

TRANSLATION STRATEGIES OF BUSINESS-RELATED WORDS AND TERMS IN THE PRESS RELEASES OF EUROPEAN COMMISSION

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Abstract. The paper aims to identify translation patterns of business-related words and terms applied while translating public information documents of the European Commission. The problem question is how business-related words and terms are conveyed from English (as the source language) into Lithuanian (as the target language) and what are the most common translation strategies used to achieve an efficient and accurate translation. The paper suggests the theoretical background of translation strategies and the practical analysis of 96 examples of business-related words and terms in the source language with their corresponding translations into the target language. The descriptive contrastive linguistic method has been applied for processing the data selected. The results of the linguistic research reveal that translators mostly employ the translation by equivalence, but sometimes two or more translation techniques complement each other.

Keywords: translation strategies, business-related words and terms, European Commission, press-releases.

Introduction

Nowadays, the importance of translation is increasingly growing due to rapid globalisation and technological advancements. Moreover, the expansion of the European Union and the integration of the new member countries have posed a significant challenge to national language and translation services. According to Svoboda, Biel and Loboda (2017), “EU translation is a multifaceted, broad and fuzzy category which is defined as translation rendered by and for European Union institutions”. While performing institutional translations it is very important to understand different political, ideological and procedural requirements, as well as consider the cultural diversity of the EU countries.

The main contemporary scholars who have initiated and contributed to the research on similar issues include Dollerup (2001), the co-founder of the European Society for Translation Studies who focused on the complexities of EU language work; Felici (2010), whose area of interest involves translation of the EU legislation, Svoboda, Biel and Loboda (2017), who emphasize quality aspects in institutional translation. The studies by Lithuanian scholars in terms of EU translation are relatively limited. One of the few is Zaikauskas (2014) who researched the procedures for translating legal terms of the EU documents into the Lithuanian language.

The aim of the current paper is to reveal the most frequently applied translation strategies of business-related words and terms translation in the press releases of the European Commission (hereinafter referred to as the EC). The objectives of the research

are to provide the theoretical overview of possible translation strategies, define the most suitable concept for business-related words and terms translation and reveal the most common translation patterns in the practical translation of business-related words within the texts of the EC press releases. The paper consists of two main parts: theoretical and practical. The theoretical part reviews what strategies and techniques can be used when translating business-related words and terms. The analytical part provides a practical analysis based on 96 examples found in the chosen press releases. The descriptive contrastive linguistic method has been applied for processing the data selected.

Overview of translation strategies

Many scholars (Baker, 2018; Newmark, 2008; Pažūsis, 2014) suggest applying translation strategies or specific techniques to solve problems during the process of translation. Many varied terms are used to define translation methods and procedures. Pažūsis (2014) points out that there is a lot of confusion in the classifications of translation methods and terminology. For example, Newmark

(2008) names it as *procedure*, Bell (1991) calls it *model*, Baker (2018) with Suryawinata and Haryanto (2003) use term *method*. Furthermore, Gambier (2010) defines terms such as *translation operations*, *changes*, *shifts*, *methods* and even translation strategy could be used.

In his book *Kalba ir vertimas* Pažūsis (2014) distinguishes three types of translation transformations: shifts, additions and omissions or deletions. Pažūsis (2014) presents the first translation strategy as the most common and the

most diverse type of translation transformations. *Shifts replacements* are divided into grammatical and semantic or lexical replacements and they are often related with each other or shifts of expression. It means that during the translation there are changes in grammatical units. According to the scholar (2014), grammatical shifts consist of four different types with the addition of even smaller parts such as: change of accident, change of word class, change in word or clause order, and change of syntactic function. In lexical (semantic) types of change lexical item (words, word combinations, their semantic components) changes occur. Therefore, lexical (semantic) shifts are divided into three types of changes: rearrangement of semantic features (redistribution of semantic components), concretisation (replacing words or their combinations of a broader denotative meaning with words or combinations of words of a narrower meaning) and generalisation (narrowing original language units by broader translation).

The second type of translation transformation distinguished by Pažūsis (2014) is addition or translation by addition. Addition is associated with such term as explication as many translators tend to increase the volume of texts or to extend the translation of the text.

