

Translation techniques for modern social and economic terms

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Ought to technological development in our society and economy, new terms appear and the number of social and economic terms grows up. Alongside with it these terms acquire new features. David Crystal, one of the world's foremost authorities on language, in his book "English as a global language" shows close interconnection of language dominance with technological, economic and cultural power, assuming that English is becoming a global language [10]. We witness the social and economic progress of the Republic of Kazakhstan that is catching-up the dictation of world economy. Therefore, social and economic terminology of Kazakh language is under hot discussion. What are the nature of modern social and economic terms? How do they transmit from English into Russian and Kazakh languages? What are main principles in translating social and economic terms in modern digital world, and what do the Government require in regulating terminological system of Kazakh language? These are topical questions, the academic paper deals with.

Aim of the scientific paper is to disclose main principles and rules for translation of modern social and economic terms from English into Kazakh and Russian languages.

The ways for term building and translation techniques for terms help us to understand how terms appear in language system. In Russian terminology, Leichik V.M. thoroughly depicts translation techniques and ways for term building based on technical terms [5]. Komissarov V.N. in his academic book "Transaltion theory" distinguishes three basic types of translational transformations [2].

1. Techniques that belong to lexical transformation: transcribing, transliteration, blueprint (calque) and lexico-semantic changes. Lexico-semantic changes are modulation, concretezation and generalization techniques.

2. Techniques that belong to grammatical transformation: partitioning, integration, word-for-word translation, grammatical changes (change of word forms, parts of speech, etc.).

3. Techniques that belong to lexico-grammatical transformation: antonymous translation, descriptive translation and compensation [2].

If Komissarov V.N. talks about all translation techniques that do exist in theory of translation, Leichik V.M. clearly distinguishes translation techniques only peculiar for terms.

In Kazakh terminology Kurmanbaiuly Sh. describes several ways for term building in Kazakh language. They are morphological or synthetic, international terms, building terms by using archaic words, syntactic, lexico-semantic or termination, blueprint [3,4].

Leichik V.M. distinguishes following ways for term building and translation: to find equivalent terms in target language, semantic convergency, blueprint (semantic, structural), borrowed words (loan translation), international terms, descriptive translation [5].

Professor Zhubanov K. pays great attention to misconceptions caused by polysemy of terms. Therefore, the linguist states that foreign source terms without equivalents in target language should not be translated into target language by using original words from general language word stock. Main reason for this according to him is loss of terminological status of the term

after translation it into target language by means of original words from general word stock that cause polysemy of translated term in target language [1].

Leichik V.M. after analysis of translation techniques for terms comes to following conclusion. Social and economic terms that belong to social terminological type according to his classification mostly witness their translations by semantic blueprint, i.e. word for word translation [5]. However, his investigation was based on terms of last century, in 1990. By now 27 years past and this period brought a lot of modern social and economic terms into Russian and Kazakh terminology.

Nasyrova M.R. in academic paper "Social and economic terminology of modern Kazakh language" comes to next conclusion. Most of Kazakh social and economic terms, almost 80 %, are internationalisms and borrowed words [6]. This conclusion was born in 1969.

Translation techniques for terms by Gideon Toury include transcribing, transliteration, blueprint (word-for-word translation) from one hand, descriptive, creation of a new word, explanation of the meaning, replacing the source term with the local one, replacing source word by general term (spaghetti, red one instead of concrete type of red color or concrete type of spaghetti from another hand. According to him transcribing, transliteration and blueprint techniques preserve adequacy as much closer to the source term and other techniques preserve acceptability by target readers [11].

Social and economic terms like other special terms belong to context free words [7]. Context free words are mainly found among proper and geographical names, titles of magazines and newspapers, names of various firms, organizations, ships and the like, as well as among technical terms used by experts in all fields of human endeavor. Context free words usually have permanent equivalents in target language. The permanent equivalents of context free words are often formed by transcription (with possible elements of transliteration) or loan translations [2]. A different approach was used by Nida E., who suggests that the translating process may be described as a series of transformations. The transformational model postulates that in any two languages there is a number of nuclear structures, which are fully equivalent to each other [12]. The founder of transformational theory is Homsy N. [8], then Nida E., Shveicer A.D. [9], Komissarov V.N. [2] develops the theory in translation studies.

As the first part of this academic paper disclosed, there are next translation techniques for translation of social and economic terms: calque or blueprint (semantic, structural, hybrid), transliteration, transcribing, borrowing and description.

