SOME PECULIAR DIFFERENCES
OF BUSINESS IDIOM TRANSLATION

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Abstract. Idioms are widely used and important part of the English language. They are considered to be one of the most peculiar elements of the language because of their structure and usage. When the text is being translated from a source language into a target language it goes through some changes. By means of translation tools the meaning of an idiom is conveyed. The utmost task for a translator is to detect the idiom or the allusion to it. Following the golden rules by Baker a translator in the process cannot change word order of the idiom, cannot drop a single word from it, cannot add a new word to it, cannot replace one word with another and change idiom's grammatical structure. The research studies the main strategies used by translators translating the transparent, semi-transparent and opaque business idioms. For translators, in order to recognize idioms in the text and interpret them correctly, it is important to have at least basic knowledge of what idiom is, what its main features are and what kind of changes can be done during the process of translation. The classification based on the semantic principle was presented. The idiom under translation undergoes changes which are known as translation transformations, namely, transposition, substitution, addition and omission. For the present analysis one hundred of business idioms were collected from The Oxford Dictionary of Idioms 2004 and Dictionary of Idioms/ Anglų kalbos frazeologijos žodynas 2010. The main translation strategies used in translations and their semantic match of the lexical items in the target language were detected during the comparative analysis. The translation strategies and versions were compared. The research disclosed that Lithuanian translators as well as Lithuanian business text authors avoid idioms in business text and paraphrase them even when the Lithuanian idiomatic equivalent is a straightforward translation solution. Even 57 percent of all possible idiomatic equivalents in the target language were translated using the strategy of paraphrase

Key words: opaque, transparent, semi-transparent, target, source language, business idiom

Translation is a significant process, which enables people to understand one another despite the languages they speak. However, some problems may emerge when the translator is trying to convey the meaning of idioms, especially of a certain field. In order to translate the fixed phrases successfully the translator has to be familiar with the certain difficulties and peculiarities that might appear during the process.

Idioms are an important part of the English language and it is rich in the usage of idioms. They are widely employed in the spoken language, slang, and even formal style. The translation process enables translators to transfer the meaning of idioms from one language into the other. For translators, in order to recognize idioms in the text and interpret them correctly, it is important to have at least basic knowledge of what idiom is, what its main features are and what kind of changes can be done during the process of translation.

The **object** of this research is business idioms of the English language and their equivalents in the Lithuanian language. The **aim** of this research is to analyse the translation peculiarities of business idioms. To achieve the aim the following objectives have been set out:

- to compile a group of business idioms from the English and Lithuanian dictionaries and classify them according to the semantic principle;
- to detect translation strategy and semantic match of the lexical items;
- to analyse the translation of business idioms and to point out the translation peculiarities;

The research employs the comparative and contrastive methods.

First of all the very definition of idioms offers a great variety of version. Three of them will be presented below.

R. A. Spears 2001, 282) describes an idiom as "a phrase whose meaning is different from the combined literal meanings of the separate words that make up the phrase". Seidl and McMordie (1983, 4) confirm this idea by stating that "an idiom is a number of words, which taken together, mean something different from the individual words of the idiom when they stand alone". Thus, the meaning of separate words in the phrase are not related with the comprehension and meaning of the whole expression. The description suggested by M. Baker provides a more detailed account on the concept of idiom and that is why it will be the basis of this course paper. She claims that idioms "are frozen patterns of language which allow little or no variation in form and [...] often carry meanings which cannot be deduced from their individual components" (Baker

2011, 67). This definition gives the clear and deep perception of an idiom and points out its main characteristics. The uniting idea of all three definitions is that words in idioms function not as separate elements, but as a solid unit. The figurative sense in most of the cases can hardly be deduced and a translator should have some specific knowledge about the idioms before using them.

Idioms are fixed and indivisible sets of words. Some idioms have special features that should be known for a person in order to use them correctly. As scholars point out most idioms are fixed in their form, and cannot be changed or varied (McCarthy; O'Dell 2002, 6; Jakaitienė 2009, 281). The word order in many, but not all, fixed expressions cannot be emended in any way, even though, the arrangement of the words in the idiom may seem strange, inconsequent and grammatically wrong (Seidl; McMordie 1983, 4); unless someone changes or deforms the idiom on purpose, for instance, journalists seeking to allude to the idiom and to make the text more expressive and vivid. Any variation changes their meaning or loses its sense. Therefore, the idiom should be taken as an unchangeable entity and learnt by heart or translator could rely on five points that Baker excluded in order not to lose the meaning of the idiom. According to her (2011, 67), the translator cannot change word order of the idiom, cannot drop a single word from it, cannot add a new word to it, cannot replace one word with another and change idiom's grammatical structure. All these rules should be followed so that the translator could retain the true sense of an idiom.

