

# ЛИНГВИСТИКА И ПЕРЕВОД ЭКОНОМИЧЕСКОГО ДИСКУРСА

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## LEXICO-STYLISTIC FEATURES OF THE TRANSLATION OF ECONOMIC MASS MEDIA DISCOURSE

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**Аннотация.** The urgency of the article is determined by the dynamic development of the media economic discourse, which makes it necessary to study its lexical and stylistic features. Moreover, the peculiarities of reproduction of terminological and emotional-evaluate vocabulary in the Russian-English translation have not found enough coverage.

**Ключевые слова:** discourse, communication, mass media, economic text, term, abbreviation, translation, translation transformations

Discourse is examined from various positions in modern concepts of V.G. Borbotko [2], R. Fowler [3]. Its characteristics and varieties are analyzed in details. This term was introduced into scientific linguistic circulation by E. Buissance. He defined it as “speech appropriated by speakers”. And gradually the concept of “discourse” becomes popular not only in linguistics, but also in most of the humanities.

The object of study of this article is economic discourse operating in the field of mass media, and thereby acquiring the distinctive features of media discourse. Among the main linguistic features of modern media texts, researchers highlight the following: the complication of the spheres of modern speech communication in general; democratization of journalistic style of speech, expansion of norms of speech behavior; changing the normative boundaries of the language of mass communication; following speech fashion [1, p.56]. The main difficulty in studying media texts is unanimously recognized as the issue of determining the status of the language of mass communication within the framework of a functional style and describing it in terms of functional and stylistic features. The duality of media texts, expressed, on the one hand, in a certain unity due to the peculiarities of speech use in the field of mass communication, and, on the other, in the stylistic heterogeneity and mobility of mass media texts, allows researchers to be inclined to consider media language as an independent stylistic phenomenon .

Economic texts of mass communication are characterized by logical and standardized narration, a clear presentation of facts and events, detailed statements, formality, and the presence of terminology from certain areas (political, economic, etc.) [2, p.21]. On the other hand, texts of economic media discourse are characterized by the use of emotionally evaluative, expressive lexical units, phraseological units, and the use of figurative means (metaphors, epithets, comparisons), since messages that use emotional influence are “easier to digest and are stored in memory longer” [3, p.191]. An equally important place in economic texts of the media is occupied by the image of the author or his opinion. Thus, the texts of the economic discourse of the media “possess all the features of special texts, at the same time retaining a clearly expressed pragmatic, expressive-evaluative orientation of the statement” [2, p.56-57].

Since the economic discourse of the media is aimed at a wide audience, the language of economic articles should not make it difficult to understand. Such texts are dominated by so-called “popular” economic terms that are well known to ordinary readers: *кредитный рейтинг* (*credit rating*), *дефолт* (*default*), *государственный долг* (*public debt*) and others. In addition, there are terminological combinations borrowed from other areas of knowledge and social life in an “economic” context: *косое смещение* (*tectonic shift*), *тропическая лихорадка* (*dengue fever*).

It should be noted that in the 21st century, the Russian language has been filled with many English economic terms that were previously unknown due to the absence of certain types of activities in the past. The emergence of a market economy became 5th the reasons of new economic realities, and, accordingly, terms. Of course, there was a spontaneous borrowing of the economic terminology system by the Russian language, which could not but affect the Russian-language economic media discourse:

*При этом стоимость фьючерса на нефть с поставкой в июле 2020 года на бирже ICE в Лондоне выросла на 2,4% - до \$70,2 за баррель [4]. Oil futures with settlement in July 2020 grew by 2,4% on the London's ICE to \$70,2 per barrel [5].*

A particular difficulty when translating Russian terms into English occurs with the polysemy and variability of terms. Let's consider this statement using the example of translating the economic term "turnover":

*Вообще-то, конечно, правообладатель не сможет запретить ввоз в Россию товаров, если они были законно введены в оборот – и это предусматривают поправки к Гражданскому кодексу РФ, подготовленные Федеральной антимонопольной службой еще в июне прошлого года [4]. Rights holder will not be able to ban importation of goods to Russia, if those goods were lawfully put into circulation. This is stipulated in amendments to the Russian Civil Code prepared by the Federal Antimonopoly Service in June last year [5].*

