

## CHALLENGES AND WAYS OF ECONOMIC TRANSLATION, IN THE SCIENTIFIC LANGUAGE ON TRANSLATION ASPECT

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**Annotation:** *This article is devoted to economic challenges in translating from the source to the target language. The author appointed the ways and difficulties of translation, «neologisms», «speech turns» in translation studies. As well as «euphemisms», i.e. not allowing «obscene» «taboo» expressions on the part of the translator during the translation process. «Equivalence-free», which do not have direct correspondences when translated from English into Russian. «Free translation» as well as the preservation of «national flavor» in economic translation. Identification of non-equivalent economic vocabulary, «neologisms», «euphemisms», «exotisms» of «national color» and their semantic composition. The study of the composition of sentences in the translation of economic concepts and terminology in the financial and economic context of translation. The author examines, using concrete examples, the difference and differentiation between translation contexts.*

**Keywords:** *Economics, translation, language, nonequivalence, lexica, semantics, neologism, euphemism, national color, linguistics, phonetics, phonology, financial and economic translation, terminology, linguoculture, exoticism, free translation economic affair.*

The translator-profession is not easy, it is easy to talk to us but it is difficult to argue. Translators are the custodians of traditions, customs and cultures in the «three languages». Each person has one occupation, writer, doctor, journalist economist but translators I want to call «a person without a certain kind of activity», not because they do not have the occupation of the sphere of translators so great that we are called a profession «without a certain kind of activity». In this complex profession, despite its complexity, there are even more complex tasks. One of them is «false equivalents», especially in the field of professional communications. One of the complex discourses of translation is the economic context of translation. Since the 50 of the last century, the problem of equivalent and non-equivalent vocabulary, in the field of «professional communication» was considered in the works of such scientists as: G.V. Shatkov, A.V. Fedrov, . Chernov, L.N., Sobolev, Y.I. Retsker, G.D. Tomakhin and others. [Nelyubin 2008, 253].

One of the most challenge in economic translations in the field of professional communication in the translation and lingo-cultural space is the translation of economic texts. Economic translation is the peculiarity and accuracy of the content of the text, as well as to ensure the accuracy and clarity of the translation on the part of the translator. The «nature» of equivalence and «non-equivalent» translation of economic terminology lies in grammatical units, and in the translation aspect, complex sentences are more common. The economic translation from English into Russian or from Russian or Tajik into English has a number of «peculiarities». Vlahov and Florin in their works «Untranslatable in Translation»

notes that there are no untranslatable units! Everything is translatable! Goethe wrote: «In translation, you need to get to the untranslatable, then there will be a correct translation».

Questions of equivalence and non-equivalentness of translation in the field of economics came into scientific use in the 20th century, on the part of the English scholar linguist translations Theodore Savory. In his opinion, the reasons for the emergence of such difficulties in economic translation is the peculiar development, socio-economic life of various communities and different native speakers.

[Savory 2008, 117]. Economic translation, in its genre of translation is very complex, another difficulty of economic translation is that the name adjective is used as a noun for example the word The need – needy-needs, ordinary translation, what? need, the noun, transforming into the economic translation the needy – needy, i.e. what needy name is an adjective. Another example: want- want, wants- search, or the untranslatable word Shall, denoting the future time, was transformed into the economic translation Shall – responsibility, duty. Instead of shall in modern English, will is used. Give-given-додан, a simple translation, given – economic translation – is translated «Due to the fact ... what», «бо назардошти» for example: given the scarcity of resources-translates as «due to insufficient resources», «бо назардошти нокифоя будани захираҳо». [F.M.Tursunov, Dushanbe 2015,16].