The English language is rich in idioms which differ vastly from one another in their form and meaning. There is a large number of different classifications presented by different scholars. However, in the framework of this research only semantic classification will be used.

Vinogradov was the first who classified the phraseological units ("idioms") based on the semantic principle i.e. "the degree of semantic cohesion between the components of a phraseological unit" (Antrushina et al. 1999, 245). His classification separates idioms into three groups according the relation between the meaning of the fixed phrase and the meanings of its elements. Vinogradov's semantic division of idioms became a theoretical background for other scholars. Stemming from this K. Mäntylä presents another type of semantic arrangement of idioms. She accentuates that is not reasonable to divide idioms into more than three classes "since the categories to an extent overlap and the borders between them can be fuzzy" (Mäntylä 2004, 28). Therefore, she distinguishes these categories, such as: a) *"Transparent idioms* are expressions where the image the literal meaning creates is clearly linked to the figurative meaning (e.g. *give the green light* – to give permission for something to happen); b) *semi-transparent idioms* [...] are expressions where the literal meaning gives some hint of the figurative meaning but the link is not obvious as with fully transparent idioms (e.g. *quake in your shoes* – to be afraid, to shake from fear); c) *Opaque idioms,* where the motivation behind the figurative meaning is impossible to detect without knowing the etymology *(e.g. be home and dry* – to have completed something successfully)*" (Mäntylä 2004, 29).

In the classification based on the semantic principle Lithuanian phraseologisms are arranged into two large groups, according to the relation between the meaning of the whole idiom and the meaning of its components (cf. Jakaitienė, 2009, 286ff.): *Non-motivated phraseologisms* – such phraseologisms are called idioms i.e. completely fixed phraseologism. The words in these idioms have lost their individual meaning and are recognized just as one unit, e.g. "liežuvį galąsti" (means "to quip") and *motivated phraseologisms* – when the meaning of the phrase is related to the meaning of its separate components.

The translation is a process which involves series of actions, aplenty of elements and different understanding about the translation process itself. According to Armalytė and Pažūsis (1990, 6), translation is one of the basic means which enables people to overcome the barrier of the language and communicate with each other despite the differences of the languages they speak. Spears (2001) definition points out its main function of this process. According to him, translation means "changing a message in one language into an equivalent message in another language" (Spears 2001, 655).

When the text is being translated from a source language into a target language it goes through some changes. According to those changes, there are distinguished some methods of translation transformations (Armalytė; Pažūsis 1990, 181): *transposition,* which is described as the change of the order of semantically independent language elements in the translation. This type of transformation is used when word order in a source language differs from the word order in a target language (Armalytė; Pa-

žūsis 1990, 182); *substitution*, which is the most frequently used form of transformation and considered to be the most diverse type. It is described as the change of grammatical (the forms of words, parts of speech, sentence, etc.) and lexical unities (ibid 186); *addition* described as an insertion of lexical unit into the target text that are not written in the source text (ibid 231); and *omission* defined as a process opposite to addition. During this transformation a translator in the target text omits the words that semantically are considered to be the excess (their meanings could be implicit) (ibid 235).

These four types of transformations are often used in the process of translation. Their usage fully depends on a choice of the translator. In the process of translating English idioms into another language the translator commonly meets some difficulties due to cultural differences that are not always easy to overcome. Therefore, in order to translate an idiom into another language, translator should be able to recognize it in the target language. According to Baker (2011, 69), the easiest way for translation to recognize an expression as an idiom is if the expression is hard to understand and it does not make sense in a given context. The scholar distinguishes four major difficulties that appear during the translation of idioms from one language into another: firstly, an idiom or fixed expression may have no equivalent in the target language – the expectation always to find the exact equivalent of an idiom in a target language is unrealistic. Various languages may express the meaning of an idiom in different ways: in one word, in understandable fixed phrase or in a similar idiom in the target language; secondly, an idiom or fixed expression may have a similar counterpart in the target language, but its context of use may be different – an idiom in the source language and an idiom in the target language might have very different connotations and be used in different contexts. For this reason they might not be transformable; thirdly, an idiom may be used in the source text in both its literal and idiomatic senses at the same time – in order to reproduce the effect of the expression in the target language, it is important that an idiom in the target language would coincide with the idiom of the source language in form and meaning; and finally, the very convention of using idioms in written discourse, the contexts in which they can be used, and their frequency of use may be different in the source and target languages – the usage and the incidence of expressions in various styles and contexts might differ in the English and the target languages (Baker 2011, 71f.).

