

THE USE OF TRANSLATION TECHNIQUES ILLUSTRATED BY TWO TEXTS FROM THE FIELD OF MARKETING

PRIKAZ PRIMJENE PREVODITELJSKIH TEHNIKA NA PRIMJERU DVA TEKSTA IZ PODRUČJA MARKETINGA

Natalija Jurina Babović, Ana Marija Krakić

University of Applied Sciences Baltazar Zaprešić, Croatia

Veleučilište Baltazar Zaprešić, Hrvatska

Abstract

Based on specific examples from two translated texts from the field of marketing, this paper illustrates the use of translation techniques (modulation, pre-modification, substitution, paraphrase, definition, transposition, extension and omission). Some of the encountered translation problems are dealt with, some possible solutions are analysed and the final choice is justified. It is shown how understanding of translation equivalence and the translator's analysis of the specific context of translation determines the choice of translation strategy.

Sažetak

U ovom se radu na temelju prijevoda dva teksta iz područja marketinga na konkretnim primjerima prikazuje upotreba prevoditeljskih tehnika (modulacija, premodifikacija, supstitucija, preformulacija (parafraza), definicija, transpozicija, proširivanje i izostavljanje). Obrađuju se neki od problema koji se javljaju u prevedenim tekstovima te se analiziraju moguća prijevodna rješenja i obrazlaže konačni izbor. Prikazuje se na koji način shvaćanje prijevodne ekvivalencije i prevoditeljeva analiza konkretne prijevodne situacije utječe na izbor prijevodne strategije.

Introduction

If we take into consideration its etymology /1/, the word *prevoditi* [translate] can be defined as transferring the meaning of a statement, written or oral, from one (source) language into another (target) language. It is important to bear in mind that it is not a mere transfer of a language code, but also the transfer of the meaning which includes the denotation as well as the connotation of words, phrases, sentences or the whole discourse. Meaning is defined as "the ability of a word or some other sign to refer to an element of the real or spiritual world" /2/. It is this very characteristic of words to *refer to something* which plays the key role in translating; different people can have different interpretations of what one and the same word *refers to*, which can result in mistakes in communication, i.e. in the transfer of meaning. Ivir's translation model /3/ is made up of as many as ten elements which all actively influence the final product (and include the author, his/her target receivers, the spatial-temporal communica-

tion channel, as well as the translator and his/her target receivers, who need not be the same ones that the author was addressing /4/), which leads us to the conclusion that the translated content is inevitably different from the original message. The way a translator defines and understands translation equivalence is thus a prerequisite for a claim that the meanings of the original and the translation are the same.

1. How understanding of translation equivalence impacts the choice of translation strategies

Following Ivir /5/ and Newmark's /6/ lines of reasoning, equivalence is understood as commensurability of two texts which is established in each translation all over again and does not exist outside the translation of the particular original. This leads us to the conclusion that the translator needs to view each "translation situation", i.e. each translation, as a unique "set of circumstances"

and, accordingly, use the most adequate strategy. A strategy implies the translator's analysis of the text (type, purpose and style of the text) and the decision whether the translation will be more author-oriented or receiver-oriented /7/. Sometimes the translator will, having in mind the receiver, modify the author's way of expression, for example simplifying the sentence structure /8/, and sometimes he/she will retain the originality of the author's thought (and thus his/her way of expression) and leave the reader, i.e. the target receiver to fathom out the meaning of a given expression or sentence.

It is important to emphasise that this commensurability is relative, i.e. that two language systems never overlap completely regarding their structures and lexis (in other words they overlap only as much as the culture from which we translate and the culture into which we translate overlap /9/). The area where cultures do not overlap is a source of the so-called lexical gaps. In translation these gaps are bridged by using various translation techniques (literal translation, borrowing, definition, paraphrase, etc.) which will be described in detail in the translation analysis further in the text.

In the process of translation, the human factor is also important, i.e. the fact that each translator is a unique person, both in the psychological and in the linguistic sense. The translation will thus be the product of both the translator's understanding of the original text, and his linguistic sensibility, that is, his feeling for a beautifully formulated sentence. For this very reason the translations of the same text by different translators can be different and yet equally "correct". This is possible because it is primarily a question of the transfer of meaning, and the equivalence between the original and the translation can be achieved on more than one level (semantic, pragmatic, stylistic).

