

MEANS OF TRANSLATING ECONOMIC COLLOCATIONS

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Limba engleză este o limbă plină de capcane în care orice vorbitor poate cădea cu ușurință. Aceste capcane pot fi, de exemplu, îmbinări de cuvinte, expresii, unități frazeologice, cuvinte compuse, colocații. Colocațiile sunt compuse din două sau mai multe cuvinte care deseori se utilizează împreună. Aceste îmbinări sună „corect” pentru vorbitorii nativi de limba engleză, care le folosesc tot timpul. Traducerea colocațiilor este o problemă constantă, traducătorilor deseori le este dificil să găsească verbele potrivite pentru anumite substantive, adjectivele corespunzătoare anumitor substantive, substantive potrivite anumitor substantive, etc. În calitate de filologi și traducători este relevant să înțelegem cât de diferite sunt limbile engleza și româna, ele se deosebesc prin utilizarea cuvintelor, au diferite tipuri de relații între cuvinte, și, respectiv, un profesionist trebuie să înțeleagă corect sensul în limba sursă ca să poată să-l redevă corect în limba țintă, ceea ce este deseori un proces dificil.

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A translation problem is defined as “an objective problem, which every translator... has to solve during a particular translation task [5, p. 151].” Several linguists have considered collocation to be a problematic area in translation. They suggest that it is difficult to translate collocations from one language into another and have emphasized the importance of collocations in translation. Some of the most significant works on collocations as a problematic area in translation are those by Peter Newmark (1988), P. G. Emery (1988), Mona Baker (1992), Frank Smadja (1993), John Beekman and John Callow (1974), Basil Hatim and Ian Mason (1990), etc.

According to Peter Newmark, recognizing a collocation is one of the most important problems in the process of translation. He states that: “Translation is sometimes a continual struggle to find appropriate collocations, a process of connecting up appropriate nouns with verbs and verbs with nouns, and, in the second instance, collocating appropriate adjectives to the nouns, and adverbs or adverbial groups to the verbs; in the third instance, collocating appropriate connectives or conjunctions (the prepositions are already in the adverbial groups) [2, p. 203]. He further highlights the key role of collocations by describing them as the “nerves” of a text: “If grammar is the bones of a text, collocations are the nerves, more subtle and multiple and specific in denoting meaning, and lexis is the flesh [4, p. 203].”

John Beekman and John Callow believe translating collocations to be a fascinating aspect in translators’ activity and a measure of their overall competence in translation. Translating collocations takes a high degree of expertise because there is often little or no equivalence between collocational ranges across languages, just as there is a discrepancy in the collocational range of the equivalent words within languages [2, p. 163].

Benson Hatim and Ian Mason also discuss over the idea that one of the major problems that a translator faces is coming up with appropriate collocations in the target language. They state that “there is always a danger that, even for experienced translators, source language interference will occasionally escape unnoticed and an unnatural collocation will flaw the target text [3, p. 204].” It is stated that even native speakers have difficulty with collocations in formal written contexts, because they are not foreseeable on the basis of syntactic or semantic rules.

Some linguists feel that it is advisable to see that “collocation rules are faithfully applied” in translation [6, p. 122]. What they mean is that a collocation should not be automatically transferred from the source language into the target language. She suggests that transferring the source language collocation into the target collocation will result in a collocation that is

“unnatural and obscure”. However, unfortunate collocations may be necessary when there is no other way to transfer the original collocation into the target language, especially with concepts that do not exist or are new to the target language.

Collocations are difficult to translate at the lexical level because of the fact that each language has its peculiar rules of collocations and it requires considerable command of a language to distinguish between the *free collocations* (i.e., collocations where a component of the collocation can be replaced such as *ordinary branch, ordinary creditor, ordinary dividend, ordinary share, ordinary interest, etc.*) and the *set collocations* (i.e., the combination of two or more words that acquires a meaning that may not be the basic of any one or all of the components). A replacement of any of the components is not possible. For example, in English the collocation “*original goods*” cannot be replaced by other related adjectives like *initial, first, primal*, in place of *original*). A collocation in one language may be a compound in the other, or just a single word. English “*organized securities exchange*” can best be translated just by a single word in the Romanian language as “*bursă*”. The same situation is in case of “*cash dispenser*” that is rendered into Romanian as “*bancomat*”. Pairs of words with an irresistible attraction or relation in one language may not be compatible in the other language.

One of the troublesome problems of translation is the disparity among languages. The bigger the gap between the SL and the TL, the more difficult the transfer of message from the former to the latter will be. The difference between an SL and a TL and the variation in their cultures make the process of translating a real challenge. As our subject matter is to put forward the problems that occur in translating collocations, it is better to point out a simple definition of translation. Roger defines translation as “the expression in another language (or target language) of what has been expressed in another, source language, preserving semantic and stylistic equivalences [1, p. 5].”

