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MAIN THEORIES AND ACHIEVEMENTS**

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30 June, 2023

Helsinki, Republic of Finland

**SCIENCE OF XXI CENTURY: DEVELOPMENT,  
MAIN THEORIES AND ACHIEVEMENTS**  
IV International Scientific and Theoretical Conference

Helsinki, 2023



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## **METHODS OF TRANSLATION OF THREE-COMPONENT ENGLISH ECONOMIC TERMINOLOGICAL COLLOCATIONS (BASED ON BOOK “BUSINESS ETHICS” BY WILLIAM H. SHAW)**

**Introduction.** The study and research of translation methods is important for the development and improvement of the quality level of translation. This allows making the translation more accurate, correct and understandable for the reader. In addition, it helps to increase the professional competence of translators and editors who work with texts in a foreign language. The study of translation methods also helps to understand the cultural and linguistic features of different languages and countries, which makes it possible to make more accurate and successful translations, avoid mistakes and misunderstandings. In addition, the study of translation methods is an important element of learning a language and understanding its features and nuances, which helps to improve language competence and promotes the development of intercultural cooperation.

**Review of recent publications.** Ukrainian scientists who studied and researched methods of translation from English into Ukrainian include I. Frank, L. Naumenko, A. Gordyeyeva, L. Bulakhovsky, O. Ponomariv, O. Sirotiyuk, V. Shovkova, and others. Foreign scholars who researched translation methods include Roman Jacobson, Catherine Schlesinger, Norbert Weiner, J. Cutford, P. Newmark, and others. Each of these scholars had their own approaches to translation, studied various aspects of the translation process, and developed their own methods.

The main **objective** of the paper is the study of translation methods is to understand and study the ways in which the content of the text can be transferred from one language to another with maximum accuracy and fidelity to the original. Such studies help to improve translation skills, respectively, ensure the quality of translation and reduce its inaccuracies and errors. In addition, studying translation methods allows you to understand the peculiarities of different languages and cultures and provides an effective communication process between people who speak different languages. The material of the research comprised 150 three-component English economic terminological collocations used in the “Business ethics” written by William H. Shaw.

**Result of the research.** Translation of words from English to Ukrainian is the process of transferring the meanings of words from one language (English) to another (Ukrainian). This can be useful for understanding texts, communicating with English-speaking people, learning English, and other situations where you need to understand the meaning of English words or expressions. Translation methods are used to transfer the meaning of words, phrases and texts from one language to another.

According to the definition of the famous scientist L. Naumenko, lexical-semantic translation transformations include all ways of translating lexical units (words, and phrases), taking into account variations in their form and meaning [1].

These translation transformations include such translation methods as synonymous substitution, contextual substitution, calque, descriptive translation, transcoding, antonymous translation, compression, decompression, permutation, transposition, concretization of meaning and generalization of meaning.

Three-component terminological collocations found in book “Business ethics” by William H. Shaw can be translated using the following translation methods:

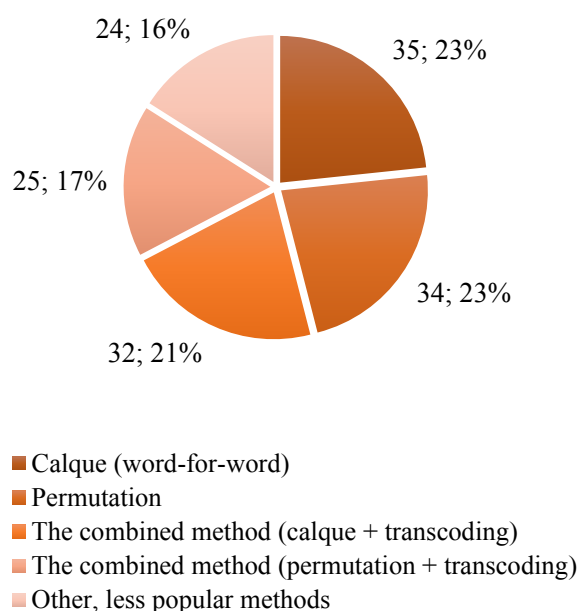
Table 1

**Methods of translation of three-component economic terminological collocations**

Methods of translation	Examples of economic terms	Number of occurrences
Calque (word-for-word)	<i>temporary retail price – тимчасова роздрібна ціна.; international monetary unit – міжнародна грошова одиниця</i>	35
Permutation	<i>foreign trade balance – баланс зовнішньої торгівлі; credit payments period – строк кредитних платежів</i>	34
The combined method (calque + transcoding)	<i>social entity model – модель соціальної сутності; choice of market segments – вибір сегментів ринку</i>	32
The combined method (permutation + transcoding)	<i>affirmative action programs – програми позитивної дискримінації; economic system diagnostics – діагностика економічної системи</i>	25
Other, less popular methods	<i>balance sheet analysis – аналіз балансу (compression); diffusion of responsibility externalities – дифузія відповідальності зовнішніх ефектів (decompression); active bank operations – активні банківські операції (transposition + transcoding)</i>	24

[created by the authors based on 1]

The pie chart below (Fig. 1) shows the frequency of occurrence of the aforementioned methods of translation of three-component economic terminological combinations.



**Fig. 1. Frequency of methods used in translating three-component economic terminological collocations**

[created by the authors based on 1]

**Conclusion.** Studying translation methods helps to develop translation skills, provides an opportunity for constant self-improvement, and knowledge of translation methods is a necessary component for professional development. The study methods of translation of 150 three-component economic terminological collocations used in business and economic discourse showed the predominance of such methods: calque (word-for-word) (23%), permutation (23%), the combined method (calque + transcoding) (21%), and the combined method (permutation + transcoding) (17%). Other methods have a low frequency of about 2-4% each, accounting for 16% in total.

**References:**

1. William H. Shaw (2011). *Business Ethics* (7<sup>th</sup> ed.). United States of America: San Jose State University.
2. Naumenko, L. P. & Hordieieva, A. Y. (2011). *Praktychnyi kurs perekladu z anhliiskoi movy na ukrainsku = Practical Course of Translation from English into Ukrainian* : navch. posib. Vinnytsia : Nova Knyha.