The translator should choose the right economic equivalents. Transliteration in economic translation is the exact version of the translation, corresponds to «literalism», in other words, the translation is carried out «verbatim». Economic translation, as well as «officially business styles of translation», such as legal, diplomatic, political in translation studies they are called «official» styles of translation. [F.M.Tursunov, Non-equivalent vocabulary in translation.Dushanbe 2015, 133]. English scientist, linguist - translator Katharina Reis in her research notes 25 types and subtypes of the translation aspect, including separately notes the economic style of translation. Economic translation perceives «expressiveness» only in certain genres of economic lyricism. «Expressiveness» is the «emotional coloring» in translation.

For example: dead cat bounce, when literally translated as «bouncing a dead cat», but has an expressive, i.e. emotional «coloring» in the economy is used as a «sharp increase in asset prices». [Expressive in terminology. K.Rice, Hamburg 2008, 206]. Consider the economic style of translation, the business economic style of translation, does not perceive «expressiveness».

Another difficulty of economic translation is that in the scientific everyday life of the language, a phrase consisting of 2 or 3 words is translated by one economic meaning. Let's consider some examples of an economic nature: public property common ownership – public domain. In a literal translation, these equivalents sound different: Society, property, common, personal. Or the English word «Economies» translates as «planned economy». Another difficulty of economic translation is that the translator requires «background knowledge» in the field of economics. In the scientific everyday life of intercultural communications, economic translation, as a feature of linvocultural originalities, is common. Phonetics and phonology of some economic terms are quite similar, and requires

from the translator not only attentiveness, but also stable knowledge in the economic context of translation. For example, the equivalents of economic, economy, economies, economics, economically, economize, has a single consonance, the same systems of phonetic and phonological systems, but when translated from English into Russian and Tajik languages have different meanings.

economic, economic, economic, profitable, economical, profitable.

Economies-economy, economics-economic science, national economy, political economy.

Economically-Economically, economically, from the point of view of economics, practical, economize-save economically.

For example:

I am preferred of economics science for research now. Я бы предпочитал экономическую науку, для исследовательской работы

[ Galanov English for economists.Moscow-2011.16]

At university I didn't study the economy, of Great Britain.- В университете мы не изучали экономику Великобритании.

I hope he'll make a good economist.- Я надеюсь что он станет хорошим экономистом. There are many economical problems in the world.- В мире очень много экономических проблем.

This car is very economical.-Это машина очень экономичная .

I try to spend money and time economically. Я постараюсь бережливо тратить время и деньги. [ Galanov English for economists.Moscow-2011.136]

Phrases or consider another example, the English word «article»:

Definite and indefinite article translation in the grammatical structures of the language. «article» in economic translation:

branded article – branded goods, mass produced - mass-produced products, muted supplied article – mutually supplied goods, top - quality article - branded products, finished article finished products –patentable - goods subject to patent.

«article» translation in jurisprudence: in law, article. According Constitution article 69 th: «President responsibility».

Based on this example, we can say that the translator must select the correct equivalents in economic translation.

At the end of the twentieth century, when translation studies became a separate science, translation scientists began to introduce economic «neologisms» into this science. «Neologisms» are a turnover of «obsolete» words that have received a new translation. For example: «low inflation-low inflation, so as 2020 World Bank have showcase low inflation advertising». Since 2020, the World Bank has demonstrated an announcement about low inflation.

Pan-cake economic is a superficial Internet economy (pathos).

Or ghost brand – a well-known brand of the state sample, having a lot of buyers. (in the past).

Mass customization is a product that has a lot of demand and buyers.

The analysis of this example shows the equivalent of semantic translations, but in a «new» turn of speech.

Another difficulty in economic translation is the translation of «exotisms and barbarisms». One of the integral parts in translation studies is the transfer of «color» that does not exist in the translated language. Like the realities of «exoticism» and «barbarism», this is the culture of another people that have no analogues in the English language. The «color» of translation is also found in the economic scientific «everyday life». Let's look at some examples: Merchandiser-seller, trade designer of a marketing move. Brand manager is a phrase of French origin, entered as «exoticism» and has no «analogues» when translated into another language. Or a PR manager, a person engaged in competition, and creating a «PR» Crisis manager-a specialist who brings large financial corporations out of the economic crisis.