Translation is the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language. The translation process involves some kind of loss of meaning due to a number of factors. For example: words have extended meanings (primary, secondary, figurative) and in the same way grammatical forms have extended usages (secondary and figurative functions). Also, the basic loss is reported to be on a continuum between over-translation (increased detail) and under-translation (increased generalization).

Given that every language has its own word order, structures which are peculiarly organized, the translator should pay a special attention towards the relations established between words, grammatical systems of the source language while translating collocations into the target language. Otherwise, there will be a loss of meaning in translating collocations.

The translator should possess enough knowledge about the collocability of words both in source and target languages, if she/ he intends to make a good translation. What do we mean by the term collocability of words is that certain nouns are used with certain verbs in a language; also some adjectives go with some certain nouns. Whenever a translator finds current and equally corresponding collocations in source and target language texts, he/she must use them because they are among the invariant components of translation.

In the translation process of collocations, one of the problems that a translator faces is that he/she has to differentiate accepted collocations from the other group of words in the source language. Then what is an accepted collocation? P. Newmark explains this as follows: “A collocation consists basically of two or three lexical (sometimes called full, descriptive, substantial) words, usually linked by grammatical (empty, functional, relational) words [4, p. 115].”

Whatever the problem of translation may be, a translator should take care to avoid ‘thinking into’ the text, i.e. he/she should not add the information that is not present in the ST. Thus, V. Comissarov distinguishes two types of strategies a translator can use in order to avoid mistakes during the translation process. These two types are called: ***Direct Translation Procedures*** and ***Indirect Translation Procedures***.

Direct Translation Procedures include:

1) **Loan Transfer** - is the incorporating of one word in another language. The translators use it when there is no equivalent in the target language, in order to preserve the flavor of the national culture (*broker-dealer, business, lider, etc.*)

2) **Loan Translation**, also called **calque** - a form of borrowing from one language to another whereby the semantic components of a given term are literally translated into their equivalents in the borrowing language. (*black market = piață neagră, ilicită; gross national income = venit național brut; tax haven = paradis fiscal, purchasing power = puterea de cumpărare, domestic market = piață internă; factor share = factor parte, etc.*)

3) **Half-calque**, when only a part of collocation is translated and another is borrowed. For example, *blind broker = "broker orb", bull position = poziție bull, NOW account = cont NOW, nostro account = cont nostro, antitrust laws = legislație antitrust, duty-free store = magazine duty-free, press briefing = briefing de presă, intermarket spread swap = swap al diferenței dintre piețe, penny share = acțiune penny, primary dealer = dealer de pe piața primară, listing broker = broker de listare, outside broker = broker neoficial;*

4) **Literal Translation** – is also called **word-for-word** translation. For example, *general price of production = preț general de producție, line of credit = linie de credit, optional dividend = dividend opțional, tax invasion = evaziunea fiscală, public money = bani publici, monetary term = termeni monetari, types of companies = tipuri de companii, payment period = perioada de rambursare, commercial bank = bancă comercială, etc.*

Indirect Translation Procedures are represented by:

1) **Transposition** - is an oblique procedure that consists of replacing one grammatical class by another, without changing the meaning of the message. The grammatical classes involved in such operations could be:

- a) nouns replaced by verbs: *repayment of 102 million... = să restituie doar 102 mil....;*
- b) verbs replaced by nouns: *efforts to reform legislation and eliminate red tape = eforturile de reformare și eliminare a birocrăției; to pay debts = achitarea datoriilor, to restore economic equilibria = restabilirea echilibrelor economice;*
- c) adjectives replaced by nouns: *the risks of slower economic growth in the Euro Area have increased = s-au majorat riscurile de încetinire a creșterii economice din Zona Euro; purchasing power = capacitatea de cumpărare, closing date = data limită.*

2) **Modulation** – a technique that helps to illustrate the difference between literal translation and coherent meaning translation. The basic meaning is preserved, but the phrases that are used in the source and target languages are different – the SL is not translated word-for-word into the TL. It involves 2 types of this translation technique: lexical modulation and optional modulation. Examples of lexical modulation are the following:

to be in the red (be in debts) - a fi plin de datorii,

go into the red (start to owe money to the bank) - a avea datorii,

come out of the red (having paid back one's debts) - a restitui datoriile,

"two projects took place..." [„au avut loc”] - „două proiecte au fost implementate...”, “The United States spent over \$126,000 on these projects...” [a cheltuit] - „Statele Unite ale Americii au alocat US 135,000 pentru aceste proiecte...”,

financial year – exercițiu financiar,

blue button – agent de bursă,

active box – garanție disponibilă pentru tranzacționări,

accounting period – exercițiu financiar,

gather in the stops – a vinde în număr suficient,

future delivery – livrare la termen,

floor planning – finanțare a stocurilor, etc.

