

ХЕРСОНСЬКИЙ НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ МІЖНАРОДНИХ ЕКОНОМІЧНИХ ВІДНОСИН,
УПРАВЛІННЯ І БІЗНЕСУ
КАФЕДРА ТЕОРІЇ ТА ПРАКТИКИ ПЕРЕКЛАДУ

Випускна кваліфікаційна робота
Пояснювальна записка
до магістерської кваліфікаційної роботи

на тему:

Термінологія менеджменту в англійській та українській мовах:
етимологічний та перекладацький аспекти

Виконала: студентка 6 курсу, групи 6 зФП
спеціальності 035 „Філологія“
Райко Г. О.

Керівник: професор, д.філол.н., Кудрявцева Н.С.
Рецензент: к.пед.н., доц. Радецька С.В.

Херсон – 2020 року

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ABSTRACT

Economic and technological cooperation with developed countries contributes to the saturation of our language with new concepts and terms. Terms are the most variable, the most mobile layer of the vocabulary of a language. The large number of special terms in the text, especially new ones, not yet registered in dictionaries, creates great difficulties in the practice of translation. Linguists are interested in studying the development of financial, economic, managerial terminology of a language, as well as studying the problems of translation of financial and economic texts. A number of studies are devoted to the study of economic terminology and the terminological systems of narrower scientific fields included in it.

The **relevance** of the topic is that management, as a sub-sector of the economy, is at the stage of active development. Along with the science of management and its terminology is developing, there are many new concepts and terms that denote them. Transcoding is the main way of translating newly created terms that do not yet have equivalents in the Ukrainian language, but, at the same time, there is no single system of transcription and transliteration of English terms into Ukrainian. The main task of our study will be to identify the basic principles and rules of transmission of English terms in the field of management, in particular by transcoding.

The **object** of this study is the English terminology of management.

The **subject** of the research is the peculiarities of the translation of management terms from English into Ukrainian by various methods, in particular by the method of transcoding.

The **material** of our study was a sample of 1,500 lexical items in the field of management, and analysis of articles in the relevant field from specialized periodicals posted on the sites of *The Economics Network*, *The Library of Economics and Liberty*, *Economics*.

Summing up the results of our scientific investigation, we can conclude the following. Recently, in the Ukrainian terminology of management there is a phenomenon of borrowing a large number of English terms, which occurs through translation transcoding. This is due to the fact that management is a relatively young science, and the translator often has to deal with terms-neologisms that have no equivalents in the Ukrainian language. Since in transcoding the transcribed word has mainly one meaning, it is advisable to use this method of translation in cases where in the language of translation it is necessary to create a clearly unambiguous term.

The main prerequisite for correct translation is knowledge of the subject in question. The translation of a term should begin with finding out its meaning. In clarifying the meaning of a foreign term, the main thing is the lexical context, ie the set of specific lexical units, words and phrases in the environment of which the unit occurs. Before translating a term by transcoding, we advise the translator to make sure that there is no equivalent term in the Ukrainian language. Translation by transcoding should be used only in cases where the science of the country of translation does not have the appropriate concept and the corresponding translation equivalent.

Since the phonetic systems of English and Ukrainian differ slightly, attempts to reproduce pronunciation are always somewhat conditional. When translating English terms by the method of transcription, it is necessary to use the possibilities of Ukrainian phonetics and phonology and not to act contrary to the laws of our language, focusing on another. Written statement of terms translated by transcoding should be carried out in accordance with the rules of Ukrainian spelling of foreign words.

Interlanguage homonyms and pseudo-internationalisms pose the greatest threat to the translator when translating terms by transcoding. The main task is to recognize these "false friends of the translator" in the text. You need to translate such terms by looking for a translation equivalent, based on the context.

After analyzing the terms of management, translated from English into Ukrainian by transcoding, we can divide them into the following groups: terms that have undergone changes in the phonemic composition, but are transmitted by the appropriate graphic means of the Ukrainian language without structural changes. These include terms translated by transcription, transliteration and mixed transcoding; terms in which certain transformations in the phonemic structure took place and which changed structurally. These include terms translated by adaptive transcoding.

Inadequate understanding of a new term in most cases lies due to ignorance, misunderstanding or inaccurate understanding of it, so it is very important to introduce a new term in the language in a form understandable to most people. Translating terms by transcoding, of course, complicates this task, so we recommend that the translator enclose a descriptive translation or footnote in parentheses.

Based on the theoretical and practical results of our study, we can say that translation by transcoding is one of the main ways of translating neologisms and introducing into Ukrainian terminology the field of management of borrowings from English. However, the lack of a unified system of transcription and transliteration of English terms by means of the Ukrainian alphabet, gives us the right to state the fact that this problem remains relevant today and requires further research.