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## FEATURES OF ECONOMIC MEDIA DISCOURSE TRANSLATION

### *Abstract*

This article examines different interpretations of the term discourse, gives a definition of economic discourse. The proposed work also examines the main features of the translation of economic media discourse that a specialist needs to know. The characteristics of stylistic, lexical, syntactic features of economic media discourse were given. The article examines the mistakes that a specialist can make, as well as the difficulties that arise in the translation process. These difficulties arise not only due to the lack of knowledge of the language, but also due to insufficient knowledge of the translator in the field of economics. The knowledge that a translator must have in order to translate accurately was examined. For an in-depth understanding, the work provided examples of translation of some terms and phrases from the English language, with examples of their use in certain situations.

**Keywords:** discourse; translation; economic media; economic discourse; terms; economic texts

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## ЭКОНОМИКАЛЫҚ МЕДИАДИСКУРС АУДАРМАСЫНЫҢ ЕРЕКШЕЛІКТЕРІ

### *Аңдатпа*

Мақалада дискурс терминіне әр түрлі ғалымдардың берген түсіндірмелері мен анықтамалары қарастырылып, экономикалық дискурсқа анықтама беріледі. Ұсынылып

отырған жұмыста аудармашы маман білуі қажет экономикалық медиа дискурсты аударудың негізгі ерекшеліктері де қарастырылған. Экономикалық медиа дискурстың стилистикалық, лексикалық, синтаксистік ерекшеліктерінің сипаттамалары келтіріледі. Мақалада аудармашы жіберуі мүмкін қателіктер, сондай-ақ аударма процесінде туындайтын қиындықтар қарастырылған. Бұл қиындықтар тек тілді білмегендіктен ғана емес, сонымен қатар аудармашының экономика саласындағы білімінің жеткіліксіздігінен туындайды туралы айтылған. Аудармашының дәлме дәл аударма жасауы үшін білуі керек біліктіліктер жайлы анық жазылады. Тақырыпты тереңірек меңгеру үшін мақалада кейбір экономикалық терминдер мен сөз тіркестерін ағылшын тілінен аударудың мысалдары келтіріліп, оларды түрлі жағдайларда қолдану жағдайлары көрсетілген.

**Түйін сөздер:** дискурс; аударма; экономикалық медиа дискурс; терминдер; экономикалық мәтіндер

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## ОСОБЕННОСТИ ПЕРЕВОДА ЭКОНОМИЧЕСКОГО МЕДИАДИСКУРСА

### *Аннотация*

В данной статье рассматриваются разные трактовки термина дискурс, дается определение экономическому дискурсу. Также в предложенной работе исследуются основные особенности перевода экономического медиа дискурса, которые необходимо знать специалисту. Были даны характеристики стилистических, лексических, синтаксических особенностей экономического медиа дискурса. В статье исследованы ошибки, которые может допустить специалист, а также трудности, возникающие в процессе перевода. Данные трудности возникают не только в следствии незнания языка, но и по причине недостаточных знаний у переводчика в области экономики. Были исследованы знания, которыми должен обладать переводчик для точного перевода. Для углубленного понимания в работе были приведены примеры перевода некоторых терминов и словосочетаний с английского языка, с примерами использования их в определенных ситуациях.

**Ключевые слова:** дискурс; перевод; экономический медиа дискурс; термины; экономические тексты

**Introduction.** In modern linguistics, discourse is interpreted as a speech interaction, in the process of which social-role, sociocultural, psychological, cognitive and communicative moments merge. В.А. Akhatova gives the following definition of discourse: "Discourse is a look" beyond the text "when many parameters are taken into account: social context, symbolic series, i.e. both verbal and non-verbal components" [1]. According to G.G. Burkitbaeva accepts the following definition of "discourse": "Discourse is the verbal interaction of two or more communicants in oral or written form, taking place in a specific communicative situation, the result of which is a text or thematically combined texts" [2].

The concept of "discourse", as it is understood in the world of modern linguistics, is similar in meaning to the term "text", but emphasizes the dynamic, unfolding in time nature of language communication; whereas the text is characterized as a static object, the result of linguistic activity. Sometimes the concept of "discourse" includes two components: the dynamic process of linguistic activity, inscribed in its social context, and its result (ie, text); it is this understanding that is preferred.

The study and analysis of various types of discourse is presented in the works of Kazakh linguists. E. D. Suleimenova explores the discourse in the discourse of Kazakh linguistics. She writes: “The study of the language in its dynamic interaction with the real changing world and the worlds of new technologies has expanded, expanding the possibilities of receiving, storing and transmitting information by an individual and society as a whole, the emergence of new types of texts and updating of previous genres and styles” [3].

**Methods.** Economic discourse is one of the types of discourse based on certain economic ideas (eg bankruptcy, fraud, tax) [4]. Economic discourse is a special type of discourse that conveys knowledge about economic phenomena, properties and characteristics of economic phenomena. Economic media discourse is represented in linguistics by studies developed by such authors as S.V. Gubik, E.G. Petrushevskaya [5], A. Polonsky [6]. It includes a large number of different sectors of the economy (entrepreneurship, marketing, trade relations, management, etc.). The substantive aspects of economic discourse are updated by such basic concepts as “goods”, “money”, “profit”, “market”, “investment”, “economy”, “economic activity” [7].

The current understanding of economic discourse makes it possible to distinguish the following features:

- complexity and heterogeneity of the structure (the main communicative-speech areas are represented by professional economic activities, non-professional economic activities are located on the periphery),
- a diverse composition of communication participants (scientists, specialists, non-specialists),
- a variety of situations communication.

