

## EQUIVALENCE AND NON-EQUIVALENCE OF ECONOMIC TERMINOLOGY

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*Cercetarea dată a fost concepută pentru a atrage atenția asupra importanței, în primul rând, traducerilor corecte și exacte în domeniul economic. În al doilea rând, de a demonstra cât de complexă este sarcina traducerii corecte a terminologiei economice, care necesită concentrare, responsabilitate, o enormă atenție și profesionalism. În al treilea și nu în ultimul rând, pe lângă cunoașterea limbii, este necesară și o multitudine de cunoștințe în domeniul economic, deoarece orice eroare sau inexactitate poate pune în pericol bunăstarea omului.*

The concept of equivalence is undoubtedly one of the most problematic and controversial areas in the field of translation theory. We need to emphasize the importance of equivalence within the framework of theoretical reflections on translation in general and economic translation in particular. Equivalence works when you have a deep understanding of what the original content is trying to convey. This concerns not only the meaning of the content, but also the tone and style of presentation [1, p.24].

The comparison of texts in different languages is inevitably connected with the theory of equivalence. Becoming an integral feature of translation theory in the 1960s and 1970s, equivalence was supposed to indicate that the source text and the translation text have some “similarity”. It can be said that equivalence is the central problem of translation, although its definition, relevance, and applicability in the field of translation theory have caused heated debates, and over the past fifty years many different theories of the concept of equivalence have been developed in this field by a row of prominent scholars: J. Vinay and J. Darbelnet, R. Jacobson, E. Nida and C. Taber, J. Catford, J. House, P. Newmark, M. Baker [1, p.25].

*Jean-Paul Vinay and Jean Darbelnet and Their Definition of Equivalence in Translation*

J. Vinay and J. Darbelnet were linguists who developed a widely recognized theory of translation called the “Vinay and Darbelnet’s Translation Techniques”. In their work, J. P. Vinay and J. Darbelnet see equivalence in translation as a process that reproduces the same situation as the original but uses a completely different composition [1, p.26].

J. Vinay and J. Darbelnet translation techniques offer strategies for making informed decisions when faced with lexical, grammatical, and cultural differences between languages. Their work focused on the linguistic aspects of translation and provided a framework for analyzing and addressing translation challenges [1, p.29].

### *Roman Jakobson and the Concept of Equivalence in Difference*

R. Jakobson's concept of equivalence is closely related to his broader theory of communication, known as "Jacobson's model" or "Jacobson's model of communication" [2]. His theory of equivalence is based on his general model of communication and semiotics. Jakobson introduced such a concept as "equivalence in difference", which is important in the development of translation theory. R. Jakobson identifies three types of translation [2]:

- *intralingual* (refers to equivalence within a single language);
- *interlingual* (refers to the translation process itself and focuses on the correspondence between the source text and the target text in different languages);
- *intersemiotic* (dealing with sign systems) [2].

### *Eugene Nida and Charles Taber*

E. Nida and C. Taber are well-known and influential linguists who have contributed significantly to the theory of equivalence in translation [3, p.7]. Their approach differs from the theories of Jean Darblot and Roman Jakobson, and they offer their own concepts and translation strategies. They collaborated on the development of the concept of dynamic equivalence, which became a cornerstone of modern translation theory [3, p.8].

Within the framework of Nida's equivalence theory, two types of equivalence can be distinguished:

- *Dynamic equivalence* - known as functional equivalence [3, p.6].
- *Formal equivalence* - based on the exact correspondence between the linguistic units and the structures of the source and target texts. It implies a literal transfer of lexical, grammatical, and structural elements without significant changes [3, p.4].

### *John Catford and the Introduction of Translation Shifts*

The equivalence theory proposed by J. Catford is clearly different from the approach adopted by Nida [1, p. 27]. His main contribution to the field of translation theory is the introduction of the concepts of translation *types and shifts*. Catford distinguishes several language levels, such as *phonological, morphological, lexical, and syntactic levels*. These levels help identify and analyze the differences and similarities between languages. [1, p.31]:

### *Yakov. I. Retzker*

Y.I.Retzker divides equivalents into different categories: *full equivalents, partial equivalents, absolute equivalents, and relative equivalents* [4, p.23].

### *Mona Baker's Approach to Translation Equivalence*

M. Baker in her influential book *In Other Words* (1992) addresses the vexing issue of equivalence by adopting a more neutral approach when she argues that equivalence is a relative notion because it is influenced by a variety of linguistic and cultural factors [5, p.15]. In particular, the chapters of her book are structured around different kinds of equivalence, that is, at the *level of word, phrase, grammar, text, and pragmatics*. Hence, terms such as *grammatical, textual, and pragmatic equivalence* come

up. In more detail, a distinction is made between *word-level and above-word level equivalence*.

However, translators are also often faced with the problem of *non-equivalent terms*. If there is no direct equivalent when translating terms from the source language to the target language, this phenomenon is called *term non-equivalence*.

It is also worth noting that there is such a type of *non-equivalent terms* as “*Temporarily non-equivalent terms*” - these are words close in nature to real words.

It should also be noted that along with purely technical translation techniques, a translator should use such important things as background knowledge and intuition, since these qualities play an important role not only for translation as a whole, but also for the adequate transmission of realities.

### References:

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*Recomandat*

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