Idioms are peculiar elements of the language which are quite difficult to translate into another language without losing the message they convey. Therefore, a translator must choose a right strategy for the idiom translation. The present analysis will be based on the four translation strategies for translating idiomatic expressions provided by Baker (2011): a) *using an idiom of similar meaning and form* – this strategy encompass the usage of an idiomatic expression in the target language which is semantically similar to the idiom in the source language and is composed of the same lexical elements. This kind of equivalence can only be achieved in the very rare cases; b) *using an idiom of similar meaning but dissimilar form* – this strategy involves using an idiom in the target language that conveys the same meaning as the idiom in the source language, but the lexical items differ; c) *translation by paraphras*e – this kind of strategy is the most common way to translate the idioms. It is used when the target language has no equivalent of the fixed expression; d) *translation by omission* – sometimes an idiom can be completely omitted in the target language. This might happen because the target language does not have a close equivalent and its meaning is difficult to paraphrase (cf. ibid., 75-80). According to Baker (2011), the best strategy is the first one – finding a perfect equivalent, i.e. something that is equal, as in value, force, or meaning *(http://www.thefreedictionary.com)*, in the target language. Unfortunately, most of the time translators must apply the other methods. Paraphrase of idioms is the strategy that is used very often. The omission of the whole idiomatic expression is applied occasionally. This kind of translation strategy will not be analysed in this research since no examples were identified.

Having analyzed the necessary theoretical underpinning, the analysis of translation of peculiarities of English business idioms will be presented. The English idioms for the present research were collected from *The Oxford Dictionary of Idioms 2004 (ODI) and Dictionary of Idioms/ Anglų kalbos frazeologijos žodynas 2010 (DI)*. The Lithuanian translations of idiomatic expressions were taken from *Dictionary of Idioms/Anglų kalbos frazeologijos žodynas* 2010 and electronic dictionary eŽodynas *(www.ezodynas.lt)*. The examples of the

source language and their translations in target language were taken from the *Dictionary of Idioms/ Anglų kalbos frazeologijos žodynas* (2010).

The collected business idioms were divided into three groups presented by Mäntylä (2004), based on the semantic principle, i.e. the cohesion between the literal and figurative meaning of the idiomatic expression. These groups are: transparent, semi-transparent and opaque idioms. One hundred of business idioms were selected from various business contexts provided by the Dictionary of Idioms and compared with the dictionary equivalent in the target language and additionally in Dictionary and search engine *Linguee* which stores for more than 1,000,000,000 translations and other web sources. The following aspects were considered analyzing the translation of business idioms: translation strategy, semantic match of the lexical items and translation peculiarities.

The first group comprises the **transparent idioms.** The literal meaning of these idiomatic expressions gives a clear understanding of their figurative meaning. Thirty examples of English transparent business idioms were taken for the analysis. They are all grouped according to the translation strategies presented by Baker (2011).

The first strategy of translation presented uses *idiomatic equivalent similar in meaning and form.* According to this translation strategy, the source language idiom is translated to the equivalent idiom in the target language. Both idioms should express the same idea and consist of equivalent lexical units. The English business idioms which fall into this group are considered to be equivalents of the Lithuanian idiomatic expressions, for instance:

out-of-pocket expenses – expenses which someone pays for something with their own money *(ODI). I charge twenty dollars an hour plus out-of-pocket expenses. (DI)*

iš savo kišenės *(DI)- Aš imu dvidešimt dolerių už valandą plius smulkios, su darbu susijusios išlaidos. (DI)*

Though not all the lexical items in the English idiom is translated to Lithuanian, it has no crucial changes to the meaning and understanding. The prepositional phrase "out of" in the English language is translated as preposition "iš" in the Lithuanian language. The English noun "pocket" is a match for the Lithuanian noun "kišenė". The only lexical item "expenses" is omitted in the Lithuanian translation since everyone understands it is money. There is an

addition of a word "savo" in the Lithuanian idiom. The function of this lexical unit is to emphasize the idea that expenses are paid out of personal money. Although, there is an Lithuanian idiomatic equivalent of this English idiom, but in the context paraphrase is used.