The third type of translation presented by Pažūsis (2014) is *omission or deletions*. It is the opposite from the addition translation method. Using this translation technique in one part of a sentence or word is compensated in another part. This strategy shows the creativity of the translator and according to Armalytė and Pažūsis (1990), those words in translation are omitted which meanings might be known or understood in the text without them or to avoid repetition. Besides the above-mentioned types of translation transformations, Pažūsis (2014) also distinguishes the fourth translation method – *compensation*. This translation technique is used as the way to achieve the adequacy in translation. Newmark (2003) also underlines that compensation method is used to compensate loss of meaning or sound, metaphor and pragmatic effect in one or another part of sentence. A translation theorist Venuti (2008) claims that translation strategies involve the basic tasks of choosing the foreign text to be translated and developing a method to translate it. Venuti indicates two types of translation strategy: *domestication* and *foreignization*. According to Venuti (2008), translation strategy begins with the choice of text, as this to some extent dictates the methods available to the translator.

Concept of business-related words translation

It is very important to choose the most suitable translation strategy to convey accurate translation of the source language (hereinafter referred to as the SL) text without making too many changes in the target language (hereinafter referred to as the TL) text. International communication in science, business, public administration or economic fields will not be possible without common language. In these areas the English language has become a *lingua franca* and makes a huge influence in the terminology, translating various documents, communication in international organisations or even media. English is the default language for drafting legal acts and documents in the European Union. Also, it has been recognised as international business language. Nowadays, many new business-related terms and words from English into Lithuanian appear. Suchanova (2014) points out that since the restoration of Lithuania's independence in 1990, the State Commission of the Lithuanian language has been established. The main issues of the Commission are to appraise and approve use of the dictionaries and terminology, particularly in the areas of technologies and science. The rapid development in these areas brought lots of special, mainly English terms. However, the author highlights that for some of them Lithuanian equivalents cannot be found or even have not been created yet. Suchanova (2014) observes that translation of economics and business-related terms reflect both domesticating and foreignizing strategies. According to Baker (2011), it preserves the patterns, which reflect the preferences of a specific language community for certain modes of expression and certain linguistic configurations, adding some new or replacing English words with Lithuanian words having different meaning, metaphorical translation of business terms. Zaikauskas (2014) overviews translation strategies proposed by the other scholars and identifies 12 translation procedures for European Union terminology into Lithuanian: equivalence, adjustment, grammatical amplification, grammatical narrowing, expansion, contraction, substitution, replacement, addition, omission, metaphorization and metaphORIZATION. According to Zaikauskas (2014), half of them, indicate equivalence between terms at the semantic and formal levels (equivalence, adjustment, grammatical amplification) other half such as addition, replacement and substitution, include some divergence from the uniform representation of the concept. Overall, by presenting this classification, the author distinguishes translation strategies into translation by equivalence and non-equivalence.

Translation of the EC public information documents

The EC uses various information tools to communicate with the General Public, such as press releases, memos, articles, leaflets, posters, online texts, etc. Therefore, the texts of the following communicative messages should be reader-friendly, concise and clear.

Referring to the specifications of the public information documents in the EC, it is worth stressing that these documents are designed for direct distribution to large audiences. This means that they usually reach the national media, information points or websites without additional processing. It is thus very important to provide factually correct and reliable information when translating in the institution. The information must be presented in a way that is accessible and attractive to readers, and sometimes even slightly semantically adapted to the target audience. In order to avoid mistranslation in the documents addressed to the public, the EC provides specific guidelines with practical examples: the *Guidelines for Better Press Releases*, the *Guidelines on How to Write for the Web*, *How to Write Clearly* and other more language-specific guidelines.

Generally, to ensure that translations meet their intended communicative goal, the EC *Translation Quality Info Sheets for Contractors* recommend that contractors pay particular attention to: audience and purpose of translation; fluency and originality of language; correct tone and rhetoric of the message to the readers; cultural adaptation of slogans and brand names. The same document also highlights the importance of specific parts and sections in the text. This means that headings, first paragraphs, introductions, summaries and other essential pieces of information must be factually accurate, attractive and persuasive for readers to read the text.

