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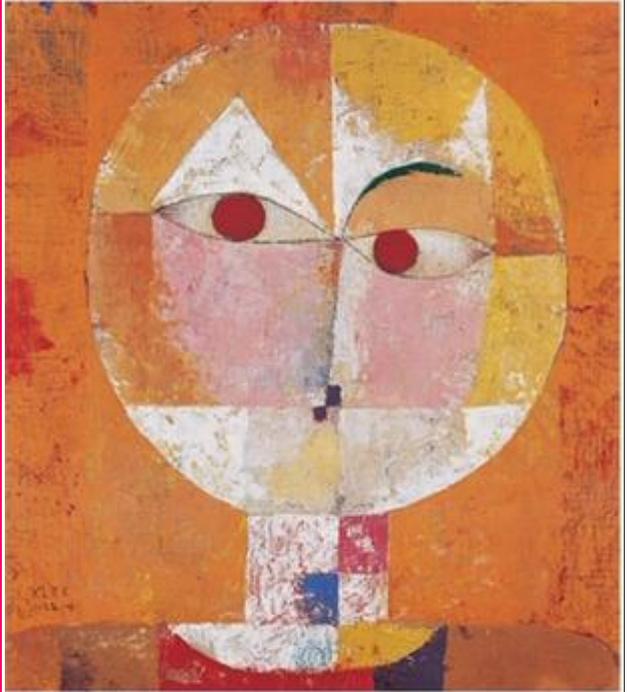
The peculiarities of translations of official business plans from english into Russian

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Abstract

The subject of the present article is the general specificities in the texts of business documentation, specifically business plans and their translations from English into Russian via contextual analysis of the selected texts and systematical method. As a result, in the process of translation the plans, major errors pertain to the interchange of expansions of abbreviations and meanings of polysemies, thus, when one is mistaken for another. In conclusion, the dominant features that are embedded in English business plans are peculiar and make their translations from English into Russian technical.

Keywords: Language, Translation, English, Russian, Study.

Las peculiaridades de las traducciones de planes comerciales oficiales del inglés al ruso

Resumen

El tema del presente artículo son las especificidades generales en los textos de documentación comercial, específicamente los planes comerciales y sus traducciones del inglés al ruso a través del análisis contextual de los textos seleccionados y el método sistemático. Como resultado, en el proceso de traducción de los planes, los principales errores se refieren al intercambio de expansiones de abreviaturas y

significados de polisemias, por lo tanto, cuando uno se confunde con otro. En conclusión, las características dominantes que están integradas en los planes de negocios en inglés son peculiares y hacen que sus traducciones del inglés al ruso sean técnicas.

Palabras clave: idioma, traducción, inglés, ruso, estudio.

1. INTRODUCTION

Official business documentations are those records that make available concrete evidence of past business meetings, activities and events. These documentations represent business-oriented persons in their relations with external parties. According to SHIN ET AL. (2001), these documentations can be classified into types, based on logical groupings (semantics, syntactic and intellectual, Content-based), character frequency, or keywords method could be used to categorize the types of business documents. Per this mode of categorization business documentation sub-divides into legal business documents, financial business documents, business reports, transactional business documents and business plans and letters. Business plans like other official documentations are stereotypically delicate due to the features of clarity, correctness, conciseness and coherence, the use of loan words, clichés and formal structure embedded in them. The documents also contain specificities, such as the use of accurate grammar and spelling, according to references and indexes, metaphors, polysemy and compounds, archaic words and abbreviations.

This paper aims to absorb these linguistic features of texts in business plans, analyzing the translations of some selected texts from English into Russian. A business plan is a consolidated document that presents all information required about a company and its market forces, especially to attract investors. Translating them depicts communicating the lexicon, grammatical structure, cultural context, communication situation of the English text into the natural forms of the receptor language, Russian. This is realized by the use of the processes of translation, such as formal translation, transference, adaptation, semantic and communicative translation and the like, whose products are analyzed on the base of translation quality assessment and error analysis between the English original text and the Russian version as found in this study.