Many terms of social and economic cluster with ending *-ing* both in Russian and Kazakh versions are reproduction of English version. The examples given below show us transcribing technique. Therefore, we see one obvious principle that almost all social and economic English terms with ending *-ing* are reproduced by transcribing technique during translation into Kazakh and Russian languages. This rule touches almost all types of terms with such kind of endings belonging to social and economic cluster. For example, *acquiring* - *эквайринг*, *acqui-hiring* - *эквихайринг*, *acqui-sourcing* - *эвисорсинг*, *benchmarking* - *бенчмаркинг*, *branding* - *бренддинг*, *cloud mining* - *клауд майнинг*, *crowdfunding* - *краудфандинг*, *coaching* - *коучинг*, *crowdsourcing* - *краудсорсинг*, *dumping* - *демпинг*, *hiring* - *хайринг*, *insourcing* - *инсорсинг*, *internet-banking* - *интернет-банкинг*, *merchandising* - *мерчандайзинг*, *microblogging* - *микроблоггинг*, *outsourcing* - *аутсорсинг*, *sourcing* - *сорсинг*, *shockvertising* - *шоквертайзинг*, *tryvertising* - *трайвертайзинг*, *vending* - *вендинг*, *franchising* - *франчайзинг*, etc. Exception: *advertising* - *реклама* - *жарнама*.

There are many terms of social and economic cluster with endings *-er* and *-or* translated by transcribing and transliteration techniques keeping their endings. For example, *brand manager* - *бренд менеджер* - *бренд менеджер*, *brandmauer* - *брендмауер* - *брендмауер*, *broker* - *брокер* - *брокер*, *dealer* - *дилер* - *дилер*, *promoter* - *промоутер* - *промоутер*, *distributor*

- *дистрибьютор* - *дистрибьютор*, *vendor* - *вендор* - *вендор*, *miner* - *майнер* - *майнер*, *blockbuster* - *блокбастер* - *блокбастер*, etc.

Other examples of transcribing proving the dominance of transcribing technique: *billboard* - *билборд*, *brand* - *бренд*, *brand book* - *бренд-бук*, *business ombudsman* - *бизнес-омбудсмен*, *business plan* - *бизнес-план*, *cashback* - *кэшбэк*, *coach* - *коуч*, *hashtag* - *хэштег*, *jingle* - *джингл*, *passive* - *пассив*, *active* - *актив*, *agile* - *аджайл*, *startup* - *стартап*, *website* - *веб-сайт*, *blockchain* - *блокчейн*, etc.

Transcribing is translation technique when source language term appears in target language by its soundings.

Set of new modern technological terms belonging to social and economic cluster witness their translation into Russian and Kazakh languages by transliteration or transcribing techniques. They are names of cryptocurrency. Mining of cryptocurrency today, in the 21st century, being exact in 2015-2018 years acquired trendy character. In mass media, especially in internet sources, it is very topical to place news that contain information about cryptocurrencies. In its turn, translation of terms belonging to mining of cryptocurrency and their types is also becoming topical in translation studies. Analyzing their translation in internet sources, this paper suggests following terms with their translation into Russian. For example, *ethereum* - *эфириум*, *litecoin* - *литкойн*, *Zcash* - *зеткэш*, *bitcoin* - *биткойн*, *monero* - *монеро*, *ripple* - *рипл*, *darcoin* - *даркойн*, *dash* - *деш*, *altcoin* - *альткойн*, *siacoin* - *сиакойн*, *net* - *нет*, *namecoin* - *неймкойн*, etc. Transliteration and transcribing techniques are successfully used for translation the names of cryptocurrencies as well as in Kazakh language like in translation the names of hard national currencies. The number of cryptocurrency types is not stable.

Language policy in Strategy “Kazakhstan-2050” postulates the modernization of Kazakh language, elimination of purism, last trend in regulation of terminology, and enriching Kazakh language by means of internationally accepted terminology [13]. In accordance with these postulations modern Kazakh social and economic terms, analyzed above, keep international status and translated by transcribing or transliteration techniques.

Conclusion. Theoretical part represents several techniques for social and economic terms’ translation. They are blueprint, loan translation, transliteration, transcribing and descriptive translation. Most of these techniques belong to imitational transformation. The academic paper represents the analysis of translation techniques for modern social and economic terms closely connected to innovative technologies and internet space. Therefore, the article comes to following conclusion: most of the modern social and economic terms witness transcribing and transliteration techniques during translation from English into Russian and Kazakh languages.

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