However, some translation peculiarities have been traced in this translation strategy since several business idioms can be translated not only to the equivalent idiomatic expressions. Thus, the first strategy translates the idiom literally while the second – only conveys the figurative meaning, for instance:

give (someone) the green light – permission to go ahead with a project *(ODI). Despite local planning opposition he has finally been given the green light to develop a terrace of 11 derelict houses he owns in South Kensington. (DI)*

uždegti žalią šviesą, leisti (veikti) *(DI). Nepaisant vietinių planuotojų pasipriešinimo, pagaliau buvo leista statyti toje vietoje, kur stovi vienuolika apleistų jam priklausančių gyvenamųjų namų Pietų Kensingtone. (DI);*

NATO uždegė žalią šviesą didesniam Baltijos šalių apginamumui. (http://vz.lt/article/2014/9/5/ nato-uzdege-zalia-sviesa-didesniam-baltijos-saliu- apginamumui#ixzz3IhnZ1juf2014).

Supranta, kad jauniems atlikėjams reikia duoti žalią šviesą http://www.alfa.lt/straipsnis/856503/ bagdzevicius-uzsienyje-dazniau-skamba-lietuviu- dziazas-nei-populiarioji-muzika.2014

In Lithuanian this idiom has two possible variants of translation – "uždegti žalią šviesą" and "leisti (veikti)".

In the first case, the whole idiom is translated almost literally since an adjective "green" is equivalent to a Lithuanian adjective "žalias" and a noun "light" is a Lithuanian match for "šviesa". Therefore, lexical meaning of separate units corresponds in both languages as well as the semantic meaning of the expression. Only one lexical item – the verb "give" – in this case is not translated directly however in another its literal meaning is suitable in the context and translated word for word. A verb "uždegti" was chosen as it more naturally goes with a noun "šviesa" in Lithuanian. The only lexical unit – article – is omitted since it is taken as insignificant. Thus, almost all lexical units of the English idiom have equivalents to the lexical items of the Lithuanian expression and both English and Lithuanian idiomatic expressions convey the same idea. For this reason it belongs to

the translation strategy which finds the equivalent idiom in the target language.

In the second translation, *using the strategy of paraphrase*, none of the lexical items of the English idiom matches with the lexical items of the Lithuanian phrase "leisti (veikti)". The brackets in the Lithuanian translation give the choice of any verb in the infinitive form which is suitable for a particular context. Though, there is a well known Lithuanian idiomatic match of the English idiom "give (someone) the green light", most of the time in the Lithuanian business context the paraphrased expression is used.

The paraphrase is used when the target language has no precise idiomatic equivalent of the idiom in the source language. Therefore, the idiom in the source language is paraphrased in the target language. Typically during this type of translation all the lexical items in the idiomatic expression of the source language are replaced by other lexical units in the target language transferring just the figurative meaning, for instance:

go belly-up – go bankrupt *(ODI). Considering that is not unknown for insurance companies to go belly-up in the current hard times, it is as well for customers to bear in mind that the cheapest cover is unlikely to be the best. (DI)*

bankrutuoti *(DI). Kadangi šiais sunkiais laikais draudimo bendrovės bankrutuoja, klientai turėtų atminti, kad pigiausias draudimas greičiausiai nebus pats geriausias. (DI)*

As there is no Lithuanian idiomatic match for this idiom, the entire English expression in the business context is paraphrased using a single verb "bankrutuoti", which corresponds to the meaning of the idiom and explains it at the same time. Though an idiomatic expression "plaukti pilvu aukštyn/į viršų" can also be taken as the translation for the English idiom "go belly-up", it is not used in the official text since it is too rude, disrespectful and acrimonious to describe the situation in which someone or something ended up.

However, some translation peculiarities appear in this translation strategy when, contrary to the common tendency, all the lexical items of the source language are preserved in the target language, for instance:

bear fruit – *have good results (ODI). Mr. Buckland was radiating optimism yesterday, suggesting that the strategy put in place two years ago of concentrating company's effort on a smaller range of business is now beginning to bear fruit. (DI)*

duoti vaisių/rezultatų *(DI). Ponas Baklandas vakar spinduliavo optimizmu, leisdamas suprasti, kad prieš dvejus metus pradėta įgyvendinti strategija – bendrovės jėgas sutelkti į mažesnę įmonių grupę – jau ėmė duoti rezultatų. (DI)*

This English expression can be paraphrased to Lithuanian in two ways. In the first case "duoti vaisių" all lexical units are preserved and the Lithuanian idiom is chosen. In the second translation "duoti rezultatų" "bear" is translated literally while another lexical unit "fruit" "rezultatai" – is used. The usage of the word "rezultatai" in a denotative meaning helps to reveal the figurative meaning of the whole English idiom.

Most of the time translator used the paraphrase in the target language in the formal business text even though, the literal translation "duoti vaisių" is well known for Lithuanians and should not cause any misunderstandings of the meaning.

Thus, all transparent business idioms of the English language chosen for the analysis were translated using just two translation strategies and neither translations applying omission nor equivalent idioms in the target language with dissimilar form were not detected.

