

ΛΟΓΟΣ



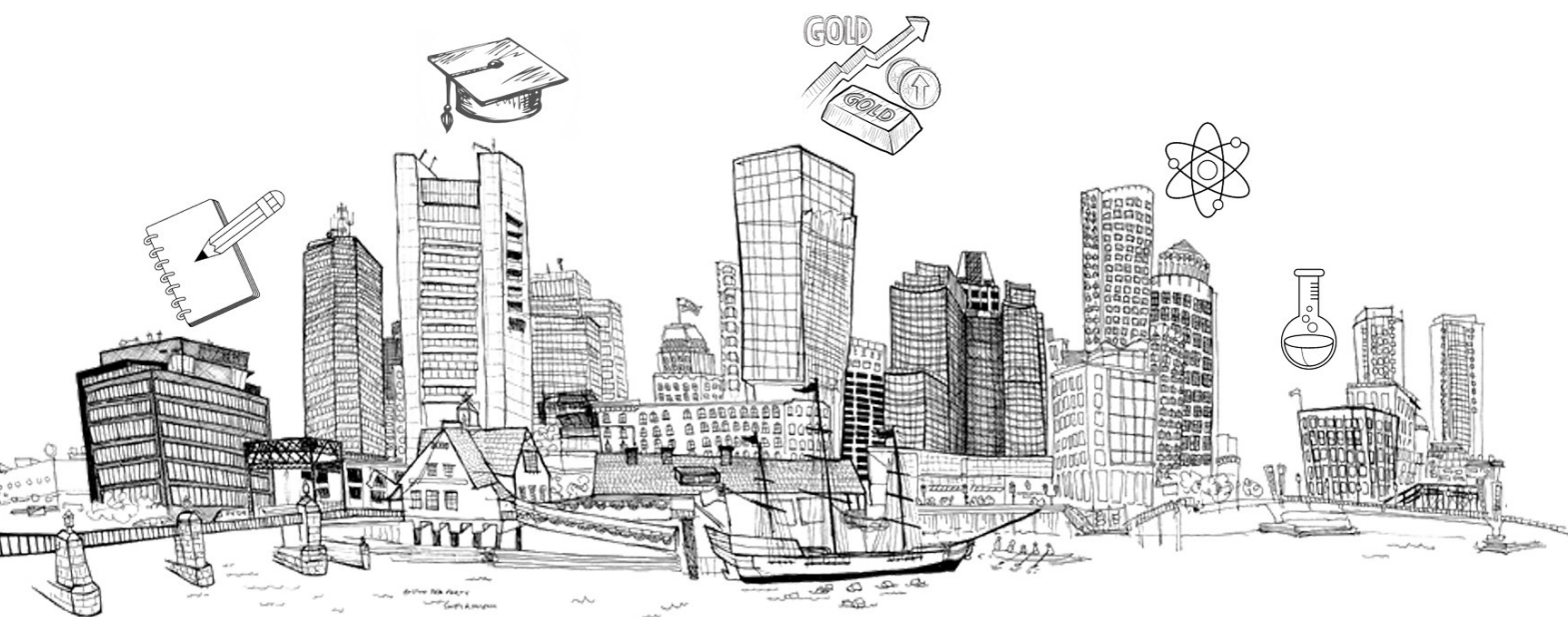
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TRANSLATING TWO-COMPONENT MARKETING TERMINOLOGICAL COLLOCATIONS FROM ENGLISH INTO UKRAINIAN

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Introduction. Lexical semantic transformation refers to a process in which a word's meaning changes due to its combination with another word. By identifying the most commonly used transformations, we can gain insights into the ways in which the collocations are used in the marketing domain and how they may differ from their literal meanings.

Review or recent publications. Lexical semantic transformations were studied by V. Karaban, L. Naumenko, Ya. Hordieieva and others. However, the issue is topical because the terminological collocations under consideration have not been studied previously.

Objective of the paper is to look into the lexical and semantic transformations used in translating two-component marketing collocations.

Results of research. Permutation refers to the practice of changing the order of words in a sentence while still saving the same overall meaning (*brand awareness – впізнаваність бренду, sales funnel – воронка продажів, sales enablement – підтримка продажів*). This can be useful when the original word order in the English language does not match the order in translation in the Ukrainian language. However, using permutation sometimes give clearer translation. Essentially, permutation involves rearranging the words in a sentence to create a new sentence that conveys the same meaning.

