expressions with strictly defined meaning in Lithuanian. However, the advantage is that they are transparent and well agree with the traditional Lithuanian view of terminology as the linguistic area, actually avoid of emotionally charged and metaphorical words and expressions.

Literal (word-for-word) translation is a foreignizing strategy because it preserves the patterns, which reflect the preferences of a specific language community for certain modes of expression and certain linguistic configurations (Baker 2011: 54). As Cronin explains “terms and expressions articulate a world-view, a particular interpretation of events that cumulatively erase the space of difference between languages” (Cronin 2010: 248). He claims that, through continuous limitations, a lesser used language can become over time a mirror-image of the dominant language in translation, and there will be nothing left to translate. M. Cronin also argues that the ability to express the concepts of science would define a language as a fit instrument for the modern age (Cronin 2010: 252). This statement emphasizes the importance of developing the native linguistic resources, which would allow lesser used languages to cope with the difficult task of retaining their specificity in the global world. In this context, compiling the dictionaries in economics and other branches of science and technology is, undoubtedly, a valuable contribution to this good cause.

Conclusions

1. The strategies used in translating the terms of economics from the English to the Lithu-

anian language have been considered and the role of translation in the age of globalization and its effect on communication between people speaking different languages (particularly, on the exchange of information in the areas of business and economics) has been determined.

2. The main approaches to translating foreign words and expressions into the native language based on foreignizing and domesticating strategies have been analysed, and their advantages and disadvantages, depending on the determined status of a particular language and the traditional attitudes of linguists and translators from a particular country to the use of borrowings, calques, translation changes and other translation techniques have been described.
3. The peculiarities of translating economics and business terms from English to Lithuanian are investigated by analyzing the translation of the English Dictionary of Economics into Lithuanian, and the main strategies used by Lithuanian translators have been outlined. To achieve this, structural-semantic analysis of parallel English-Lithuanian terms of economics has been made and the main models have been established.
4. The classification of the translation strategies into domesticating and foreignizing techniques has been performed and the peculiar features of the method of translation changes based on using some other approaches, has been described.
5. The main characteristics of the translation of the English Dictionary of economics terms into Lithuanian, reflecting the use of both domesticating and foreignizing strategies, have been determined. They are as follows: a scarce use of borrowings (which made only about 6% of all considered terms); the replacement of less informative (from the point of view of the translators), or not sufficiently transparent English words, with other, more appropriate Lithuanian words; the trend of presenting English metaphorical terms in unemotional, non-metaphorical expressions; the addition of some words, not found in the original English terms to their Lithuanian equivalents; the occurrence of some Lithuanian equivalents of English terms, which may be viewed as extended definitions, rather than terms, as they are commonly perceived. All these characteristics show that the translation of the English economics terms into Lithuanian is mainly based on the domesticating approach.
6. The advantages and disadvantages of the translation strategies used in translating the considered Dictionary, which take into account the status of the Lithuanian language and the pressure exerted by the English language on the languages of other (particularly, smaller) countries, including Lithuania, are described. The advantage of the domesticating strategy, which prevails, is the transparency of the translated terms to Lithuanians. A disadvantage is associated with the difficulty to understand some international terms in their original form because they were translated into Lithuanian, which may complicate the communication of Lithuanian specialists with the professionals in the considered field from foreign countries.
7. The prospects of further research required for checking the practical use and development of the translated economics and business terms, which are presented in the considered Dictionary, are outlined. To define the scope of practical application of these terms and their development, the terminology of the works on the problems of economics written in recent years by Lithuanian authors in their native tongue should be analyzed. The presented analysis may be used as a basis for this study.

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EKONOMIKOS IR VERSLO TERMINŲ VERTIMO STRATEGIJOS IŠ ANGLŲ Į LIETUVIŲ KALBĄ

Jelena SUCHANOVA

Mykolo Romerio universitetas, Ateities g. 20, LT-08303, Vilnius, Lietuva
El. paštas jelena.s@mruni.eu

Problemas, kylančias verčiant ekonomikos ir verslo terminus iš anglų į lietuvių kalbas, lemia vertimo strategijų pasirinkimas. Straipsnyje pateikiama tam tikrų anglų kalbos *Ekonomikos terminų žodyno* vienetų vertimo analizė. Vertimo strategijos klasifikuojamos į svetinimo (angl. *foreignizing*) ir savinimo (angl. *domesticating*) strategijas, taip pat apibrėžiamos kitos vertimo technikos, jų privalumai bei trūkumai, atsižvelgiant į konkrečių kalbų statusą. Nustatomos svarbiausios strategijos, taikytos verčiant *Ekonomikos terminų žodyną*, tiriamos jų silpnosios ir stipriosios pusės. Išvardijamos tolesnių mokslo tyrimų perspektyvos, aptariamas išverstų ekonomikos ir verslo terminų praktinis vartojimas šių sričių darbuose Lietuvoje.

Reikšminiai žodžiai: vertimo strategijos, svetinimas, savinimas, vertimo teorijos, skoliniai, vertimo sunkumai.