Research methodology

The purpose of the practical analysis of this research was to identify which translation strategies of business-related words and terms are the most common in the EC press releases. The practical analysis was performed by relying on translation strategies proposed by Pažūsis (2014), Newmark (2008), Venuti (2001) and Baker (2018), Suchanova (2014) and Zaikauskas (2014). In total 96 examples of business-related words and terms translations were selected randomly and grouped according to theoretical information provided by the above-mentioned linguists, dictionaries and other sources. The analysis revealed that out of 96 translations there were 40 cases of translations by equivalence,

24 cases of translations by shifts and 32 cases of translations by addition or omission.

Translation by equivalence

Performing the translation by equivalence involves the translation of English business words and terms without modification, grammatical or lexical adjustments:

With measures that promote productive investment and entrepreneurship <...> (eg.2430) *Joje numatytais priemonėmis skatinamos našios investicijos ir verslumas* <...> (eg.2430)

Inflation rose sharply early this year, due to the rise in energy prices <...> (eg.2351) *Šių metų pradžioje infliacija labai išaugo dėl energijos kainų padidėjimo* <...> (eg.2351)

The examples above show situations where business related words from SL to the TL have been translated by equivalents, using word by words translation.

The same translation strategy was used to translate longer than one-word terms:

Strengthen market surveillance of products by supporting national authorities <...> (eg. 1884) *Stiprins gaminių rinkos priežiūrą, remdama nacionalines valdžios institucijas* <...> (eg. 1884)

Supports new industrial alliances in strategic areas <...> (eg. 1884) *Remia naujus pramonės aljansus strateginėse srityse* <...> (eg. 1884)

Moreover, whole business-related phrases are translated by the same pattern:

Set out in the Tax Action Plan, presented by the Commission last summer <...> (eg.2430) *Nustatytomis Komisijos praeitą vasarą pateiktame mokesčių veiksmų plane* <...> (eg.2430)

<...> *to promote a robust, efficient and fair business tax system in the European Union* <...> (eg.2430) <...> *paskatinti Europos Sąjungoje sukurti patikimą, veiksmingą ir teisingą verslo mokesčių sistemą* <...> (eg.2430)

The translation of the words *business* and *companies* was performed by equivalent, provided in English Economics Dictionary to Lithuanian (*Dictionary of Economic Terms*, 2005).

The analysis revealed that this translation strategy was applied to different business-related topics and terminology:

It supports the development of top-class innovations through crowding-in private investors <...> (eg.5225) Šios programos lėšomis remiamas aukščiausios klasės inovacijų kūrimas pritraukiant privačius investuotojus <...> (eg.5225)

Solvency measures to leverage private funds <...> (eg.6092) Mokumo palaikymo priemonės, kuriomis pritraukiamos privačios lėšos <...> (eg.6092)

The translation of words related to banking terminology was also performed by equivalence:

Circular economy: Commission takes action against five Member States to improve waste management. (eg.5649) Žiedinė ekonomika: Siekdama, kad būtų geriau tvarkomos atliekos, Komisija imasi veiksmų prieš penkias valstybes nares. (eg.5649)

Autumn 2021 Economic Forecast <...> (eg.5883) 2021 m. rudens ekonominė prognozė <...> (eg.5883)

Research reveals that this translation method was also applied to translate titles of investment and support funds or strategies:

<...> amend the Capital Requirements Directive (Directive 2013/36/EU). (eg.5410) <...> iš dalies keičiama Kapitalo reikalavimų direktyva (Direktyva 2013/36/ES). (eg.5410)

In the 2021 Commission Work Programme and its Communication “Trade Policy Review” of 18 February 2021 <...> (eg.1982) 2021 m. Komisijos darbo programoje ir 2021 m. vasario 18 d. komunikate „Prekybos politikos peržiūra“ Komisija pranešė <...> (eg.1982)

Additionally, the same method of the translation has been also applied while conveying business related abbreviations:

