

LOAN TRANSLATION AS MEANS OF EXPRESSING E-COMMERCE TERMINOLOGY

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Abstract

In this paper we present an analysis of the Romanian e-commerce terminology, taking into consideration that the English language has had a major role in the linguistic globalization of the specialized languages. Therefore, e-commerce does not make an exception because its terminology is used worldwide and, concerning the Romanian e-commerce terms, we distinguished both the use of partial loan translations and full loan translations which make up fixed collocations, as special means of expressing the e-commerce terminology in Romanian. Furthermore, members of The Panlatin Network of Terminology have collaborated and made glossaries for various specialized languages. We gave examples of terms from The Panlatin Glossary of e-commerce, underlining that their conceptual equivalence is expressed in many ways, both in Italian and Romanian. This aspect leads to synonymy, because a “terme vedette” was not enforced.

Keywords: e-commerce terminology, loan translation, fixed collocations, concept, conceptual equivalence

1. Trends in terminology

Cabré (1999: 12-14), speaks about three trends in *terminology* in her book, mentioning Auger's approach, too:

- a. *terminology directed to linguistics* (the linguistic-terminological trend),
- b. *terminology directed to translation* (the translation trend)
- c. *terminology directed to linguistic planning* (the standardisation trend).

The linguistic direction in terminology (Cabré, Depecker, Gaudin, Bejoint, Angela Bidu-Vrănceanu) deals with the expression and communication means and it is also interested in the *connection between concept and term*, taking into account the accuracy in the communication process. The results of this direction can lead to the standardisation of notions, in order to improve the scientific and technical communication.

The role of linguistics is also significant in the terminology directed to translation. In this respect, the great terminological multilingual data banks (Termium) point out that these materials are made by international multilingual bodies, that aim to find and establish terminological equivalences, to be used by translators.

“The pedagogic, economic, social and cultural importance of *the terminologies* had been growing, thus justifying the *interdisciplinary approach* and the *greater interest* in various specialized fields, beyond a certain scientific specialty. In this respect, one can speak about the *progressive secularization of knowledge*, even from this interdisciplinary

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approach” (Angela Bidu-Vrănceanu 2000: 71). All graduates must accurately distinguish the words of the common language from the words of the specialized language. Sometimes, he can notice the lack of the standardized terms; in this case, he deals with a technical language, characterized either by forms of expression spread only in the medium of that society or dialects met in society to designate procedures, materials and operations of the information technology. If this phenomenon is quite frequent, we witness a ”determinologisation” of the specialized language, which mainly concerns the connection between the common language and the specialized one (Angela Bidu-Vrănceanu 2007: 15-17).

The standardisation trend, directed to the standardization of the terms, considers that *terminology* is a subject which spreads the *technical and scientific knowledge*, according to the *terminological triangle* (ibidem: 57), which enforces the terms by linking the names to the definitions from a certain field. Last but not least, at this level, the establishment of specific terms, is based on the linguistic descriptions from the linguistic and descriptive direction in *terminology*. The typologic evaluation of various terminologies is made according to several empirical, intuitive or rigorous criteria; their comparison and differentiation is made according to a unitary framework, leading to the desideratum of many specialists – the *functional terminology*, based on the operating of terms, as a result of the connection in which the knowledge is structured and the way terms appear in discourse (Angela Bidu-Vrănceanu 2007: 241, Sager 2000: 41).

The e-commerce terminology was firstly expressed in English, the concept of e-commerce being strictly linked to the rapid and efficient transactions over the internet in our society, addicted to consumption. Lately, the impact of English on Romanian has been remarkable, because the number of English loans is quite impressive in different fields: economy, information technology, e-commerce. Generally speaking, the English loans have become known by the public at large, thanks to the written and spoken press, which keeps the readers posted with the significant events from social and economic life at the international and national level (see also Stoichițoiu-Ichim 2006). ”The English influence is not a negative phenomenon in itself, there is nothing to concern about it, as it is not more dangerous than other foreign influences” (M. Avram 1997: 9). Taking into account the impact of Internet upon the Romanian society, we dare say that *loans are necessary* and a great need for the Romanian e-commerce terminology. Furthermore, quite often the English collocations are translated into Romanian, emphasizing the international and the utilitarian feature of *the e-commerce terminology*.