Another group of idioms is **semi-transparent idioms** i.e. the literal meaning of these idioms provides some clue about the figurative meaning, but it is not that clear as in transparent idioms. For the analysis thirty five English semi-transparent business idioms were collected and sorted out into groups based on the translation strategies presented by Baker (2011).

According to this strategy, *translation using idiomatic equivalent similar in meaning and form,* the idiom in the source language and the idiom in the target language are taken as equivalents – similar in meaning and form and containing the same lexical items.

have/gain the upper hand – have/gain advantage or control over someone or something *(ODI). The changes are by no means revolutionary, but they do sugest that for the first time economic reformers now have the upper hand in the party hierarchy. (DI)*

turėti/paimti viršų *(DI). Pokyčiai jokiu būdu nėra radikalūs, bet jie jau rodo, jog pirmą kartą ekonomikos reformuotojai paėmė viršų partijos hierarchijoje. (DI)*

During the translation two lexical items are preserved, one of them partially, while the others are omitted. Verbs "have" and "gain" are literally translated to the Lithuanian language as "turėti", "paimti", "įsitvirtinti". The article is omitted as an insignificant. The English word "upper" refers to something that is above. Lithuanian equivalent for this word would be "viršutinis". However, in this case the partial equivalence can be considered since the English word "upper" in this context is an adjective and Lithuanian word "viršus" – a noun. The noun "hand" is also omitted since its equivalent is not used in the Lithuanian idiomatic expression. Though, Lithuanians do not use idioms often, but in this case the idiomatic expression "paimti viršų" is quite well known and understandable. Surely, there were plenty of cases when the idiom was paraphrased in the business context or simply ignored by translators.

Some translation peculiarities can be found in this translation strategy since these English idioms, contrary to the tendency of this strategy, can be translated using one more translation strategy – paraphrase. In the first case all lexical items are translated literally while in the second – the figurative meaning of the idiom is explained by using different lexical units in the target language, for instance:

dot your i's and cross your t's – ensure that all details are correct *(ODI). Unless all <u>the i's are dotted and all the t's are crossed</u>, a contract is not likely to be enforced. (DI)*

sudėti visus taškus ant i (eŽodynas), **sutvarkyti viską iki smulkmenų/galo** *(DI). Greičiausiai joks kontraktas neįsigalios, kol nebus viskas <u>sutvarkyta iki smulkmenų. (DI)</u>*

This English idiom can be translated to Lithuanian into two ways. In the first translation only the beginning of the idiom "dot your i's" is preserved in the target language and the rest of the lexical items are omitted as is not used in the Lithuanian idiom. In the second case during the periphrases of this English idiom refers to the main idea of the expression. And again, though, there is a quite well known Lithuanian idiom, however, in the business context translators choose to use the paraphrase.

Using translation method, *idiom similar in the meaning but dissimilar in form,* the idiom in the source language is translated to the idiomatic expression in the target language. According to this strategy, both expressions should convey the same

idea, but their lexical items differ. Using the first strategy sometimes one or a few lexical items in the source language are preserved while others are changed, for instance:

work your fingers to the bone – work very hard *(ODI). What sort of life is this if, like a miner, you work your fingers to the bone? (DI)*

dirbti kaip juodam jaučiui, labai sunkiai dirbti *(DI)*, **dirbti išsijuosus** *(eŽodynas)*, *Kas tai per gyvenimas, jei kaip kalnakasys turi <u>taip sunkiai dirbti?</u> (DI)*

The Lithuanian language has three translations with the similar meaning which can be used to translate the English idiom "work your fingers to the bone". In the first case, *finding the idiomatic expression with the similar meaning,* one lexical item from the source language is preserved – the English verb "work" is translated literally as "dirbti". The rest part of this idiom in the source language is substituted by the comparison "kaip juodam jaučiui". This way the idiomatic expression is more understandable for the Lithuanians since working as a bull can be considered as the symbol of hard working in Lithuania.

In the second case the paraphrase also preserves the same key lexical item of the idiom in the source language while others are substituted. In order to transfer the same idea of hard working the additional lexical units – adverbs "labai" and "sunkiai" – are added before the main word "dirbti". Thus the expression not only conveys the same meaning as the English idiom, but also explains it.

The third translation, using the idiomatic expression similar in meaning but different in form, also preserves the same key lexical unit "dirbti". The rest of the English idiom is substituted by one word "išsijuosus" which means very hard. Though two idiomatic translations are possible translators of business texts do not even try to incorporate those expressions into text and cautiously use paraphrases.

