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LINGUISTIC FEATURES AND TRANSLATION TECHNIQUES OF BUSINESS ENGLISH

All spheres of modern life are developed nowadays and use of English is greatly important. Specifically Business English is widely used in the economy area. It is different from normal English, which can be seen from lexical features, syntactic features and wording features. Based on these linguistic features, the translation methods of business English are different from normal ones. Business English is a special term given to English by non-English speaking nations for international trade. It is a part of English for Special Purposes and can be considered a specialism within the English language learning and teaching [1].

Many non-native English speakers study the subject with the goal of doing business with English speaking countries, or with companies located outside the Anglosphere but which nonetheless use English as a shared language. The matter is that much of the English communication that takes place within business circles all over the world occurs between non-native speakers.

Thus, the given term is usually called Business English, Business Correspondence or Business Letter in the USA. In Britain, it is often called Commercial English or Commercial Correspondence or Commercial Letter. Business English refers to the English used in business correspondence and activities. Business English includes Ordinary Business English and Specialized Business English. The former covers various English books, magazines, newspapers and so on. Specialized Business English only includes documents, laws, regulations, letters, specialized theories and practice in business activities.

There are many functions of business English, such as extending the company's exploration, building relationships with different countries' adventures and so on. While the most important function of business English is communication. In business activities, we need to know the information of the goods includ-



ing name, price, quality, quantity and so on. Both parties in a business activity need to establish trading relations first and make detailed agreements on many trading terms. All these need to be achieved by mutual communication.

Lexical Analysis of Business English:

- Use of Abbreviations;
- Use of Compounds;
- Use of Formal Words;
- Use of Technique Terms;
- Use of Simple Verbs.

Syntactic Features of Business English:

- Sentence Length Generally.
- Use of Programmed Sentence Structure.
- Use of Strong Opening Sentences.

Word Features of Business English:

- Use of the Present Tense;
- More Use of the Active Voice;
- More Use of the Direct Way to Express Meaning;
- Use of Courteous Tone Business Translation at Present.

With the deepening of globalization of the world economy, international business intercourse has been in a much more frequent trend. English has been involved in various fields in commercial activities, such as the technology transfer, foreign trade, the introduction of foreign investment, international financing, transnational tourism and international transportation, are wholly called business English. English has become an indispensable linguistic communication means in the world economic field, and it is reported in statistics that nearly 90% of those who use English as their first language or second language approach daily with business English.

As a tool in cross-national commercial affairs exchange, business English has been encountering a conflict in translation between the supply and demand. On one hand, translators in all lines have all their hands full and busy because of the gradual expansion of international exchange and cooperation and more onerous tasks involved in U-E or U-C business translation; on



the other hand, by means of some modern media, such as e-commerce and internet, used in international business relation, translators are requested to provide quickly and correctly with commercial messages of high quality, much less time to make a serious consideration of wording.

As we all know business translation is much more difficult than literary translation. Because, besides linguistic competence and translation techniques, the translators have to master commercial knowledge and understand the linguistic characteristics and expression styles in various fields of business English, Commercial English rendering requires translators to transfer completely the messages through the professional business English.

We can see that translators should not only understand the original language, but also should know the author's thought and his expression features. Translators have to be good at distinguishing and representing these features, maintaining the distinct characters of the translating work.

REFERENCES

1. Business English // The Free Dictionary [Электронный ресурс]. – Режим доступа : <http://encyclopedia.thefreedictionary.com/Business+English> – Назва з екрана.

Maxim Kobylatsky

A. KRIMSKY'S TRIP TO SYRIA AND LEBANON AND HIS SCIENTIFIC BIOGRAPHY

A. Krimsky (1871–1942) is a prominent personality in Ukrainian and world intellectual history. He combines the features of a real scientist and literary man, outstanding author and translator as well as orientalist and known investigator in sphere of Ukraine's study. He sometimes is accused of being a scientist, whose works were written on the ground of other scientists' works by means of successful compilation. Nothing more than such statements can be done only by the critics, who do not know facts of his real biography. That is why it is necessary to show a significance of for his orientalist views forming. By that time the information about the East possessed by the scientist had been taken only from his contemporaries' travel notes and