2. Linguistic globalization through English loans

In the study ”*Linguistic globalization and English addiction*”, Cristina Călărășu presents the concepts which appeared in the linguistics of the latest decades of the 20th century: the former refers to the *English addiction*, the latter refers to the *linguistic globalization*. The author mentions that ”the English addiction represents the current tendency of different languages to allow the English influence, especially in vocabulary. Therefore, this influence acts as an over stratum element. The phenomenon becomes even more interesting when it takes place between languages that are not genealogically kindred. Taking into consideration that nowadays it includes a great number of languages, it has

the tendency of becoming international, pointing out a new dimension of the contact between languages". On the other hand, the author mentions that "in linguistics, the globalization idea turned up as a direct sequel of the economic situation, so it mirrors a certain aspect of the connection between the society's dynamics and the communication needs (...) the concept of linguistic globalization must be understood as a deliberate acceptance of common / unique means of communications in the international economic ties (...) From clear conjunctural reasons in the technical, scientific, social and economic development process, the English language was the only accepted language, as the language of globalization (...) it is obvious that the soaring development of the information technology, as well as of the financial, banking field was firstly registered in U.S.A., therefore registered in an English-speaking territory" (C. Călărășu 2003: 323-337).

Taking into account that in recent years the *new type of commerce – e-commerce*, has become popular in our country, we can say that the development of this field worldwide, justifies the presence of the *necessary loans from English*, and we also consider the *concept of linguistic globalization* as a common, deliberate means for the communication in the e-commerce field, in order to make electronic transactions successfully. Thus, in Romanian, some terms are English loans, without graphic or phonetic modification (E-PAYMENT, E-COMMERCE, E-AUCTION), but these terms adapt themselves to the Romanian language concerning their pronunciation and graphic form (E-COMERȚ, E-COMERȚ, E-LICITAȚIE). Furthermore, *loan translation* is often met in the Romanian e-commerce terminology, and we noticed both the presence of the *partial* and the *full loan translation* (ELECTRONIC COMMERCE – COMERȚ ELECTRONIC, ELECTRONIC CONSUMER – CONSUM ELECTRONIC, ONLINE ORDER – COMANDĂ ONLINE, ONLINE STORE – MAGAZIN ONLINE, ONLINE BOOKSTORE – LIBRĂRIE ONLINE, OPT-IN LIST - LISTĂ DE INCLUDERE etc.), and the *phrasal loan translation* (ELECTRONIC DATA INTERCHANGE – SCHIMB ELECTRONIC DE DATE, ELECTRONIC PAYMENT MECHANISM – MODALITATE ELECTRONICĂ DE PLATĂ, SECURED ONLINE PAYMENT – PLATĂ ELECTRONICĂ SECURIZATĂ etc.)

Because the e-commerce terminology is used worldwide, we take into account the *unitary statute of the fixed collocations*, which we verify through the **interlingual correspondence**: whether for a unitary unit at the conceptual and semantic level, there is an identical or a similar correspondent in another language. As for the Romanian e-commerce terminology, we noticed that it respects the English pattern for the e-commerce terminology. The English influence is also obvious when expressing e-commerce terms in Romanian, by adding the ONLINE component, which provides the e-commerce meaning, thus making up *fixed collocations* with this unique determinative (ONLINE) specific to the e-commerce field, such as: ONLINE STORE - MAGAZIN ONLINE, ONLINE OFFER - OFERTĂ ONLINE, ONLINE CATALOGUE - CATALOG ONLINE, ONLINE PAYMENT – PLATĂ ONLINE, ONLINE PRODUCT – PRODUS ONLINE, ONLINE CONSUMER – CONSUMATOR ONLINE).

3. Translation and conceptual equivalence

Lately, translation has become more and more important and, therefore, it is necessary for us to study the key-problems, such as the conceptual equivalence in the process of translating the e-commerce terms. We would like to bring back especially the studies of a few authors regarding the translation of terms and conceptual equivalence, taking into account their opinion: the conceptual correlation degree varies from one field to another. In other words, there are different degrees of equivalence for the equivalent term, in comparison to the basic term (Arntz and Picht 1989, Bertozzi 1999 and Koller 1995: 191-222) :

- total equivalence: two concepts overlap completely;
- partial equivalence: two concepts have many characteristics together, but they do not overlap completely;
- non-equivalence: the equivalent term is semantically the closest to the main term, but there is not an overlap. In the last case, because there is not a conceptual equivalence and, therefore, there is not an equivalent term, we should limit ourselves to offer a translation for the term of the source language.