The number of Member States running a deficit of more than 3% of GDP is forecast to fall significantly. (eg. 2351) Prognozuojama, kad valstybių narių, kurių deficitas viršija 3 proc. BVP, skaičius gerokai sumažės. (eg. 2351)

The reversal of a VAT cut and the introduction of a carbon tax in Germany also had a noticeable effect. (eg. 2351) Be to, pastebimą poveikį turėjo sumažinto PVM tarifo atšaukimas ir anglies dioksido mokesčio įvedimas Vokietijoje. (eg. 2351)

Some abbreviations are translated by preservation, when the original business phrase unit is translated without any changes as there are no equivalents in TL language:

The “Business in Europe: Framework for Income Taxation” (or BEFIT) <...> (eg.2430) “Verslas Europoje: pajamų apmokestinimo sistema“ (BEFIT) <...> (eg.2430)

<...> the key instrument at the heart of Next Generation EU. (eg.2351) <...> pagrindinė „Next Generation EU“ priemonė. (eg.2351)

Translation by shifts

Lexical or semantic replacements can be divided into generalisation, concretisation, and rearrangement of semantic components.

The examples below perfectly illustrate a change in the distribution of semantic components:

It proposes new measures to strengthen the resilience of our Single Market <...> (eg. 1884) Joje siūlomos naujos priemonės mūsų bendrosios rinkos atsparumui didinti <...> (eg. 1884)

<...> SMEs and MVĮ ir vidutinės companies with a medium capitalisation ('mid-caps'), while ensuring a level playing field in the Single Market. (eg. 6553) <...> kapitalizacijos įmonių finansavimą ir gerinti jų galimybes jį gauti, ir užtikrinamos vienodos sąlygos vidaus rinkoje. (eg. 6553)

In these examples the English word *single* was replaced with the Lithuanian word *bendrosios* and *vidaus*. According to the *Cambridge Dictionary*, the word *single* means *considered on its own and separate from other things*. The identification of the words does not match with the meaning of the Lithuanian word *bendrosios* or *vidaus*. In these cases, it is the extended expression of semantic components in Lithuanian.

A similar type of more general translation was found in the title of EU legal act translation:

<...> a legislative proposal to amend the Capital Requirements Regulation (Regulation 2013/575/EU). (eg.5410) <...> dėl priimamo akto, kuriuo iš dalies keičiamas Kapitalo reikalavimų reglamentas (Reglamentas (ES) Nr. 2013/575). (eg.5410)

The word *regulation* was translated by a noun with a wider meaning. In this case SL word *regulation* according to *English Economics Dictionary to Lithuanian (Dictionary of Economic Terms, 2005)*, could be translated into TL as a noun *taisyklės*, or as a term *vyriausybinių norminių aktai*. As Pažūsis (2014) points out to the *State Lithuanian Language Commission 2006* clarification, the first translation is verbally inaccurate and the second is not precise. This method helps a translator to be more accurate in translation and to avoid providing unnecessary information. This is well illustrated by the example below:

<...> offers a **portfolio of services** to support their scaling-up. (eg.5225) <...> siūlomos **tam tikros paslaugos**, padedančios didinti tokių inovacijų apimtį. (eg.5225)

In the given example the SL noun *portfolio* was translated in its broader meaning. In the TL this noun was translated by choosing indefinite pronouns *tam tikros*. However, the opposite translation method to generalisation was also found:

The 65 **successful companies** are established in 16 countries. (eg.5225) 65 **finansavimą gavusios bendrovės** įsteigtos 16 šalių. (eg.5225)

The example reveals the case in which the translated TL word with more specific meaning highlights the contextual meaning of the SL word. The same pattern has also been observed in the translation of noun-based business terms:

<...> with the help of free **business coaching**. (eg.5225) <...> nemokamą pagalbą teikia **verslo konsultantai**. (eg.5225)

The package also further reduces **compliance costs** <...> (eg.5014) Dokumentų rinkiniu dar labiau sumažinamos **taisyklių laikymosi sąnaudos** <...> (eg.5014)