According to this strategy, *translation by paraphrase*, the idiom of the source language is paraphrased to the target language by using different lexical items. Only the figurative meaning of the idiomatic expression is preserved, for instance:

the rat race – an unpleasant and hectic lifestyle in which people are working very hard to compete with others for (more) money, power and status *(DI). In the Seventies, when work, and the dole, were easier to come by, students could afford to*

dream about dropping out of <u>the rat race</u> when thy graduated. (DI)

tarpusavio rietenos, nuožmi konkurencinė kova *(DI). Aštuntajame dešimtmetyje, kai buvo lengviau susirasti darbą ar gauti pašalpą, studentai galėjo sau leisti pasvajoti apie tai, kad, baigus mokslus, nereikės dalyvauti <u>nuožmioje konkurencinėje kovoje.</u> (DI)*

[...]we must also appreciate the fact that a person does not just generate growth in GDP by participating <u>in the rat race,</u> but by living a unique life of human values [...] [...] turime suprasti, kad žmogus kelia BVP lygį <u>ne tik nepaliaujamai lenktyniaudamas, bet ir</u> gyvendamas nepakartojamą žmogiškomis vertybėmis grindžiamą gyvenimą [...] (http://lt.linguee.com).

According to the dictionary, the English idiom "the rat race" has two, at first glance different, Lithuanian translations; however, the third translation variant is possible.

In the first case "tarpusavio rietenos" none of the lexical items of the source language are preserved in the target language. During the translation process they are all substituted by other Lithuanian words which convey the same idea of the idiomatic expression. It looks like the Lithuanian translation provided by dictionary does not convey the exact meaning of the idiomatic expression. However, according to the example the Lithuanian expression is used in the similar context and describes the same situation – a fight which is caused by the competition.

In the second translation "nuožmi konkurencinė kova" also none of the lexical items of the English idiom are translated literally and only the main idea is conveyed in the target language. Though, the semantic meanings of the English noun "race" and Lithuanian noun "kova" differ, some similarities can be find. Race is an event where people compete against one another in order to win the first place. The same principle dominates in a fight. Thus, it is understandable why "race" is translated as "kova". To emphasize how big the competition is two Lithuanian adjectives "nuožmi" and "konkurencinė" are added.

Besides those two translation variants, the third, a new trend of this popular idiom translation was detected. The 'race' is translated as "lenktyniavimas". The popularity of the idiom causes nearly literal translation which is not proposed in any idiomatic dictionary.

Thus three different strategies i.e. *finding the idiomatic expression with the similar meaning and form, with similar meaning but different form, and paraphrase* are used to translate semi-transparent English idioms. The strategy of omission in translation of semi-transparent idioms was not distinguished.

The third and the last group consists of **opaque idioms,** i.e. the literal meaning of these idiomatic expressions gives no hints about the figurative meaning. Thirty five opaque English business idioms were collected for the analysis. They all fall into the category of translation using the paraphrase.

All the idioms of the source language are explained in the target language by means of **paraphrase** conveying only the figurative meaning of the idiomatic phrase. All the lexical items of the source language in the process of translation are lost, for instance:

bleed red ink – to have severe financial problems *(DIC). Even large companies <u>are bleeding red ink</u>. But they are quickly closing plants and axing thousands of jobs to boost performance. (DI)*

turėti rimtų finansinių problemų *(DIC). Netgi didžiosios bendrovės <u>patiria rimtų finansinių sunkumų.</u> Bet jos skubiai uždaro gamyklas ir panaikina tūkstančiuas darbo vietų, kad pagerintų situaciją. (DI)*

In the Lithuanian translation none of the lexical items of the English idiom are preserved. Instead, the Lithuanian translation only conveys the meaning of the idiomatic expression using different lexical units. Since the idiom "bleed red ink" appeals to the idea of having serious financial problems, the Lithuanian translation transfers this idea to the target language as "turėti rimtų finansinių bėdų".

The idiomatic equivalent for this English idiom can be taken phrase "kraujuojanti žaizda" as in *"Kraujuojanti Ispanijos žaizda – paskolų smaugiami gyventojai" (http://www.lrytas.lt)*. However, it is not considered to be the official translation of the English idiom "bleed red ink" since, as it was mentioned in the theoretical part, journalists tend to play with the idioms and transform them anyhow in order to make the language more expressive, vivid and interesting for the readers. However, some translation peculiarities in this strategy can be noticed since a few idioms can have more than one Lithuanian translation which transfers the same idea, for instance:

be in the black – not owing any money, solvent *(ODI). Last year, the company was back <u>in the</u>*

black, showing a modest pre-tax surplus of £4.6 million. (DI)

būti mokiam, turėti pinigų banke _(DI). Praeitais metais bendrovė buvo moki. Jos kuklus pelnas iki sumokant mokesčius sudarė 4,6 milijono svarų sterlingų. (DI)_

The Belgian authorities confirm that SNCB's balance sheet structure was healthy until 2001 and that the consolidated result was in the black between 1998 and 1999. Belgijos valdžios institucijos teigia, kad iki 2001 m. SNCB balansinė struktūra buvo gera, o konsoliduotas rezultatas 1998– 1999 m. – teigiamas (http://lt.linguee.com).