The translation of an affirmative sentence by a negative one is an optional kind of modulation. For example,

overtime goods = mărfuri neridicate la termen,

naked position = poziție **neacoperită**,
owner's risk = risc de **neexecutare**,
miss the market = a **nu reuși** să execute o tranzacție în termeni favorabili,
letter bond = obligațiune **neînregistrată**., etc.

3) Explicatory (descriptive) translation and expansion - making explicit information that is implicit in the original; this technique is used for verbalizing new objects, not existing in the target language. For example, **option cycle** = *ciclu de expirare a contractelor de opțiuni*; **ticker tape** = *dispozitiv care afișează simbolul acțiunii și date despre tranzacționarea ei în timp real*;

assessed valuation = *valoare stabilită de o municipalitate pentru o proprietate în vederea stabilirii impozitelor*,

lemon = *produs sau investiție cu performanță scăzută*,

last in first out (LIFO) = *metoda "ultimul intrat, primul ieșit" de gestionare contabilă a stocurilor*,

inverted scale = *ofertă de obligațiuni seriale la care obligațiunile cu scadență apropiată au randamente mai mari decât cele cu scadență mai îndepărtată*, etc.

4) Equivalence - if a specific linguistic unit in one language carries the same intended meaning / message encoded in a specific linguistic medium in another, then these two units are considered to be equivalents. For example, *assets and equities of the company* = *activele și capitalurile companiei*; *assets and liabilities* = *active și pasive*; *balance sheet* = *bilanș*, etc.

5) Addition – the translator adds a word or word combination in order to specify the meaning. (*assessed value* = *valoare stabilită a unei proprietăți*, "The high instability of the single European currency had been triggered by a string of complex factors" = "Această volatilitate înaltă a monedei unice europene este determinată de o multitudine de factori **extrem de compleși**."; *to allow payments* = *a permite efectuarea plăților*, etc.)

6) Attachments - the idea expressed in source language by a single word needs a word combination to render the right meaning into target language (**anticipation** = *plată anticipată*, **industries** = *ramuri de producție*, **costs** = *cheltuieli de producție*, **market price** = *preț curent al pieții*, **currency** = *monedă națională / etalon monetar*, **assignment** = *transfer de atribuție*, **bond** = *titlu de credit*, **fixture** = *avere mobilă*, etc.)

7) Concretization – is used when something in the target language is usually expressed using concepts with narrower meaning or when preserving the original concepts with broader meaning would result in an awkward translation. For example, **asset play** = *pachet de acțiuni care este atractiv, deoarece prețul curent nu reflectă valoarea activelor unei companii*; **job card** = *fișă de materii prime, materiale, manoperă pentru un produs sau proces tehnologic*; **consumers expenditure** = *cheltuieli sociale ale unei economii naționale*, **conversion price** = *prețul acțiunii după transformarea obligațiunilor în acțiuni*; **corporate stocks** = *total al acțiunilor unei firme aflate pe piață*; **corporate shell** = *companie care există din punct de vedere juridic, dar nu funcționează*.

7) Transformation – involves changing the order of words in the target text as compared to the source text (*purchasing power* = *puterea de cumpărare*, *commercial fleet* = *flotă comercială*, *flexibility of production* = *elasticitatea producției*, *joint stock* = *capital social*, *flat cost* = *cheltuieli de instalare*, *conditional bill of sale* = *act de vânzare condiționat*, *consolidated limit order book* = *registru de comenzi limită stabilită*, *domestic open credit desk* = *department al operațiunilor interne pe piață deschisă*)

8) Omission – the elimination or reduction of parts of the text. Some unimportant details may be skipped in favor of rather important facts (*basic transaction processing system* = *sistemul de bază al tranzacțiilor*; *liquidation process passes with difficulties* = *lichidarea decurge anevoios*, *basis for recording foreign exchange transactions* = *bază pentru înregistrarea tranzacțiilor valutare*, *index-linked policy* = *poliță indexată*, etc.)

These are several translation techniques that a translator can resort to while rendering collocations from the source language to the target language. They are the procedures (conscious

or unconscious, verbal or nonverbal) used by the translator to solve problems that emerge when carrying out the translation process with a particular objective in mind.

Because translation techniques play an essential role in problem solving, they are a central part of the subcompetencies that make up translation competence. They open the way to finding a suitable solution for a translation unit. The solution will be materialized by using a particular technique. Therefore, techniques affect the result.

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