The first example above demonstrates the translation where a specific noun *konsultantai* replaces a general noun *coaching*. In this case the word *konsultantai* in the TL means specific profession of people. In the second translation, the noun *compliance* is specially adapted to the Lithuanian business language terminology and becomes the term *taisyklių laikymosi sąnaudos*. The following example indicates the case where it was not possible to find the existing translation equivalent in the TL:

All of which are critical for our **economic strength**. (eg. 1884) Visa tai yra labai svarbu mūsų **ekonominiam pajėgumui**. (eg. 1884)

In the example above, the term is replaced by the same attribute in a slightly different way - a little more narrowly, broader or in a different aspect. The next listed example perfectly illustrates the situations mentioned above, which also occur in translations of the whole term. In this case, the term was modified in the TL by replacing the adjective of a more specific meaning:

<...> remove tax obstacles and create a more **business friendly environment** in the Single Market. (eg.2430) pašalins mokesťines kliūtis ir sukurs **verslui palankesnę aplinką** bendrojoje rinkoje. (eg.2430)

The term was translated by using concretisation, nevertheless, the number of semantic components remains the same in both the ST and the TL.

Another group of shift-based translations identified in this study were **grammatical changes**:

Inflation in the EU is now **forecast** at 1.9% in 2021 and 1.5% in 2022. (eg. 2351) Dabar **prognozuojama**, kad infliacija ES 2021 m. bus 1,9 proc., o 2022 m. – 1,5 proc. (eg. 2351)

In light of the observed **economic recovery** <...> (eg.6092) Atsižvelgdama į stebimą **ekonomikos atsigavimą** <...> (eg.6092)

The examples above show the situations of translation by shifts where word classes were changed. In the first case, the noun *forecast* from the SL was changed into the TL counterpart *prognozuojama*. In the third case, the adjective *economic* was replaced with the Lithuanian noun *ekonomikos*. Moreover, in the examples listed below even the syntactic structure of the sentences was changed:

Investment support measures to help Member States <...> (eg.6092) **Paramos investicijoms** priemonės, kuriomis siekiama padėti valstybėms narėms <...> (eg.6092)

In 2019 the stock of **foreign investments** was worth more than 7 trillion euros. (eg.1982) 2019 m. **sukauptos tiesioginės užsienio investicijos** ES sudarė daugiau kaip 7 trln. eurų. (eg.1982)

As it can be seen in the examples when translating from English to Lithuanian the order of syntactic parts in the sentences was changed. These transformations occurred due to the syntax of English and Lithuanian differences. This translation adaptation helped the

business phrases to sound more natural and be consistent with the context. More cases of translation by grammatical shifts were found:

In 2019 as part of the State aid Fitness Check and after an extensive consultation of all interested parties <...> (eg.6553) 2019 m., vykdant valstybės pagalbos tinkamumo patikrą ir surengusi išsamias konsultacijas su visomis suinteresuotosiomis šalimis <...> (eg.6553)

Europe is a trade and investment superpower. (eg.1982) Europa yra prekybos ir investicijų supergalybė. (eg.1982)

In the first example, a singular noun of the SL text *consultation* became a plural noun in TL *konsultacijas* and in the second example, a singular noun *investment* was translated as a plural noun in Lithuanian *investicijų*. On the contrary to the previous analysed examples, in the following case the plural noun from the SL changed into a singular noun in TL:

To avoid undue administrative burdens for smaller banks <...> (eg.5014) Kad be reikalo nebūtų užkrauta administracinė našta mažesniems bankams. <...> (eg.5014)

The last group of non-equivalence translations identified in this research are the cases where translations have been made by using **metaphorizations**:

Carried out a 'bottom-up' analysis based on trade data (eg. 1884) Atliko prekybos duomenimis pagrįstą analizę „iš apačios į viršų“ (eg. 1884)

<...> close the door on tax avoidance. (eg.2430) <...> užkirsti kelią mokesčių vengimui (eg.2430)

Moreover, whole metaphoric business-related phrases were translated by the same pattern:

<...> introduced two new tools to kick-start the economy. (eg.6092) <...> nustatė dvi naujas priemones, kurios turėtų duoti impulsą ekonomikai. (eg.6092)

Among them there were two 'unicorn' companies. (eg.5225) Kai kurios jų – naujos bendrovės, vadinamieji vienaragiai. (eg.5014)

In the second instance of translation, an idiomatic business English term *unicorn companies* was translated into the TL by using a metaphorical Lithuanian business language equivalent *vadinamieji vienaragiai*.