This English idiom is considered to be the opposite to the previous one – "bleed red ink". It has two Lithuanian translations. In the first translation "būti mokiam" all lexical items of the English idiom are lost and only the meaning of the whole idiom is transferred. Therefore, the idiom "be in the black" is used in a figurative sense which refers to being solvent in the business context. Appealing to the figurative sense, in the target language this expression is translated as "būti mokiam", or just as positive "pozityvus". This Lithuanian phrase expresses the main idea of the entire idiom.

In the second translation "turėti pinigų banke", the same as in the previous, none of the lexical items of the source language are preserved. However, this time the same idea is expressed in a little bit different way. As it was mentioned above, the English idiom "be in the black" appeals to the idea of being solvent. Logically, this means that in order to be solvent there should be same money in the bank account. Following this logic, another Lithuanian translation for this English idiom is "turėti pinigų banke".

Another translation peculiarity of this strategy can considered the case when, contrary to the tendency, some lexical items of the source language are preserved, for instance:

bottom drops/falls out of (something) – something suddenly lost value, people stop buying products in as large quantities as they did before _(DI). By the late seventies that process was nearly finished and then the bottom dropped out of the steel industry and heavy industry in general. (DI)_

išnyksta ko paklausa _(DI). Iki aštunto dešimtmečio pabaigos tas procesas buvo beveik baigtas, ir tada išnyko plieno pramonės ir apskritai sunkiosios pramonės gaminių paklausa. (DI)_

During the translation of this English idiom only two lexical units are kept while the others are substituted. The English phrasal verb "drops out" can be translated as Lithuanian verb "išnyksta". One more translation peculiarity that falls into this strategy is that the same idiomatic expression in the source language can be used in its literal and idiomatic sense, for instance:

dead wood – no longer useful or effective in a particular organization or situation and you want to get rid of them _(DI). 1. Get rid of all the dross and dead wood. Recruit women and men who are lively, alert,imaginative and who want to teach. (DI). 2. Others include leaving dead wood for insects such as stag beetles, and laying a "mulch" of dead leaves around vegetable beds or shrubbery or putting a flower border around the lawn, Mr Thomas said. (http://www.independent.co.uk)_

nebereikalingi/nebenaudingi žmonės/ daiktai _(DI). Atsikratyk visų netikusių ir nebereikalingų žmonių. Įdarbink moteris ir vyrus, kurie judrūs, gyvi, turi vaizduotę ir nori mokyti kitus. (DI)_

During the translation of this English idiom, both of its lexical items are substituted. They are not translated literally. According to this figurative meaning, the English adjective "dead" in the target language is paraphrased as an adjective "nebereikalingi" or "nebenaudingi". The English lexical units have no equivalents in Lithuanian neither in direct nor in figurative sense. Only the meaning is transferred. The usage of these two translations depends on a particular context. The noun "wood" is transferred as a noun "žmonės" or "daiktai". The choice of one of these words depends on the described item. What is more, the collocation can be understood literary; however, it is not difficult to determine that but important to understand the context. Thus for the translation of opaque English idioms only one translation strategy is possible and used – paraphrase. In the strategy a few peculiarities can be found.

Statistically, the paraphrase **is the most frequent strategy used in translation of business idioms and it makes** 57 %; the translation strategy of idioms when the translation in the target language retains similar meaning and form makes 23 %; and finally, idioms when the translation in the target language retains of similar meaning but dissimilar form make 20 %.

Although, translating an idiom to an equivalent idiom is the perfect solution for translators in order not to lose the meaning of the idiomatic expression, but in most cases, especially in business context,

this translation strategy cannot be applied since there are no idiomatic equivalents in the target language. However, sometimes, due to cultural differences, idioms are not translated to idioms on purpose. The English language is rich in idioms and the English widely use them in everyday language. For that reason, translators, writers, journalists tend to use idiomatic expressions as much as possible in order to show their sophistication of the language and to challenge the readers, make them analyse the text full of idiomatic expressions. Lithuanians, on the other hand, rarely use idioms, especially in the business context. For that reason, translators would rather choose the paraphrase in the cases where two translations – idiomatic or by paraphrase – may be used and present the meaning without any allusions which can cause the misunderstanding of the text. Accuracy is really important when doing business. There should not be any imprecision and obscurity. In addition to that, for Lithuanians the usage of idioms is associated with the folklore and not with the official information. All of those reasons explain why in more than a half of the analysed English business idioms are translated to Lithuanian using the strategy of paraphrase.