2. METHODS

This article puts theoretical models which categorize the strategies and procedures of translation in use. It also adopts an inductive grounded theory which aligns with the interpretive paradigm, descriptive and component analysis of the meaning of selected texts of business plans, centering on dictionary definitions (Cambridge Anglo-Russian Dictionary) and translations given by participants (final year Master students of Translation Theory). The authors also employed the method of contextual analysis of the selected texts. Procedures of translation were put under surveillance in a quest to examine the subtleties encountered by translators in the process of translating these

texts as well as errors. Also, we use the systematical method as it helps to produce the analysis of the problem from different points of view.

3. RESULTS AND DISCUSSION

Business plans like many official business documentations are characterized by the use of metaphors. This linguistic device, according to K. Moser refers to analogies which are usually culture-specific and make abstract concepts more concrete and allow mapping one experience in the terminology of another experience, thus, to acquire an understanding of complex topics or new situations. Their equivalent translations require knowledge in the culture of the source language. Considering the metaphors, revenue driver, turbulence, go-slow, come on board and golden parachute in the statements: Product sale shall be the revenue driver; contingency plans are put in place to mitigate turbulent partnership which may cause go-slow actions in investments and organizes staff induction for new team members to come on board. The considered dictionary gives the literal meanings: Revenue driver- водитель/Драйвер доходов; Turbulent partnership - беспокойное/бурное/турбулентное сотрудничество; Come on board - наступать/подняться/ прийти на борт; Go-slow action - медленные действия.

These translations compromise the stylistics and the formality in the text, having that the given translation products do not have much equivalence with the intended meaning of the SL. Therefore, the

audience of the texts in the TL may not reach the full contextual meaning of the ST as a result of the translation accuracy that is distorted. The provided literal translation cannot be compared to the juxtaposed intended meaning as follows: (Revenue driver) Source of revenue - источник дохода; (Turbulent partnership) Unstable partnership - нестабильное соотрудничество/ партнерство; (Go-slow actions) Ineffective/ delayed action - неиффективное действие; (Come on board) Participate/ join - принять /принимать участие/ включиться/ участвовать.

This suggests that the extra competence required in the translation of these metaphors accurately (according to the intended meaning) involves the translator's ability to use descriptive and communicative paradigms of translation to give reference to the same fact or association implied in the SL as in the TL. The error in the previous literal translations, according to WILLIAMS (1989), is a major error- that is, the function of the units in the text or the usability of its product for the intended meaning is reduced or absolutely lost in the TL.   Literal translation as observed is not as helpful as the adherence to MANDELBLIT'S (1995) cognitive approach of rendering the metaphor descriptively or explanatorily in the TL as used in fetching the intended meaning seen above. By the characteristic of polysemy, business plans contain words or phrases that carry multiple meanings. The stylistic use of polysemy in the documents usually does not affect meanings especially when they are translated by content-based limitation (CHANG & ZHANG, 2019).

These polysemies which include, average, take different meanings according to the contexts in which they are found. In a considered business plan of the insurance industry, the word average meant an intermediate level of price in terms of average price, and also assumed the meaning of the loss of a ship or cargo which is caused by damage at sea in the context of the reason for any average… This instance requires the translator to have enough command over the terminologies associated with the field of translation. Thus, to avoid miscommunication as a result of interchanging the specific meaning the word has in the source language. Resorting to the dictionary meaning of average in the Russian language, the word is translated as средный or обычный. In the context of an average price, the translation becomes suitable –средняя цена/средняя стоимость. The translation of the reason for any average… as причина для любого среднего product may not be comprehensible to audience. On the other hand, when the entire text of the SL is translated by the strategies of modulation and communicative translation, as причина потери грузов на море, the text becomes more logical to the reader as a result of the expression of functional, dynamic and normative equivalence.

