

comparisons, synonyms, antonyms, oppositions, phraseological turns, allocution etc. for the transmission of negative traits of human nature. These artistic devices are characteristic of the Baroque era.

Analyzing the works, we can conclude that Klimentii Zinoviiv did not have a high artistic talent, but his work was of great importance in instructive, moral and religious plans.

Key words: negative human traits, Klimentii Zinoviiv, poetics, epigrams, baroque.

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Translating English transportation terminology into Ukrainian: strategies and procedures

Technical translation is primarily distinguished from other types of translation by terminology that forms the vital part of the translating process. Transportation technology is a quickly developing field due to the age of globalization; as a result, the need for coining new technical terms is becoming difficult to ignore. The present study explores the strategies underlying the appropriate translation of transportation terms from English into Ukrainian. For this purpose, a corpus of 140 English transportation terms was randomly extracted from the two transportation websites and was compared with their Ukrainian equivalents. By comparing and contrasting the frequencies of the strategies used, it was revealed that the most frequently used translation procedure is calque (38%). Literal translation was the second most frequent procedure (26%), followed by borrowing procedure (15%). Equivalence and transposition were utilized the least, 13% and 8% respectively, for rendering the transportation terminology.

Keywords: technical term, terminology, transportation, translation strategies, direct translation, oblique translation, procedures.

Introduction. Technical texts are characterized by the use of Language for Special (Specific) Purposes (LSP), i.e. a language that is used in various professional settings. Bowker and Pearson state that any LSP characteristically contains specialized vocabulary, collocations and highly specific stylistic features, all of which need to be taken into consideration when translating a technical text [2, p.27]. According to Byrne, “the main concern for technical translators is not only to make sure that information is conveyed accurately but they are also responsible for ensuring that the information is presented in the correct form, that it is complete and that the information can be used correctly and effectively” [3]. According to Newmark, “technical translation is a component of specified translation; It is differentiated from other kinds of translation by terminology, although terminology usually makes up about 5-10% of a text” [7, p. 151]. However, terms form the vital part of a translating process of a technical text.

Transportation technology is advancing tremendously nowadays and there is a great need for coining new technical terms in this field. Consequently, it is crucial for terminologists, linguists, translators to attain proper equivalents in order to help spread technological advances in the world. Translation of transportation terms, therefore, presents one of the most prevalent problems that linguists have to be aware of.

Aims and Methods. This paper attempts to focus on the strategies and procedures underlying the appropriate translation of transportation terms from English into Ukrainian. The data used in this research contain 140 English transportation terms extracted from the texts at the following websites:

1. Dart Aircompany Ltd. Rules of passengers and luggage air transportation [4].
2. DHL Global [4].

In order to accomplish the goals of our study, the methods of contrastive textual analysis and corpus analysis methods were employed.

Literature review. A recent literature review on the issue of translating transportation terminology has found that there is a considerable amount of literature on translating specialized texts. Despite this fact “some researchers are still noticing the slight disdain with which specialised translating is treated within the discipline” [9, p. 53]. As Byrne noted, technical translation “has long been regarded as the ugly duckling of translation, especially in academic circles. Not particularly exciting or attractive and

definitely lacking in the glamour and cachet of other types of translation, technical translation is often relegated to the bottom division of translation activity and regarded as little more than an exercise in specialised terminology and subject knowledge” [in 9, p.54]. However, dealing with terminology in specialised translation is quite a challenging task and may require much effort and creativity on the translator’s side, the right choice of translation strategies and procedures. Moreover, specialised texts often encompass (near) synonym series, paraphrases, definition-like contexts, and vast lexical and terminological networks.

By reviewing translation literature, it has been revealed that each theorist offers their own types, categorizations and classifications for the translation strategies according to their perspectives. As stated by Munday, Vinay and Darbelnet were among the first to have identified direct and oblique translation strategies in their seminal monograph entitled “Stylistique comparée du français et de l’anglais: méthode de traduction” [6]. According to these scholars, direct translation occurs when there is an exact structural, lexical, even morphological equivalence between two languages, only possible when the two languages are very close to each other, and include three procedures: borrowing, calque and literal translation. Within the framework of oblique translation they listed four procedures: transposition, modulation, equivalence and adaptation [in 6].