Hence having analysed the English business idioms the following conclusions were made: the English business idioms are commonly (57 %) translated to Lithuanian not as idioms but as paraphrased expressions due to cultural differences and to avoid misunderstanding of the meaning; the substitution of lexical items is frequent in the group of opaque idioms (100 %) while in transparent (60 %) and semi-transparent (70 %) idioms it is less common; the preservation of lexical items is more frequent in the group of transparent idioms (40 %) than in semi-transparent idioms (30 %); notional words in the source language very occasionally change their grammatical categories during the translation to the target language; the English articles in business idioms are insignificant in the process of translation to the target language; and the more popular idiom is the more literal translation is possible in the target language.

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KAI KURIE VERSLO IDIOMŲ VERTIMO SKIRTUMAI

Santrauka

Idiomos, o lietuvių kalboje geriau žinomas kaip frazeologiniai vienetai, yra svarbi anglų kalbos leksikos dalis ir plačiai naudojamos ir verslo ir slengo, ir politikos ir kituose kontekstuose. Idiomos yra ir bus laikomos vienu iš būdingiausių anglų kalbos elementų kalba dėl jų struktūros ir pritaikymo įvairovės. Kai tekstas yra išverstas iš originalo į vertimo kalbą, jis neišvengiamai patiria vienokius ar kitokius pokyčiai. Dėka įvairių vertimo įrankių idiomos prasmė vienaip ar kitaip yra perduodama vertimo kalbos skaitytojui. Pirmoji ir bene sunkiausia užduotis vertėjui verčiant iš anglų kalbos yra aptikti idiomą arba kartais tik deformuotą idiomą, aliuzija į ją. Vadovaujantis auksinėmis Monos Baker taisyklėmis vertimo procese, vertėjas neturi keisti žodžių tvarkos idiomos viduje, jei tai įmanoma, jis/ji negali pamesti nė vieno žodžio, leksinio vieneto idiomoje, taip pat negalima pridėti ir naujų žodžių, negalima keisti vieną žodį kitu ir negalima keisti idiomos gramatinės struktūros. Šių taisyklių vertėjas turi stengtis laikytis ir nepažeisti, jei tik ir kol tai įmanoma. Šis tyrimas analizuoja pagrindines vertimo strategijas, kurias naudoja vertėjai, verčiant permatomas, pusiau permatomas ir nepermatomas verslo idiomas. Norint, kad vertėjai pripažintų idiomas tekste ir jas teisingai interpretuotų, jie privalo turėti bent minimalių žinių apie tai, kas yra idioma, kokie jos pagrindiniai skiriamieji bruožai ir koki pokyčių galimi vertimo proceso metu. Straipsnyje yra pristatyta semantiniu principu paremta idiomų klasifikacija. Tačiau, nepaisant auksinių taisyklių, idiomos vertimo metu patiria įvairius pobūdžio pakeitimų, kurie yra vadinami transformacijomis t.y. transpozicijos arba perkėlimai, pakeitimai, intarpai ir praleidimai. Šio tyrimo rėmuose buvo parinkta analizei šimtas verslo idiomų, kurios buvo ieškomos *Dictionary of Idioms 2004 ir Dictionary of Idioms/ Anglų kalbos frazeologijos žodynas* 2010. Pagrindinės vertimo strategijos, naudojamos verslo idiomų vertimui ir jų semantinio lauko atskleidimui ir išsaugojimui parenkant tinkamus leksikos vienetus buvo analizuojamos lyginamosios analizės metu. Lyginamos vertimo strategijas ir versijos. Tyrimas parodė, kad Lietuvos vertėjai taip pat kaip ir Lietuvos verslo tekstų autoriai vengia vartoti idiomas verslo tekstuose ir perfrazuoja juos net tada, kai lietuviškas idiomos ekvivalentas galėtų būti paprastas vertimo sprendimas. Net 57 procentai visų galimų idiomatinių ekvivalentų vertimo kalboje yra verčiami taikant parafrazės strategiją.

Raktiniai žodžiai: permatoma, nepermatoma, pusiau permatoma idioma, vertimo kalba, originalo kalba, verslo idioma.