According to QUIRK & UDUPA (2007), this kind of translation is more functional as it renders a more stylistic equivalence and triggers the same associations and understanding in the minds of the speakers of both languages. Nevertheless, in the translation of abbreviations in business plans, complications, which are encountered, are connected to the different expansions they make. QUIRK & UDUPA (2007) Menezes think that the abbreviations are to be

expanded in the translated document so as to offer a clearer understanding to readers. By this, the authors highlight that a clue to rightfully handle ambiguities in the abbreviation is by the use of the method of their prevalence in the text sets where they were not fully translated, that is, the reference translation for the sentence containing the abbreviation. For example, in the sentence The ATM shall be under the full control of the Managing Director, ATM may be expanded as Automated Teller Machine, Asynchronous Transfer Mode and Air Traffic Management.

However, the choice of which expansion is implied in the SL may be determined in the reference sentence the machine will be provided for the convenience of clients, where the machine represents the unexpanded abbreviation, ATM. Therefore, in the process of rendering, the translator will be safe to present ATM as банкомат or банковский автомат in Russian, instead of Управление Воздушным Движением or асинхронный режим передачи because of the reference of the abbreviation given in subsequent texts of the document. TENGSTRAND ET AL. (2014) agrees that this method is helpful in disambiguating abbreviations and requires translators of written texts to be cautious and vigilant to locate all the matching references of the unexpanded abbreviations in the ST (SOBOLEVA, 2017).

The researcher emphasizes that although, translators may resort to transcribing the abbreviations as the translated version; as in ATM in English becomes a quoted ATM in Russian, that rates translation

poor and thus necessitates wider knowledge of the translator, to be able to give their equivalent expansions. English business documentation is also featured by the use of loanwords as well as compounds (SAKAEVA ET AL., 2018: KHANJANI ET AL, 2017).

Loanwords refer to those words, which are adopted from a foreign language for use in another, such as bona fide, force majeure, ad valorem and de facto (from Latin into English). In the texts, the government imposed an ad valorem duty and we have hence become a de facto company, the borrowed words are translated as адвалорная пошлина and де факто компания respectively, per the Cambridge Anglo-Russian Dictionary, which employed the method of foreignization or domestication of the words. Thus, ad valorem duty defines a duty levied based on price (Collins Dictionary), however, адвалорная пошлина and or the modulation - долг от адвалорного do not convey such meaning. Both translations assimilate the borrowed word into Russian wherein the loan is not commonly used. Nevertheless, in the expansion, пошлины на основании цены meaning is best appreciated by readers as the loan is explained. The same applies to translate a de facto company into Russian. The translation де факто компания does not give equivalence to a running company, which has not yet completed its legal procedures to become incorporated as meant in the source text (BANKOLE, 2006).

In addition, in the comparison of translations given in written forms, it was observed that there was a lack of coherence in terms of suprasegmental features, in the source text and the target text. These

features give silent meanings to and lay emphasis on items in a text. They include italicizing, underlining, the use of block letters, bold type, speech marks, ellipses, etc. Although suprasegmentally features do not cause change on meanings, they function stylistically and connotatively to indicate what items should be considered more important in a given text. Considering the translations: Industry analysis: Our most readily quantifiable social impact shall be the increase in the Gross Margin achieved by farmers; this is the difference between the Gross Farm Income (GFI) and the total variable cost (TVC) – ОТРАСЛЕВОЙ АНАЛИЗ*. *Наиболее легко поддающимся количественной оценке социальным воздействием станет увеличение валовой прибыли, полученной фермерами. Это разница между Валовым сельскохозяйственным доходом (GFI)* и полной переменной стоимостью (TVC)*.