*За последние два месяца текущего года оборот существенно увеличился, что свидетельствует о том грандиозном потенциале, которым обладают наши торговые отношения. In the first two months of this year, the turnover has increased significantly, which demonstrates the immense potential that our trade relations have [4].*

*По данным компании, в 2020 году оборот вырос на 40%, до \$327 млн. In 2020, the cash flow of the company increased by 40% to \$327 million [5].*

"Оборот" in the first example is translated as "circulation", in the second as "turnover" and it has a financial and accounting meaning, in the third example, the translator selects the contextual match "cash flow". When translating polysemantic financial and economic terms into Russian, an important condition for understanding the meaning of the term, firstly, is the context, and, secondly, the background knowledge that the translator must have to find the correct translation solution is of particular importance.

The prevalence of abbreviated financial and economic terms is very high in the texts of economic media discourse. Many authors believe that the use of abbreviations along with terminological units "reflects patterns in term formation, determined, on the one hand, by the complexity of concepts for which multi-component terms are used, and on the other hand, by the desire for economy due to the need to speed up the communication process and increasing the flow of information" [3, p.105]. Let's consider some ways of broadcasting Russian abbreviations in the texts of economic discourse in the media.

*Курс рубля в ближайшие 2-3 месяца не восстановится к показателям начала апреля, заявил глава Центра стратегических разработок (ЦСР), бывший министр финансов РФ Алексей Кудрин [4]. Chief of the Center for Strategic Research (CSR) and ex-Finance Minister Alexei Kudrin doesn't expect Russia's national currency to recover to the level of early April [5].*

In the example given, the abbreviation is deciphered by both the author and the translator. This technique of preliminary decoding of initial abbreviations is widespread in the economic media discourse and, as a rule, such initial abbreviations do not receive lexicographical recognition. The choice of method for translating economic terms can be justified by both extralinguistic reasons (the purpose of translation, the presence of theory in the relevant field) and intralinguistic reasons (the presence of equivalents in both languages, the internationality of the term).

There should be special mention of words and expressions belonging to the category "economics and finance", which are based on erased metaphors, the so-called "economic clichés". If the image coincides, then the metaphors have correspondences in the two languages. If there are differences in the image of meanings in two languages, due to discrepancies in the picture of the world, the translation will be based only on the interpretation of the feature.

In this case, a replacement image can be used, for example: *Премьер-министр летал объяснить Дятлову, как прятать концы в воду и как скрывать факты махинаций с африканскими бюджетными средствами [4]. When Prime-Minister flew to Uganda the last day, he explained Dyatlov how to cover the traces and conceal machinations with the African budget means first of all [5].*

*После этого на уровне его руководства происходит дальнейший распил [4]. Then local authorities divided them further [5].*

In the analyzed economic media texts, there is a combination of different style elements, namely: along with lexemes of the official, book style, colloquial vocabulary, professional jargon, phraseological units of different structural types and different stylistic colors, which make the presentation of the material more confidential and facilitate understanding.

As can be seen from the above example, the original text uses the jargon “cut”. The English translation of this article uses neutral analogues. It should be noted that in this example there is a significant shift at the stylistic level: in the original text there is an additional negative evaluation that is absent in the translated text.

Summing up the research, we can draw the following conclusions:

The economic media discourse has features of both journalistic and scientific functional styles.

The economic term systems of the Russian and English languages do not coincide. Most of the economic terms appearing in the Russian language are unmotivated, which is explained by the absence of concepts corresponding to a market economy in the Russian language. Most often economic terms are translated using phonetic (transcription and transliteration), as well as lexical tracing, as the study has shown.

If there are differences in the image of meanings in two languages, translation can only rely on the interpretation of the feature underlying the image of the metaphor. In this case, image replacement can be used. If it is impossible to find a similar image, a descriptive translation is used.

In the analyzed economic media texts, there is a combination of elements of different styles, which makes the presentation of the material more trustworthy and facilitates understanding. The articles use expressive and evaluative vocabulary, jargon, and phraseological units that are used in relation to the economic problems and situations described. When translating these lexical means from Russian into English, regular and contextual correspondences, as well as descriptive translation, can be used.

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