Calque refers to the borrowing of a word or phrase from one language to another by way of a word-for-word or literal translation [4]. In the context of lexical-semantic transformations in marketing, calque can be used as a technique to translate two-component collocations from English into Ukrainian language. For example: *digital advertising – цифрова реклама, direct selling – прямий продаж*. This transformation, creates a new expression in the target language that mirrors the original expression in the source language.

Overall, calque is a useful technique for translating two-component collocations in marketing from English to Ukrainian, but it should be used carefully.

Transcoding is the method of translating a word or text from the source language into a target language that means the alphabetical or phonemic translation of the original lexical unit by means of the alphabet of the target language. For example (*promotional strategy – рекламна стратегія, marketing plan –*

маркетинговий план, social media – соціальні медіа). According to L. Naumenko and Ya. Hordieieva, transcoding and be subdivided into:

- transliteration (the character by character conversion of the original lexical unit using the alphabet of the target language);
- transcribing (transcription of the word with the alphabet of the target language according to the pronunciation rules of the source language);
- mixed transcoding (using both transliteration, which dominates, and transcoding);
- adaptive transcoding / naturalization (adaptation of the word form to the norms of a target language) [4].

In addition, noteworthy is the mixed translation of two-component collocations in marketing terminology. Mixed translation implies using two or more techniques in translation, for example, permutation and transcoding. For example, the English collocation *market segmentation* can be transcribed into Ukrainian as *сегментація ринку* and here permutation along with transcoding is used.

Decompression is an addition of words in the target language, which is caused by the need to explain the implicit information of the original source clarifying it at the lexical level for a reader who is not familiar with it (*influencer marketing – маркетинг впливових осіб, lead generation – залучення потенційних клієнтів, marketing dashboard – маркетингова інформаційна панель*).

Another popular translation technique is transposition, which concerns the changes of grammatical categories in translation (*product launch – запуск продукту, sales volume – обсяг продажів*).

Synonymous substitution is also frequently used in translating polysemantic words and involves selecting the most appropriate equivalent in the target language depending on the context (*sales pitch – рекламний хід*).

When translating two-component marketing collocations, we determined the most frequently used lexical semantic transformation (Fig.1).

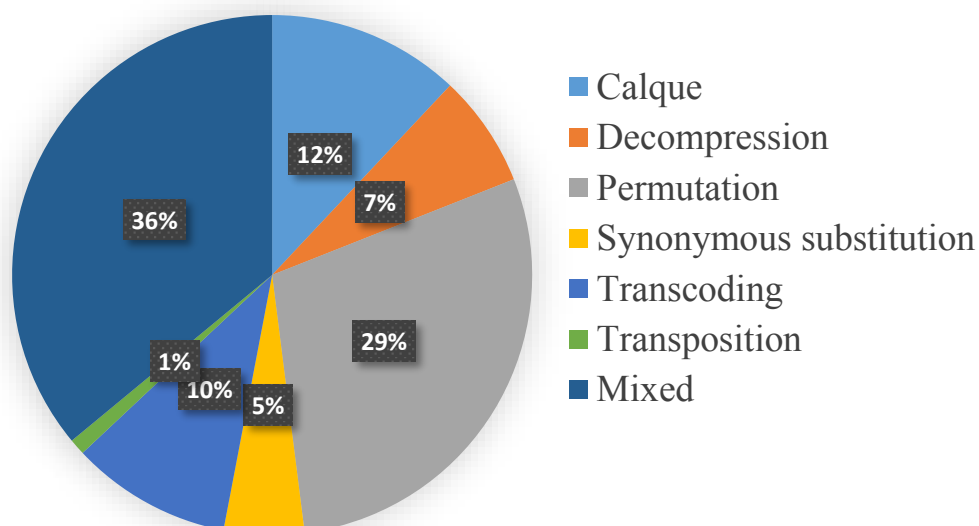


Fig.1 Techniques used in translating two-component marketing collocations from English into Ukrainian

[Created by the authors based on 1, 2]

The study shows that mixed translation, making up the lion's share in translating terminological collocations, constitutes 36% of the total number of the lexical units

under analysis, with permutation following it – 29%. Calque accounts for 12%, transcoding makes up 10%, the share of decompression is 7% and synonymous substitution accounts for 5%. Transposition has low frequency of 1%.

Conclusion. Therefore, in this study analyzed were the techniques used in translating 112 two-component English marketing terminological collocations into the Ukrainian language. The most frequently used translation method is mixed translation. The study does not cover all marketing lexemes and there are new perspectives for further research into proper translation techniques, which is of great value for translation science.

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