2. Translation strategy in relation to the type of text and the ultimate receiver

It is necessary to adjust the translation strategy to the type of text as well. Translating literary texts is different from translating specialized discourse texts. When translating literary texts the author's linguistic sensibility is important because the emphasis is on transferring the author's particular way of expression. When translating specialized discourse texts it is of the utmost importance for

the translator to understand the laws and principles of a given area and have good command of its terminology, to translate the technical terms adequately and to convey the information clearly. Any idiosyncrasies of the author's linguistic expression must be appreciated by the translator, but they are not of primary importance regarding the information.

The translator's perception of the ultimate receiver will also influence the choice of translation strategy. For instance, when translating into English the translator will also, depending whether he/she is translating for native speakers or speakers who use English as *lingua franca*, adapt the "difficulty" of the vocabulary and in the latter case decide to use the more frequent version (for example, use the adjective *enough* instead of *ample*).

3. Translation analysis of two texts from the field of marketing

For the translation analysis two chapters were chosen from two books on marketing which were translated by the authors of this paper. The books are *Project Marketing: Beyond Competitive Bidding* /10/ and *The Ultimate Small Business Marketing Toolkit: All the Tips, Forms and Strategies You'll Ever Need* /11/. Both books were translated with the aim to serve as textbooks and obligatory reading in Marketing courses. Regarding the type of text, its intention and the ultimate receivers of the translation (business school students), the chosen strategy was to convey the information as clearly as possible. Having in mind that both books were to be used as textbooks, the translators decided to leave the original marketing terms in English next to the Croatian translation, which they would not do in some other translation context. For instance, scientific papers also abound in specialized terminology, but a translator would not leave the term in the original language along with its translation unless he/she had a particular reason for doing it.

3.1. Analysis of the translation procedures and used methodology in *Proactive Co-Development*, a chapter from the book *Project Marketing: Beyond Competitive Bidding*

The book *Project Marketing: Beyond Competitive Bidding* is an example of specialized discourse text written in scientific functional style /12/. The au-

thors of the book focus on the characteristics of project marketing and how it is used by companies which sell industrial services and products. The book abounds in specific examples from project marketing practice; it analyses the marketing milieu and explains the specific relationship between the supplier and the customer. It is intended for a particular audience, primarily business people, students and teachers. Having in mind its end users, the aim of the translators was to achieve clarity of expression while keeping the formality of the style at the same time. Some of the original sentences are quite awkward and have an unnatural structure, which might be the result of the fact that not all authors of the text are native speakers of English (the book is thematically divided into three parts which, among other things, differ linguistically as well). It was important to translate the marketing terms correctly, in other words to find the correct Croatian terms for them. After the translators read the book it was noticed that the biggest problem will be translating the terminology and the names of some processes and procedures which do not exist as fixed terms in Croatian professional literature. Besides, the book mentions numerous examples from practice, all from different industries. For instance, apart from specialized terminology from project marketing, there are terms connected with aerospace industry, underground railways, catamaran building, etc. Each of these industries has its own specific terminology which a translator who is not specialized for the industry, first needs to understand and then translate correctly. Here is a list of the key words necessary for understanding the text, their translation into Croatian along with explanations of why these translation equivalents were chosen:

project business – *projektno poslovanje* (the term is common in professional circles which study markets, business operations and marketing. The other collocations with the word *project* – for example, *project construction*, *project deconstruction* and *project reconstruction* – were not found as defined terms and it was decided to use nominalization and translate them as *konstrukcija projekta*, *dekonstrukcija projekta* and *rekonstrukcija projekta*).
to anticipate projects – *anticipirati projekte*
creative offer – *kreativna ponuda*
milieu – *miljê* (although the Croatian word *okružje* has a similar meaning, the foreign word was used

because it has become quite common in Croatian and has a narrower meaning of „social environment“)

consultative selling – *savjetodavna prodaja*
business-to-business marketing and *business-to-consumer marketing* – in marketing literature these two terms are often translated as *B2B* and *B2C marketing*, which does not explain the term to those unacquainted with it. The first time these terms occurred in the text, it was decided to put the abbreviations in brackets and as the main solution offer a descriptive translation – *marketing među poduzećima* [marketing between businesses] for *business-to-business marketing* and *marketing između poduzeća i individualnih potrošača* [marketing between businesses and individual consumers] for *business-to-consumer marketing*.