Translation by addition or omission

In some cases, English and Lithuanian words have different meaning or equivalence. This translation method is distinguished as translation by addition (explication) or omission (deletion). Applying the method of translation by **additions**, some grammatical or lexical structures are added to the target language text information. In the cases below just one extra word is added into existing source language business phrase or expression:

<...> helps to drive the transformation to a more sustainable, digital, resilient and globally competitive economy. (eg. 1884) <...> padėtų skatinti pertvarką siekiant tvaresnės, labiau skaitmenizuotos, atsparesnės ir pasauliniu mastu konkurencingesnės ekonomikos. (eg. 1884)

First, the Commission will present by 2023 a new framework for business taxation in the EU <...> (eg.2430) Pirma, Komisija iki 2023 m. pristatys naują ES verslo apmokestinimo sistemą <...> (eg.2430)

The finding of the research also reveal that the whole term was expanded:

This will be driven by the Recovery and Resilience Facility (RRF) <...> (eg. 2351) Tam postūmį suteiks Ekonomikos gaivinimo ir atsparumo didinimo priemonė (EGADP) <...> (eg. 2351)

In this case, the semantic components from the SL to the TL are conveyed in more elements than in word-by-word translation. The same translation pattern was found in the translations of business-related programme titles or abbreviations:

<...> namely the CASSINI Entrepreneurship Initiative and the European Innovation Council and its Fund. (eg.6553) <...> su kosmoso technologijomis susijusioje verslumo iniciatyvoje CASSINI ir Europos inovacijų tarybos bei jos fondo iniciatyvose. (eg. 6553)

By incorporating ESG risk assessments, banks will be better prepared and protected to weather future challenges such as climate risks. (eg. 5401) Pradėję rengti aplinkos, socialinės ir valdymo rizikos vertinimus bankai bus geriau pasirengę pasitikti būsimus iššūkius, pvz., susijusius su klimato kaita, ir nuo jų apsisaugoti. (eg. 5401)

In this case the transformation was necessary because it clarifies the Lithuanian meaning of the programme title. In the second example, the business-related abbreviation becomes separate words in the TL because it sounds more naturally in Lithuanian. The same tendency was observed in the translations with prefixes:

Supporting the recovery by addressing the debt-equity bias <...>(eg.2430) *Remti atsigavimą mažinant įsiskolinimui palankų mokestinį iškraipymą* <...>(eg.2430)

The anti-coercion instrument is designed to de-escalate and induce discontinuation of specific coercive measures <...>(eg.6642) *Kovos su ekonomine prievarta priemone siekiama sumažinti konkrečių veiksmų taikymo mastą* <...>(eg.6642)

The following example indicates an extension of the business terms associated with banks and money:

The EC has today adopted a review of EU banking rules <...>(eg.5014) *Šiandien Europos Komisija patvirtino ES bankų sektoriui skirtų taisyklių* <...>(eg.5014)

Public debt to peak in 2021. (eg.2351) *2021 m. valstybės skola pasieks aukščiausią lygį.* (eg.2351)

The last group of cases does not belong to any of the above-mentioned categories. The following examples indicate translations cases of business-related headlines in EC press releases:

EU exports support 38 million jobs in the EU according to a report on jobs and trade (eg.5904) *Prekybos ir darbo vietų ataskaitos duomenimis, ES eksportas padeda išlaikyti 38 mln. darbo vietų* (eg.5904)

In the first example of headline translation, the English word *jobs* was translated to Lithuanian by expanding the term into *darbo vietų*. In this case it made easier to understand the main idea of the whole content of this press release. Application of this translation strategy increases the number of the words in the TL and helps to convey business words and terms with the highest possible accuracy, avoiding any linguistic misunderstandings or mistranslations. As opposed to the previous examples, in these cases something was **omitted** in the translation of the words or phrases. This translation strategy occurs due to the differences in grammatical or semantic structures between the SL and TL:

