

Стучинская Елена Анатольевна,

доцент, доцент,

ФГБОУ ВО «Сибирский государственный университет путей сообщения»,

г. Новосибирск, Россия

ЭФФЕКТИВНАЯ КОММУНИКАЦИЯ В БИЗНЕСЕ: СПОСОБЫ ЭЛИМИНАЦИИ ЯЗЫКОВЫХ ЛАКУН

В статье рассматривается проблема устранения языковых лакун в деловом общении (русский и английский языки). Уточняются понятия временно культурно-специфических терминов, а также языковых лакун, для элиминации которых предложен ряд переводческих трансформаций.

Ключевые слова: кросс-культурная деловая коммуникация, временно культурно-специфический термин, языковая лакуна, переводческая трансформация.

Elena A. Stuchinskaya,

Assoc. Prof.,

Siberian Transport University,

Novosibirsk, Russia

EFFICIENT BUSINESS COMMUNICATION: WAYS TO ELIMINATE LINGUISTIC GAPS

The article investigates into the issue of translating business culture-bound terminology (the Russian and English languages) to raise the efficiency of business communication. The notions of temporarily culture-specific terms and linguistic gaps are specified. Translation transformations to eliminate the gaps are offered.

Keywords: cross-cultural business communication, temporarily culture-bound phenomena and terms, linguistic gap, translation transformations.

Any specialized area contains words that do not have direct equivalents in other languages. They can be referred to as culture-bound phenomena and terms. The sphere of business is not an exception. Many business culture-bound terms were 'alien' for the Russian language as previously Russia's planned social and economic system had had no analogues to concepts and events of the market economy, the Russian language missing appropriate terminology to describe those phenomena.

Obviously, non-equivalent lexical items reveal another country's business culture and have always been a matter of close attention for culture-oriented linguistics [1].

Culture-bound terms are meaningfully divided into two broad categories: temporarily culture-bound terms and linguistic gaps. Being impermanent, lexical items in the first category are frequently explained by unequal and uneven distribution of scientific-technological achievements and developments throughout the world. Consequently, natives of certain linguistic communities may virtually be unaware of innovations and novelties present in or attributable to other cultures. A lot of temporarily culture-bound terms have already been borrowed into the Russian language via transliteration/transcription or through descriptive translation and have successfully assimilated in Russian professional communities, e.g., stakeholder – *стейкхолдер* (заинтересованная сторона) and underwriter – *андеррайтер* (фин. гарант размещения ценных бумаг).

Linguistic gaps constitute a more complicated category since they fail to have equivalents in the translating language. Here, cross-cultural communication can be hampered and numerous impediments can be encountered in business transactions and activities. In order to overcome the threats of misunderstanding or failures to render and grasp business messages, it is advisable to investigate into the classification of linguistic gaps, which stipulates ethnographic and ethno-cultural criteria for categorizing the gaps as well as the criterion of availability or absence of particular things or events in different cultural environments [4].

An apt illustration to depict ethnographic peculiarities is to consider the Russian term «адвокат». It corresponds to several concepts in the English professional setting and, therefore, several terms in the English language. Thus, the notion of «*barrister*» implies a professional having the right to argue a case in both higher and lower courts while a «*solicitor*» prepares cases for a barrister. Besides, there is a clear distinction between a «*counsel*» whose job is to consult clients and a «*councillor*» who is an adviser on different juridical aspects whilst the concept of «*advocate*» entails a specialist of the highest level.

When considering linguistic gaps in terms of ethno-cultural peculiarities, a clear distinction is to be made between verbal and non-verbal characteristics. Verbally, one should distinguish between vocabulary gaps, grammar gaps and paralinguistic peculiarities. Non-verbally, account is to be taken of differences in etiquette characteristics of communication, absence of color associations or gestures, etc.

The criterion of availability or absence of particular things or events in different cultural environments divides lexical gaps into absolute/or motivated and comparative/or non-motivated ones. Absolute gaps fail to have the same thing or event in the translating language, for instance, an absolute gap for English is *сутки* (*twenty-four hours*), whereas an absolute gap for Russian is *fortnight* (*две недели*). Comparative gaps are non-motivated and cannot be explained by the absence of a corresponding thing or event, e.g., *просторы* for English) [3].

The given classification of linguistic gaps evidences how widely perception patterns vary between cultures. Thus, efficiency in cross-cultural communication in general and cross-cultural business communication in particular requires application of translating techniques intended for eliminating the gaps mentioned. Here, instrumental are ‘semantic engineering’ procedures [2], by which we mean usage of translation transformations. They are categorized in different ways, the main classes being transliteration/transcription, loan translation, descriptive translation, approximation and functional-communicative analogues.

With transliteration/transcription, a lexical item in the source language is conveyed phonetically using the target language, e.g., *escrow* – *эскроу* (the account keeping and blocking payment for goods until a reciprocal sales transaction is implemented, which is a guarantee of properly executing such a deal).

Loan translation assumes literal transfer of the semantic components of a lexical item into the translating language, e.g., *golden parachute* – *золотой парашют* (an agreement to pay a large sum of money of other financial compensation to senior executives of a company if they are dismissed from a corporation as a result of a merger or an acquisition).

In case is it impossible to produce the translation proper, one can use descriptive translation or interpretation, e.g., high-profile marketing campaign – *широко известная маркетинговая кампания*.

Approximations are also accepted regardless of the fact that they might have slight differences either in their connotative and/or denotative senses, e. g., corporate lingo – *жаргон компании*.

Functional-communicative analogues are a clear illustration of ‘semantic engineering of translation’, e.g., to keep a low profile – *не афишировать свою деятельность*.

Cross-cultural business communication will undoubtedly be smoother if culture-bound terms are accurately translated not only from language into language but also from culture into culture, the crucial considerations being pragmatics of the source and target texts, as well as the socio-cultural context.

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