Another translation procedures model was elaborated by a British scholar Newmark. According to Newmark, “while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language” [7, p.81]. Newmark’s classification of translation methods and procedures is much more detailed than that of Vinay and Darbelnet. The scholar classified translation methods into 15 subcategories of transference; naturalization; cultural equivalent; functional equivalent; descriptive equivalent; synonymy; through translation; shifts or transposition; modulation, recognized translation; compensation; componential analysis; paraphrase; couplets; notes, addition, and glossaries [7]. In Schreiber’s model, the procedures were split into lexical (lexical borrowing, lexical substitution, change of a lexical unit structure), grammatical (word-for word translation, permutation, expansion, reduction, intracategorical change, transposition, transformation) and semantic (semantic borrowing, modulation, explication, implication, mutation) [8]. Mona Baker enumerates eight translation strategies: 1) translation by a more general word; 2) translation by a more neutral/less expressive word; 3) translation by cultural substitution; 4) translation using a loan word or loan word plus explanation; 5) translation by paraphrase using a related word; 6) translation by paraphrase using unrelated words; 7) translation by omission; 8) translation by illustration [1, p. 26-42].

In our study, we will concentrate on the model proposed by Vinay and Darbelnet that is summarised in Table 1 below.

Table 1

Vinay & Darbelnet’s model of translation procedures

Direct translation procedures	Borrowing	Taking the word from the source language and maintaining it in the target language
	Calque	A special kind of borrowing where the source language expression or structure is transferred to the target language in literal translation
	Literal Translation	Word-for-word translation
Oblique translation procedures	Transposition	Replacement of one word-class or syntactic category with another without altering the semantics of the message
	Modulation	Rendering the target text from a different point of view to that of the source text
	Equivalence	Replacing an existing reality in the area of the original text by a reality in the text area of translation
	Adaptation	Replacing a cultural element of the original text by another characteristic of the receiving culture

Data analysis and findings. The data collected were analyzed according to Vinay and Darbelnet’s model of translation procedures and presented in Table 2.

Table 2

Direct translation procedures

Procedure	English	Ukrainian
Borrowing	tariff	тариф
	passenger	пасажир
	charter	чартер
Calque	aircraft carrier	авіаційний перевізник
	mutilated ticket	зіпсований квиток
	mixed transportation	змішане перевезення
	passenger coupon (or passenger receipt)	пасажирський купон (або пасажирська квитанція)
	transit passenger	транзитний пасажир
	automated booking system / global distribution system (ABS / GDS)	автоматизована система бронювання/глобальна розподільна система (АСБ/ГРС)
	freight transportation	вантажні перевезення
Literal (word-for-word) translation	a charter flight with a business purpose	чартерний рейс із бізнес-метою
	flight of ample armour	рейс з надлишком броні
	potentially dangerous passengers	потенційно небезпечні пасажир

Table 3

Oblique translation procedures

Procedure	English	Ukrainian
Transposition	agreed halting points	узгоджені місця зупинки
	electronic ticket processing	оформлення електронного квитка
	shipping rate	тариф на доставку
Modulation	<i>Not applicable</i>	
Equivalence	user	користувач
	service	послуга
	transportation	перевезення
	freight forwarding	експедирування
Adaptation	<i>Not applicable</i>	

After selecting and classifying the translation procedures, a quantitative analysis was conducted to determine the frequency of different types of procedures (Table 4).

Table 4

Frequency and percentage of use of translation procedures

Translation procedure	Frequency	Percentage
Borrowing	21	15%
Calque	53	38%
Literal translation	37	26%

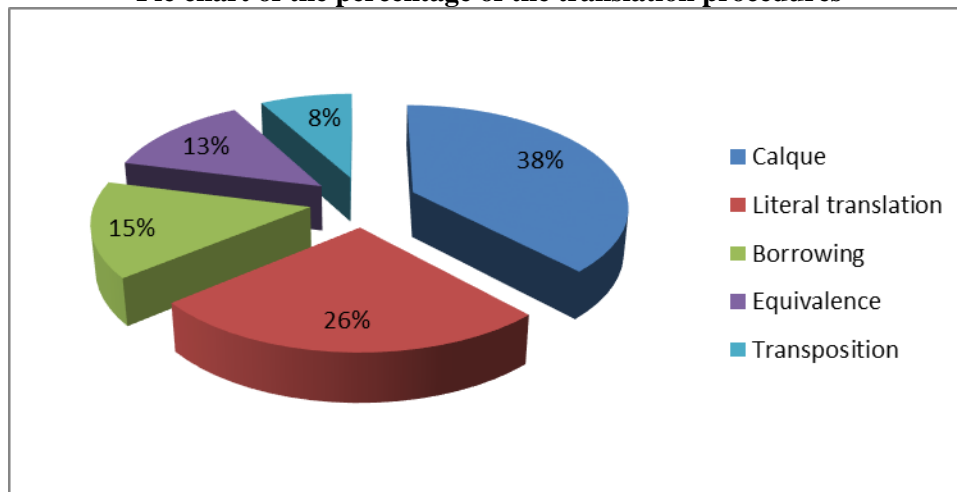
Transposition	11	8%
Equivalence	18	13%

As seen in Table 4, in terms of frequency of rendering English transportation terms into Ukrainian, the ranks of the translation procedures are as follows: 1. Calque (53); 2. Literal translation (37); 3. Borrowing (21); 4. Equivalence (18); 5. Transposition (11).