<...> *funded under the fully-fledged European Innovation Council (EIC) Accelerator.* (eg.5225) <...> *finansavimas pagal visavertę Europos inovacijų tarybos programą „Accelerator“.* (eg.5225)

The same translation pattern was found and applied to the translation of the full English term:

<...> *simplify the rules under which Member States can support and facilitate access to finance by European start-ups, small and medium-sized enterprises (SMEs).* (eg. 6553) <...> *supaprastinamos taisyklės, pagal kurias valstybės narės gali remti Europos startuolių, mažųjų ir vidutinių įmonių (toliau – MVĮ)*

All the listed examples show that the translation procedure by omission does not change the meaning of business-related words or terms but, on the contrary, helps to clarify or preserve them.

The current research proves that while translating business-related words and terms the translators employ both strategies of equivalence and non-equivalence. It also suggests that it is not always possible to apply word-for-word translation. In some cases, in order to determine the level of equivalence, metaphorical business terms or translation transformations are used. However, the choice of the strategy mostly depends on the specific context, translator's experience and personal perception.

Conclusions

1. There are numerous translation theories and methods presented by various scholars, which could be applied while rendering the meaning from one language to another. However, translators are encouraged and suggested to evaluate the advantages and disadvantages of each strategy and to discover the most suitable one to apply in different contexts.
2. When translating business-related words in institutional documents, translators commonly use domesticating and foreignizing strategies, such as word-for-word translation, shifts, adding, replacing or metaphorical translation.
3. The analysis of the examples found in EC press releases reveals that word-for-word translation strategy has been used the most, alongside with some individual patterns.
4. Translation by shifts has been used in cases where there were no existing equivalents in TL but the need to explain the meaning of adequate business terms or words.

5. In cases, where the business term needed to be clarified or modified from SL to TL translation involved addition or omission. The findings also reveal that translation by addition usually goes together with translation by equivalence, or sometimes two or more techniques complement each other.

6. Overall, theory-based references and comparative linguistics analysis have made the assumption that not enough emphasis is placed on the peculiarities of specific business vocabulary and terminology in the institutional translation process.

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12. EU contributes €183 million to debt relief for 29 of the world's poorest and most vulnerable countries. / ES skiria 183 mln. EUR 29 skurdžiausių ir pažeidžiamiausių pasaulio šalių skolai mažinti. [eg.2183]
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SU VERSLU SUSIJUSIŲ ŽODŽIŲ IR TERMINŲ VERTIMO STRATEGIJOS EUROPOS KOMISIJOS PRANEŠIMUOSE SPAUDAI

Santrauka

Tyrimo tikslas – atskleisti dažniausiai naudojamas vertimo strategijas, taikomas su verslu susijusių žodžių ir terminų vertimui Europos Komisijos pranešimuose spaudai. Pagrindinė šio darbo problema yra kaip su verslu susiję žodžiai ir terminai verčiami iš anglų kalbos (originalo kalbos) į lietuvių kalbą (tikslinę kalbą) ir kokios vertimo strategijos dažniausiai taikomos, siekiant efektyvaus ir tikslaus vertimo. Tyrime siekiama teoriškai apžvelgti galimas vertimo strategijas su verslu susijusių žodžių ir terminų vertimui bei nustatyti tinkamiausią vertimo koncepciją; atskleisti dažniausiai praktiškai naudojamą vertimo modelį verčiant su verslu susijusius žodžius, esančius Europos Komisijos pranešimų spaudai tekstuose. Tyrimas remiasi Pažūsis (2014), Baker (2018), Newmark (2008), Venuti (2001), Suryawinata and Haryanto (2003) vertimo strategijomis. Duomenys praktinei lingvistinei analizei rinkti iš Europos Komisijos pranešimų spaudai. Tyrimo rezultatai atskleidžia, kad vertėjai dažniausiai naudoja vertimą parenkant atitikmenis, tačiau neretai keli ar daugiau vertimo būdai papildo vienas kitą.

Reikšminiai žodžiai: vertimo strategijos, verslo srities terminai, Europos Komisija, pranešimai spaudai.

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