We took into consideration the achievements of *Realiter*, The Panlatin Network of Terminology, that reunite the institutions, the people and other representative bodies from the latin countries operating in the terminological area. The members of The Panlatin Network of Terminology elaborated many glossaries, such as: the emodynamics vocabulary, the artificial intelligence glossary, the panlatin glossary for the cultivation and the genetic improvement of plants, the vocabulary of bioethics, the panlatin vocabulary of e-commerce, the panlatin vocabulary of the economic marketing, etc (see more at <http://www.realiter.net/spip.php?rubrique38>).

Most of the times, there are many ways to describe the same concept, at the level of a language. For instance, the *e-commerce concept* supposes many ways to describe it in other languages: there are two ways to describe the *e-commerce concept* in Italian, whereas in Romanian, there are four ways to describe the concept. This aspect is controversial in specialized languages, because it leads to instances of synonymy in Romanian, owing to the lack of the "terme vedette", because it was not established and enforced by terminologists and e-commerce experts. We present several terms, whose concept is presented in many ways, both in Romanian and in Italian (see http://www.btb.gc.ca/btb.php?lang=eng&cont=r_408):

e-commerce

ita commercio elettronico (n.m.), e-commerce (n.m.)

rom comerț electronic (s.n.), e-commerce (s.n.), comerț online (s.n.), comerț virtual (s.n.), e-comerț (s.n.)

add button

ita pulsante aggiungi (n.m.)

rom butonul adăugă (s.n.), buton de adăugare (s.n.)

advertising banner

ita striscia pubblicitaria (n.f.), banner (n.m.)

rom banner de publicitate (s.n.), banner publicitar (s.n.)

cost per click

ita costo per click (n.m.), CPC (n.m.)

rom cost per clic (s.n.)

cyberstore

ita negozio virtuale (n.m.), cybernegozio (n.m.), negozio elettronico (n.m.)

rom magazin virtual (s.n.), magazin online (s.n.), magazin electronic (s.n.), magazin web (s.n.), cibermagazin (s.n.), e-magazin (s.n.), magazin internet (s.n.)

cyberwallet

ita borsellino elettronico (n.m.), portafoglio digitale/elettronico (n.m.)

rom portofel digital (s.n.), portofel electronic (s.n.), portmoneu digital (s.n.)

digicash

ita moneta elettronica (n.f.), moneta digitale (n.f.)

rom bani digitali (s.m.pl.), bani online (s.m.pl.), bani electronici (s.m.pl.), monedă electronică (s.f.), numerar digital (s.n.)

dot-com company

ita società commerciale (n.f.), azienda .com (n.f.), dot-com (n.f.), società punto-com (n.f.), azienda punto com (n.f.)

rom firmă dot-com (s.f.), companie dot-com (s.f.), companie de tip « dot.com » (s.f.), dot.com (s.n.)

e-shopping

ita fare acquisti in rete/in linea/online

rom cumpărături electronice (s.f.pl.), cumpărături online (s.f.pl.), cumpărături pe Internet (s.f.pl.)

m-commerce

ita acquisto via cellulare (n.m.), commercio via cellulare (n.m.)

rom comerț electronic pe mobil (s.n.), m-commerce (s.n.)

online auction

ita asta in rete/in linea/online (n.f.), asta su Internet (n.f.)

rom licitație pe Internet (s.f.), licitație online (s.f.), licitație virtuală (s.f.), licitație electronică (s.f.), e-licitație (s.f.), e-auction (s.f.)

online catalogue

ita catalogo in rete/in linea/online (n.m.)

rom catalog online (s.n.), catalog electronic (s.n.)

Conclusions

Many actions have been taken to facilitate the translators' work and the communication between specialists: data banks, computer-assisted translations, norms of the standardization bodies. So, it is highly important for us to place the methodology of terminologic research at the heart of the researchers' preoccupations, by collecting, using and spreading the data. The standardization activity creates a significant linguistic stock, which keeps up with the mobility of the subjects and the applied techniques, following the route of the words, the textual forms and the expression ways, either specialized or non-specialized.

The e-commerce vocabulary is monoreferential and constant, taking into account the accuracy and the precision of the specialized information. The impact of English upon the the expressing in Romanian of the e-commerce terminology consists of *full, partial and phrasal loan translations*, showing the dynamic aspect of Romanian for expressing the e-commerce terms. All in all, the translating and the terminologic activity focuses on a planning which cannot be understood without individualizing the consumers' needs and

without evaluating the methods of online communication, taking into account that the creation of the e-commerce terminology in Romanian, through loan translations is a necessity, because it is part of the linguistic globalization.

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