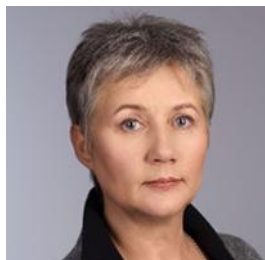


LINGUISTIC CHALLENGES MET BY BUSINESSES OF KAUNAS REGION WHILE TRANSLATING THEIR NAMES INTO ENGLISH

Rima Jasnauskaitė

Kauno kolegija/ University of Applied Sciences



Name: Rima Jasnauskaitė
Webpage: -
E-mail: rima.jasnauskaite@go.kauko.lt
Institution: Kauno kolegija/ UAS
Address: 20 Pramonės avenue, Kaunas, Lithuania
Phone.: +370 61650469

Research purpose. With a considerable number of Lithuanian small businesses making attempts to position themselves in the international market, to become appealing to potential stakeholders from non-Lithuanian speaking areas, local small businesses encounter the problem of translating their company names into English. Small businesses face the problem especially painfully as they were set up originally as local ones for local customers with names comprehensible for them. Large scale businesses usually have translation specialists and financial resources to get the job professionally done or they originally appear in the market with English names. Small businesses in their turn make efforts to solve the issue themselves and applying the universally acknowledged assumption that names are not translated, they simply anglicize their Lithuanian names. So, the research purpose is to reveal the most common linguistic discrepancies made while translating some business names from the source language (Lithuanian) into the target language (English).

Keywords: business names; proper nouns; translation methods; translation transformations and punctuation of proper nouns

Design and Methodology. The paper suggests the theoretical coverage of the possible principles of how a business name could be created, what information it might convey as well as what linguistic features could be exploited in order to make it attention-grabbing to the customer. Moreover, this part of the analysis of theoretical references presents recommendations of translation authorities on variety of translation methods applicable in the cases of proper noun translation. For practical analysis 50 examples of business names in the source language with their corresponding translations into the target language selected. It is obligatory to stress the fact that these names with their correspondences were used just to build mock-up patterns for analysis while the original names were not publicised for the sake of research ethics. The descriptive comparative linguistic method was applied for processing the data selected.

Findings. The analysis of the examples of business names revealed the fact that the most common linguistic errors in the translation of the names of small businesses from the source language (Lithuanian) into the target one (English) are the following: (a) the use of quotation marks, which actually is different in the two languages; (b) the use of capital letters; (c) the use of specific diacritical marks typical to the source language, (d) the translation of the type of the liability of the organization and its place in the name phrase structure; (e) the lack of consistency in presenting the same business name in several reference sources.

Originality and practical implications. However, the one who takes responsibility to translate is supposed to be aware of linguistic conventions explaining the nature of the translation changes recommended to be applied. It is obvious that the linguistic correctness of the business name is not the only factor leading to the success in the international market; still, a well-performed job by a professional translator might increase the level of business creditability, image and the amount of information the name might convey.