Thus, the translator should select sufficiently correct equivalents.

In communicative economic translation, both in written and oral translation, there are words «TABOO». In the scientific postulate of translation studies, it is called «EUPHEMISM» - POLITE TRANSLATION.

In L.L. Nelyubin's Explanatory Dictionary of Translation Studies, the term euphemism is accompanied by the text: «a word or expression that serves under certain conditions to replace such designations that seem undesirable to the speaker, not quite polite, too harsh» [Nelyubin 2008, 253].

In economic and political discourse, «euphemisms» are used to avoid negative consequences in the economic and political life of the country.

Economic communication is one of the branches of business communication. As a rule, the euphemistic style of translation plays an important role in the stylistics of business expressions. «Euphemisms» in economic scientific usage form a polite translation. Polite translation is necessary in the economic and business discourse of translation. For example: (for example, «You wouldn't call her a beauty» instead of «She's ugly»); «marketing slump» «market downturn», instead of «marketing crisis», «to give someone the air», to «get laid», «to give a P45» - «uvolnenie work without trial and effects», «dismiss», etc.)

«Growth-price» the price increase, instead of the «economic crisis», «abeyance produce of meal» «a temporary cessation of the production of flour, instead of «scarcity of meal in the markets», «the lack of flour in the markets».

As can be seen from the examples, polite translation is used in all types of translation.

One of the types of translation is FREE TRANSLATION, according to its jargon context, this type of translation is used to express the «liberties of literary translation». In the economic context of translation, free translation is used in literary translation as a «descriptive» translation. «Free» and «descriptive» translation of economics is used to express the financial and economic «colors» of translation. According to the German linguist translator Katarina Rice:

«descriptive or free translation» requires great skill and a broad outlook from the translator. And also in the category of «free» translation, includes: Personification and phraseological units with economic meanings:

Let's look at some examples:

Банк, с которым легко общаться –lite Bank for lite connected

Smart money knows where to go – Умные деньги знают, куда пойти.

Phraseological unit of the Tajik language:

«Пул бошад, дар љангал шурбо», «деньги решают всё» соответствие на русском языке, «Тише едешь, дальше будешь» и «Оњиста рави, дур мерави».

Қорӣ ишкамба... аз Когон омадани мудири банкро нигарон шуд, то ки аз вай «хабарҳои хуши пухта» – ро шунида осуда гардад... (Марги Судхур, 176).

Kori Ishkamba settled himself on the marble slab at the bank entrance to await the return of the director from Kagan, so he could find out the truth once and for all and relax after hearing the good news (The Death of Money-Lender, 370).

Or in another example: «... ширинкорон ва ҳангоматалабон ҳар хабарро дучанд калонтар карда ба Қори – Ишкамба мегуфтанд ва ба ӯ маслиҳат меоданд, ки аз банк дар эҳтиёт бошад, алаб нест, ки он шикаста монад ва пулҳояш, ки «бо ҳазорон хуни чигар ғундоштааст», сӯзанд» (Марги Судхур, 168).

«... They told him that if the Russian Empire were defeated in the war, he could kiss his hard – earned money good-bye» (The Death of Money-Lender, 360).

«... шутники и озорники передавали их Кори Ишкамбе, и, преувеличивая опасность, грозящую банку, и советуя остерегаться и беречь деньги: ведь очень может статься, что Государственный банк лопнет, и тогда – прощай капиталы, «собранные потом и кровью» (Смерть ростовщика, 132).

The analysis of these phraseological units is an economic personification, i.e. the disclosure of the «hidden meaning» in the genre of literalism in the economic context of translation.

Thus, economic translation has always been and remains an integral part of translation studies. Translation in the economic sphere is a special linguistic and cultural aspect, a way of expression, of all types and subspecies of translation

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