Documents of economic discourse are characterized by a complete set of stylistic, lexical, syntactic features. For economic documents, the use of special vocabulary, special speech formulas and patterns is characteristic. The lexical composition of documents of economic discourse is characterized by an extensive set of financial, economic, banking, socio-political and other definitions. Through mastering the genre features of economic discourse, the knowledge, skills and abilities necessary for a detailed understanding, assimilation and translation of texts on economic subjects are formed.

Economic translation is the translation of any texts that are related to the financial activities of enterprises. A characteristic feature of economic translation is the abundance of definitions, abbreviations, professional expressions. A specialist performing such a translation must not only be fluent in the language, but also know the fundamentals of the economy.

When translating economic texts, difficulties may arise such as:

- Availability of definitions for which there is no specific definition.
- The presence of financial transactions, phenomena, services and services that are not in our country.
- Different interpretation of terms.

The translation of economic documents is considered to be one of the most difficult by the fact that the economy is constantly developing, new processes and terms are being formed. When translating such documents and texts, even an elementary error can lead to serious consequences. The translator should be aware of financial events taking place in the world. That is why the most highly qualified specialists of the country are engaged in it.

“Economic translation is today one of the most popular types of translation services. This type of translation has a number of features. Translation of economic texts requires not only knowledge of special terms used in economics and business. In addition to this, the translator should be guided in the modern economy in general and have a clear idea of both the general trends of its development and the segment of the economy with which the texts to be translated are associated. Otherwise, mutual understanding, so important for today's economy, may be broken” [8].

The main task of the translation of economic texts and documents is to convey the most accurate and correct translation, taking into account the features available in the economic dictionary of different countries of the world.

A high-quality translation requires a number of conditions: excellent knowledge of the necessary foreign language, an extensive and rich vocabulary, skills in using bilingual dictionaries, and knowledge of a certain amount of foreign economic vocabulary (terminology). It is extremely important to be able to select the appropriate theses in the economic vocabulary: the relevant terms may be absent or formed in accordance with the economic realities of the language, the translation of which must be carried out.

In some cases, for the success of interlanguage communication, achieving maximum equivalence in translation is optional, and sometimes even undesirable. This necessitated the introduction of the appraisal term “adequacy of translation”, which means that the translation complies with the requirements and conditions of a particular act of interlanguage communication [4].

Vinogradov sees the purpose of the translation not “in fitting the text to someone’s perception, but in preserving the content, functions, stylistic, stylistic, communicative and artistic values of the original”. And if this goal is achieved, then the perception of translation in the language environment of the translation will be relatively equal to the perception of the original in its language environment. Exaggeration of the role of the communicative-functional factor in translation leads to erosion of the internal content, the informative essence of the text itself, the original and translation, to the replacement of the essence of the object by the reaction to it from the side of the perceiving subject. It is not the text itself that becomes decisive, but its communicative function and implementation conditions [9].

When translating the terms of economic texts into different languages, the following problems may arise:

1. The discrepancy of the grammatical forms of one of the components of the comparable terms SL (source language) and TL (language of translation).
2. Divergences in the lexical composition of terms.
3. Divergences in the lexical and grammatical structure of the terms SL and TL.
4. The ambiguity and variability of correspondences in translation.
5. Equivalent terms.

The Kazakh scientist M. Malbakov gives the following definition of the term: “A term is a lexical unit with a definition of a place designated in the conceptual thesis of a certain field of knowledge and the nature of the place of this thesaurus” [10].

For example, consider the term “hedge”. This is a tracing word from the English language, since there is no equivalent to this concept in Russian. In English, the term refers to the concept: barrier, hedge. But in Russian, this term in the field of economics is used to denote such a thing as: protection against inflation [7].

**Research results.** When translating financial and economic documents, a specialist may encounter such “false friends of the translator”, such as: “interest - проценты”, not “интерес”, “data” - данные, not “дата”, “object – цель, предмет”, not “объект”, “receipt – квитанция, чек”, not “рецепт”.

More complicated cases are those English “false friends of the translator”, which only in one or two meanings coincide with the Russian words, but diverge in the rest, for example: “person – legal entity”, and not just “person”; “figure - number”, not just a “figure”, “contract is an agreement”, not just a “contract”.

It is unfair to think that “false translator friends” can only mislead beginner translators. Even an experienced translator can make a mistake when translating such words. Inadequate translation of these words can lead to a loss of meaning contained in the document and lead to large losses for the company.

**Discussion.** Words used in meanings that differ from everyday life represent a separate group of words difficult to translate. For example, the adjective “to be red” in the phrase “to be in the red” has different meanings at the stylistic level and translates as “go bankrupt or have debt”. For example: “The economic crisis shows no sign of improving and we are deep in the red at the bank”

[11] - “ Экономический кризис не показывает никаких признаков улучшения, и мы имеем задолженности банку”.

Economic terms that consist of two or more words are also difficult to translate. The words of these concepts separately can mean completely simple concepts that are often used in everyday conversation and do not create difficulties during translation. The data concepts that are collected in the phraseological turn present difficulties for the translator if he does not have knowledge in economics. We give an example from the English-Russian explanatory dictionary of monetary terms, which contains a large number of phrases with interpretation and translation. The concept of acceptance credit means acceptance credit: it is a payment method in international trade; here, the exporter writes bills to the bank, which accepts them and often takes them into account in the money market, so the exporter is able to quickly receive payment [12].

The next concept - acceptance cross-facility - is an acceptance cross-lending program. This concept denotes an agreement between two banks that have the same major client, accept half of the bills of the latter and take into account bills accepted by another bank [12].

**Conclusion.** Thus, difficulties in the translation of economic terms, texts and documents arise for the translator due to insufficient knowledge in the field of economics, and not as a result of lack of knowledge of the language. The peculiarity of the translation of economic texts is the knowledge of not only a foreign language, but also a specialist must have knowledge in the field of economics.

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