There is much inconsistency with regards to what items are highlighted in the English text and its Russian translation. The quotation marks are omitted in the translated text, non- coherence in which item is in bold or italics. This makes a minor translation error since general contextual meaning is not distorted, however, it creates a translation problem (the asterisks indicate where a suprasegmentally feature is omitted). Now, analyzing the equivalence of the same texts by back translation, (translating a translated document from a target language back into the original language), the following is given: (SL) - Industry analysis: Our most readily quantifiable social impact shall be the increase in the Gross Margin achieved by farmers; this is the difference between the Gross Farm Income (GFI) and the total variable

cost (TVC) – (Back Translated Text (BTT)) INDUSTRY ANALYSIS. The most easily quantifiable social impact will be the increase in the gross profit earned by farmers. This is the difference between Gross agricultural income (GFI) and total variable cost (TVC).

The subject we are omitted in the BTT, shall be changed to will be in the BTT, Gross Margin becomes Gross Profit, and Gross Farm Income becomes Gross Agricultural Income. These internal changes pertain to semantic differences and structural alternations. These non-equivalences amounts to minor errors due to the syntactical differences between the two languages. They are, however, functional and communicative in terms of conveying the intended meanings. Such syntactical differences are able to cause translation difficulties whose solutions are connected and subject to the translator's competence (stylistics).

Lastly, compound nouns are made up of two or more words put together for a wider meaning. Words as such in business documents include family-run start-up business, investment vehicle, and marketing infrastructure. Compounds mean more than the implications of the individual words in them. In a quest to translate such words, translators are faced with the problem of ambiguity as the compounds are almost like terminologies, which have definition and are hardly found in dictionaries. For instance, an investment vehicle is a product used by investors with the intention of having positive returns. Compounds usually have their formal or recognized translations in the Russian language. However, resort to literal translations obscures

meaning given in the source text. The translations of these texts employ more specific methods and the use of more than one procedure, where one complements when another is deficient. Generally, these peculiarities in the texts of English business plans, on their own cause complications in the process of their translations into the Russian language.

4. SUMMARY

Business plans are official documents, which have peculiar and technical features; hence more specific techniques are employed in translating the plans as a result of their peculiar features:

The complexities in the texts of business plans require extra diligence and special competence on the part of translators in order to ensure that the translated documents maintain the peculiarities that mark them off, owing to that the ethics of translation frown on the loss of the original meaning, context and culture of source documents.

It is also observed that the strategy of the literal translation of business plans of all types have much tendency of not conveying the universal and original meaning of English source texts into the

Russian language. The strategy gives products that are either too casual to fit the genre of the document or too deficient of logical equivalence.

In translating business plans, functional translation is very pivotal in the assessment of equivalence between the ST and the TT, owing to that the structures of both English language and Russian are different in terms of syntax, grammar and culture.

The work also reveals minor errors as those errors which do not cause much distortion in the meaning of the given texts and major errors as those which cause a difference in the meaning of the original text and the target text. The authors regard the omission of suprasegmentally features as a minor error, as well as structural changes. Also, in the process of translation the plans, major errors pertain to the interchange of expansions of abbreviations and meanings of polysemies, thus, when one is mistaken for another. Per the studies, these errors compound into translation problems and difficulties, which refer to the individual items that pose dilemmas in the process of translation and those that count on the translator's expertise and competence for accuracy in rendering meanings, respectively. Finally, the study reveals the need for translators to possess adequate competence and knowledge in English, the original language of the document, as much as in the target language, Russian, so as to be able to understand certain stylistic usage and structures and convey their meanings appropriately in close equivalence.

5. CONCLUSIONS

Business plans, in terms of peculiarities and characterization, are a typical of official business documentations. The process of their translation, which depicts replacing the textual material in one language by equivalent textual material in another language, takes special techniques in order to render its equivalence from the English source into Russian. Having that the two languages have different structures in terms of grammar, syntax and culture, the goals of translation, thus comprehension and equivalence can only be rated. The dominant features that are embedded in English business plans are peculiar and make their translations from English into Russian technical. Hence, in their translating more equivalence and functionality are reached when the various strategies of translation are used hand in hand, for the maximum comprehension of the audience, in the achievement of translation goals.

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