

Frantsuzova K. Criteria for Determining Corporate Lexical and Phraseological Units in Corporate Discourse: A Translation Studies Perspective. Proceedings of the International Scientific Conference «Trends, Issues, and Challenges in Modern Science» (2024, September 13). International Education Development Center. Research Europe. Cambridge, UK : Bookmundo, 2024. P.114-116.

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UDC 81'25:334.78:81'42

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Criteria for Determining Corporate Lexical and Phraseological Units in Corporate Discourse: A Translation Studies Perspective

Abstract. The article studies the specifics of translating corporate lexical and phraseological units in corporate discourse texts. The article clarifies the definitions of the main theoretical notions of corporate discourse, provides a classification of the criteria of “corporate”, and considers the peculiarities of translating corporate lexical and phraseological units.

Keywords: translation, corporation, corporate discourse, corporate lexical and phraseological units.

There has been rapid growth in the number of different corporate discourse texts. Various types of corporate texts solve important tasks for corporations and corporate institutions: creating an atmosphere of unity and cohesion in the team, increasing loyalty to the company and its management, attracting customers, providing information, etc. This is why there is growing interest in translating corporate lexical and phraseological units. The urgency of the problem of translating such units in corporate discourse texts can be explained by: 1) the absence of clearly and systematically grounded strategies for their translation, 2) the originality of these units from the point of view of translation studies.

A large number of researchers' works are devoted to the functioning and translation of lexical units in special discourses (T. R. Kyryak, V. I. Karaban [2; 3], and others).

The study aims to identify the features of corporate lexical and phraseological units in corporate discourse texts from the point of view of translation. To achieve this goal, the following tasks were performed: 1) to clarify the definitions of the main theoretical notions of corporate discourse; 2) to formulate criteria for defining “corporate”; 3) to consider the peculiarities of translation of the mentioned lexical and phraseological units in stages of translation according to this classification.

In our general approach to the analysis of corporate discourse, we rely on the research of T. R. Ananko [1], which was adapted and clarified from the perspective of translation studies. According to T. R. Ananko, corporate discourse is “a purposeful communicative action that is implemented in the institutional sphere and manifests itself in interpersonal relations, serves all levels of the company's functioning, meets

the basic provisions of corporate culture and is carried out in order to unify the behaviour of employees as representatives of one organisation, harmonise communication within the corporation in interaction with the subjects of the communicative continuum” [1, p. 4-5]. A corporation is a group of people legally authorised to act as if they were one person [4, p. 347]. Another essential feature is that a corporation exists primarily for its profit (in the broadest sense). We define corporate vocabulary and phraseology as lexical and phraseological units that carry the obligatory semantics of “corporate”.

Thanks to the typological model, the criteria for determining corporate lexical and phraseological units for a translator have been clarified. We have the following features of “corporate”:

1) *nuclear* (obligatory + invariant): correlation of lexical and phraseological units with the notion of “corporation”, semantics of domination/subordination, partnership/competition;

2) *peripheral* (obligatory + variable): complete comprehensibility of information only for members of the corporation/semi-transparency (partial comprehensibility) for the general public (i.e. for ‘ours/not ours’);

3) *optional* (always variable) features: ethnospecificity (linguistic and extra-linguistic), group symbolic marking (up to the level of group sacredness).

This classification helps adequately translate corporate discourse's source texts at different stages.

At the stage of analysing the original text, the nuclear features allow us to define and distinguish corporate discourse from related discourses. Peripheral and optional features make it possible to classify certain source texts as 1) strictly and 2) not strictly corporate texts (the former correspond mainly to nuclear and peripheral features, the latter to optional features). Nuclear features also speed up finding purely corporate lexical and phraseological units in the source text. Other features help to find such units in more complicated cases. When searching for adequate resources in the target language and culture, all these criteria help to find the most appropriate equivalents of corporate language units.

At the next translation stage, the proposed classification of criteria motivates the selection of such correspondences that are the most adequate to the requirements of a particular discourse and/or context. For example, the core features allow us to determine whether texts of corporate discourse belong to scientific or educational texts, the peripheral features – to texts created for “ours” or “not ours”, and the optional features – to texts requiring a particularly non-standard creative approach. At the stage of creating the translation text itself, the consideration of peripheral and optional features increases the number of potential equivalents, while the core features exclude the least adequate ones.

Thus, the presented criteria classification can significantly facilitate and speed up the process of translating corporate lexical and phraseological units in corporate discourse texts. The first group (core features) at the stage of source text analysis allows us to identify corporate lexical and phraseological units and determine their dominant semantics. The second group (peripheral features) defines the boundaries of variant equivalents and transformations. The third group (optional features) defines the area of

the most non-standard, creative translation (translating by analogy, etc., i.e. the possibility of using translation occasionalisms).

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