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THE PROBLEM OF EQUIVALENCE IN ECONOMIC TRANSLATION: LINGUISTIC AND CONCEPTUAL ASPECTS

ПРОБЛЕМА ЕКВІВАЛЕНТНОСТІ В ЕКОНОМІЧНОМУ ПЕРЕКЛАДІ: ЛІНГВІСТИЧНИЙ ТА КОНЦЕПТУАЛЬНИЙ АСПЕКТИ

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The theses examine the essence of the concept of equivalence in economic translation, its linguistic and conceptual dimensions. It is emphasized that economic discourse is characterized by a high level of terminological

saturation, interdisciplinarity, and culturally conditioned concepts, which makes it difficult to achieve translation equivalence. Typical difficulties and strategies for translating economic terminology, realities, and concepts are analyzed, as well as the role of cognitive models in ensuring interlingual and intercultural accuracy.

Equivalence is traditionally considered one of the basic categories of translation studies. In the field of economic translation, it is particularly important to consider specific terminology systems, established genre norms, and intercultural differences in financial, legal, and management concepts to characterize economic discourse.

Business texts include analytical reviews, contracts, reports, financial indicators, regulatory and legal documentation, and marketing materials – each of these genres has its own requirements for accuracy, clarity, and terminological consistency. At the same time, economic translation cannot be reduced to the mechanical transfer of terms: the translator must consider the conceptual structures behind economic concepts and their cultural interpretation.

Equivalence in translation studies is considered to be the correspondence between the content, function, and pragmatic effect of the source and target texts. It is interpreted differently in different paradigms:

- formal equivalence (Y. Nida) – preservation of structure and meaning;
- dynamic equivalence – preservation of the impact on the recipient;
- functional equivalence (K. Rice, G. Fermeyer) – correspondence of the function of the text;
- conceptual equivalence – correspondence of mental models and frame structures.

Economic translation requires a flexible combination of all these aspects, since even precise terms can have different cultural interpretations (e.g., equity, liquidity, liability, market value).

Terms are the largest group of lexical units in economic discourse. Their translation is complicated by:

- polysemy (capital, rate, derivative);
- the absence of an exact equivalent in the target language (hedge fund, due diligence);
- differences in legal and institutional realities;
- homonymy between common and special meanings (margin, leverage).

The following strategies are used to achieve linguistic equivalence:

- calquing (fixed assets);
- descriptive translation (e.g., blue-chip stocks);

- transcription/transliteration (audit, consulting);
- functional equivalents (outsourcing → involvement of external contractors).

Economic texts have stylistic and genre features:

- clarity and standardization;
- use of formal-logical structures;
- implicitness and abbreviation;
- passive constructions;
- nominalization.

The translator must maintain stylistic equivalence, avoiding excessive informalization or, conversely, complication.

The economic terms reflect certain concepts that have been developed within a specific economic model or legal system. The same terms can be based on different cultural and institutional frameworks:

- The concept of “equity” has different meanings in the British and American economies.
- the term “fund” can refer to a charitable foundation, an investment fund, or a budget item;
- “corporate governance” has different models in the US, EU, and Japan.

Translating such concepts requires contextual analysis and sometimes adaptation for the target audience.

Economic texts often contain culturally determined economic realities:

- institutional names (SEC, Federal Reserve, HM Treasury);
- reporting forms (Form 10-K, GAAP standards);
- culturally marked concepts (free market, shareholder value).

Conceptual equivalence determines whether a translated element will be understood in the receiving culture. Sometimes a note, description, or adaptation is needed.

There are typical translation problems and ways to overcome them:

1. The presence of “*false friends of the translator*.”

Actual (→ factual, not current), commodity (→ exchange commodity, not commodity).

2. *Absence of a single equivalent*

Leverage depends on context: “financial leverage,” “credit leverage,” “leverage of influence.”

3. *Inequality of economic systems*

Concepts that exist in the US do not always have Ukrainian equivalents; descriptive translation is required.

4. *Interdisciplinarity of economics*

Economic texts often include legal, social, and managerial categories – equivalence must be interdisciplinary.

5. The influence of artificial intelligence and machine translation

MT often makes mistakes with terms and requires careful post-editing because it does not recognize conceptual frames.

Conclusions

Achieving equivalence in economic translation requires a comprehensive approach that combines linguistic analysis, cognitive models, and cultural knowledge. Linguistic equivalence ensures the accuracy of terms, while conceptual equivalence ensures the adequacy of content models and economic realities. Effective translation of economic texts is only possible with an understanding of their terminology, genre norms, legislative foundations, and conceptual structures behind economic vocabulary.

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