Section 3.

TRANSLATION PECULIARITIES OF CORPORATIVE LEXICON

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The rapid development of the firms, companies and transnational corporations promotes the emergence of some specific lexical and phraseological units i.e. *corporative lexicon*. The functional and translational peculiarities of lexical units in special discourses are investigated in many Ukrainian and foreign works (V. Alimov [1], A. Fedorov [9], V. Karaban [5], T. Kyiak [6], M. Novykova [7], A. Parshin [8], S. Vlahov and S. Florin [3], M. Zelentsova [4] and others). At the same time, the researches about the translation specificity of the texts of *corporative discourse* [2] are marginal.

The aim of the research is to bring out the peculiarities of the corporative lexicon in *corporative text types* and *text types on corporative issues*. The work focuses on the translation studies of corporative lexicon and the theoretical aspects of such concepts as "CORPORATENESS-CORPORATION", "corporation", "corporative discourse", "corporative text", "text on corporative issues", "corporative lexicon", "corporative term". The corporative lexicon includes any lexical or phraseological units which actualize lingvoconcept *CORPORATENESS-CORPORATION*.

As an object of translation the corporative lexis consists of corporative terms, corporative realia and corporative symbols. The subdivision of *corporative terms* into corporative special terms and corporative term-jargonisms is the most important for their translation.

Corporative text types and text types on corporative issues predetermine specific tasks of their lexis translation. Kernel features of the lingvoconcept CORPORATENESS-

CORPORATION correspond to obligatory invariant features of the corporative lexicon, peripheral – to obligatory variant features, optional – to always variant features of the corporative lexicon. Taking into account the peripheral and optional features increases the number of potential translation equivalents. Obligatory features exclude the least adequate translation equivalents.

The corporative lexicon in corporative texts have some peculiarities of the translation. According to the functional, lexical and semantic analysis of the corporative lexicon in texts we divide the corporative texts into corporative texts for internal communication, corporative texts for external communication and corporative texts of different types. It determines functional peculiarities of diverse groups of corporative lexicon in different corporative text types and correlation between the lexical elements of the corporative text and ways of their translation.

While translating the corporative lexicon in the corporative text types for internal communication and corporative texts of different types the strategies of reproduction are used. While translating corporative text types for external communication the strategies of complete adaptation are used. The analysis of corporative lexicon's translations defines: equivalents, variant correspondences, translational transformations, various calques – in corporative texts for internal communication; translational transformations, combinative translation ways – in corporative texts for external communication; translational transformations and calques with descriptive translation – in corporative texts of different types.

There is also some translating specificity of *the corporative lexicon in the texts on corporative issues* i.e. special and non-special texts on corporative issues. The translation ways of the corporative lexicon in the special corporative texts are less creative and more various than the translation ways of such lexicon in the non-special texts on corporative issues.

The corporative lexicon's translation in the text types on corporative issues corresponds to the strategies of reproduction. While translating the corporative lexicon of

the non-special texts on corporative issues the strategies of complete adaptation are used. The most dominant ways of corporative lexicon's translation in special texts on corporative issues are: equivalents, variant correspondences, calques with descriptive translation. The corporative lexicon of the non-special texts on corporative issues is translated with the help of variant correspondences and translational transformations.

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