Aforementioned results are shown graphically in Figure 1 below.

Figure 1.

Pie chart of the percentage of the translation procedures



According to the findings, of the seven translation procedures (borrowing, calque, literal translation, transposition, modulation, equivalence, and adaptation) offered by Vinay and Darbelnet five procedures (calque, literal translation, borrowing, equivalence, and transposition) were utilized to render the English transportation terms in Ukrainian. The other translation procedures were not applied due to the fact that these techniques are more used at levels beyond lexical units. It should be also mentioned that translators might use more procedures at a time while translating English transportation terms into Ukrainian (two, three or even four procedures in translation referred to as couplets, triplets and quadruplets). The following is the example of the use of the couplet technique (borrowing+regular equivalent): *interline agreement* (an agreement on mutual recognition of travel documents and related settlements payments) – *інтерлайн-угода* (угода про взаємне визнання перевізної документації та проведення відповідних взаєморозрахунків) [4].

Conclusion. Technical translation is primarily distinguished from other types of translation by terminology that forms the vital part of the translating process. Dealing with terminology in specialised translation is a challenging task and may require much effort and creativity on the translator's side, the right choice of translation strategies and procedures. Specialised texts often encompass (near) synonym series, paraphrases, definition-like contexts, and vast lexical and terminological networks.

As the study revealed, transportation technology is a quickly developing field due to the age of globalization; therefore, the need for coining new technical terms is becoming difficult to ignore.

The present study explored the strategies underlying the appropriate translation of transportation terms from English into Ukrainian. For this purpose, a corpus of 140 English transportation terms was randomly extracted from the two transportation websites and was compared with their Ukrainian equivalents. By comparing and contrasting the frequencies of the strategies used, it was revealed that the most frequently used translation procedure is calque (38%). Literal translation was the second most frequent procedure (26%), followed by borrowing procedure (15%). Equivalence and transposition were utilized the least, 13% and 8% respectively, for rendering the transportation terminology.

As to suggestions for further research, it seems appealing to undertake another study drawing on a larger sample of empirical material on translating English transportation terms into Ukrainian.

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Яременко Наталія. Переклад англійської термінології у сфері транспортних перевезень на українську мову: стратегії та технічні прийоми. Технічний переклад відрізняється від інших видів перекладу переважно своєю термінологією, яка є невід’ємною частиною перекладацького процесу. Транспортні технології – це сфера, яка сьогодні швидко розвивається у зв'язку з глобалізаційним поступом суспільства; внаслідок чого стає дедалі важче ігнорувати необхідність створення нових технічних термінів. Дане дослідження описує стратегії, що лежать в основі адекватного перекладу термінів сфери транспортних перевезень з англійської на українську мову. З цією метою автором було проаналізовано 140 перекладів транспортних термінів, вилучених методом суцільної вибірки з текстів двох транспортних веб-сайтів. Аналізуючи частоту використовуваних перекладацьких стратегій, було виявлено, що найчастіше як технічний прийом використовується калькування (38%). Буквальний переклад був задіяний у 26% для перекладу досліджуваних термінів, а запозичення – у 15%. Такі техніки, як пошук еквівалента та транспозиція були використані у 13% та 8% відповідно.

Ключові слова: технічний термін, термінологія, транспортні перевезення, стратегії перекладу, прямий переклад, непрямий переклад, прийоми.

Яременко Наталья. Перевод англійської термінології в сфері транспортних перевезень на український язык: стратегії та технічні прийоми. Технический перевод отличается от других видов перевода преимущественно своей терминологией, которая является неотъемлемой частью переводческого процесса. Транспортные технологии – это сфера, которая сегодня быстро развивается в связи с глобализационным развитием общества; в результате чего становится все труднее игнорировать необходимость создания новых технических терминов. Данное исследование описывает стратегии, лежащие в основе адекватного перевода терминов сферы транспортных перевозок с английского на украинский язык. С этой целью автором были проанализированы 140 примеров переводов транспортных терминов, изъятых методом сплошной выборки из текстов двух транспортных веб-сайтов. Анализируя частоту используемых переводческих стратегий, было обнаружено, что чаще всего как технический прием используется калькирование (38%). Буквальный перевод был использован в 26% для перевода исследуемых терминов, а заимствования – в 15%. Такие техники, как поиск эквивалента и транспозиция были задействованы в 13% и 8% соответственно.

Ключевые слова: технический термин, терминология, транспортные перевозки, стратегии перевода, прямой перевод, косвенный перевод, приемы.

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