project supplier – *dobavljač projekta*

actor – *akter*

stakeholders – *zainteresirane strane*

buying facilitator – *savjetnik pri kupnji* (because the word *savjetnik* [advisor] better describes the function than the word *pomagač* [helper, facilitator]).

Since the translation of key words clearly suggests that a lot of foreign words were used, we shall describe how these foreign words are classified in Croatian and explain their use in particular cases.

Internationalisms; foreign words, adapted borrowings – this category is comprised of words of foreign origin which are used in Croatian. “Internationalisms are words which are international because of their character and frequency. This means that they do not belong to any particular language (although they originate from a specific language, usually Greek or Latin); instead, they surpass the boundaries of an individual language and find their place in the lexical systems of a number of languages” /13/. An example of an internationalism is the word *anticipirati* (< German *antizipieren* < Latin *anticipare*). *Foreign words* are words of foreign origin which have been adapted to the Croatian spelling and phonetics, but retain some features of the original language which are not typical of Croatian. An example of a foreign word is the already mentioned word *miljê* (the stress on the last syllable violates the standard Croatian rule on stressing). *Adapted borrowings* are words of foreign origin which have been adapted to Croatian spelling, phonetics and morphology. An example is the noun *menadžment* (<English *management*). Here are some other examples in

which adapted borrowings were chosen as translation equivalents because they have become common terms in Croatian and fit well into the kind of text we are analysing: *proactive approach* – *proaktivan pristup*; *relational position* – *relacijska pozicija*; *interactive approach* – *interaktivan pristup*; *customer integration* – *integriranje kupca*; *constructivistic approach* – *konstruktivistički pristup*; *marketing platform* – *marketinška platforma*.

The texts abound in internationalisms of Greek and Latin origin as well as in English words which are frequently borrowed by other languages (this latter category could be named *neo-internationalisms*). Both these groups of loanwords facilitate understanding of the translated text because they are known to speakers of various languages and thus enable easier communication. Internationalisms and English words which appear in the translation of the given text are mainly terms and are very frequent in this type of text. However, when ordinary words (and not terms) were in question, they were translated using the Croatian equivalents because the authors believe that the translator should use the words of the language he/she translates into whenever possible. Here are some examples where a Croatian word was used instead of an internationalism or an English one:

budget – *proračun* instead of *budžet*; *expertise* – *stručno znanje* instead of *ekspertiza*; *solution* – *rješenje* instead of *solucija*; *system* – *sustav* instead of *system*; *allocated resources* – *osigurana sredstva* instead of *alocirani resursi*; *customer intimacy* – *prisnost s kupcem* instead of *intimnost s kupcem* [literally: intimacy with the customer]; *social construct* – *društvena tvorevina* instead of *socijalni konstrukt*.

Here is a list of some other techniques used when translating this text:

Extension – it is a technique in which some words which are not in the original text are added into the translation in order to better convey the desired meaning. This technique is used when a literally translated English expression would not be a good collocation in Croatian, for example: *defined the budget* – *odredio visinu proračuna* is better than *odredio proračun* or *in a situation of information asymmetry* – *u situaciji kada postoji asimetrija informacija* is better than *u situaciji asimetrije informacija*. In the example *pre-tender* – *prednatječajna faza* and *tender preparation* – *faza pripreme ponude na natječaj*, the word *faza* [phase] was add-

ed because it is the different phases of the project development that are being discussed, and without that word this fact would not be completely clear. Here are some more examples of extension: *positioning the firm as an expert on the client's problem* – *stavljajući poduzeće u poziciju stručnjaka koji rješava problem svojega klijenta*; *Source: with special thanks to...* – *do navedenoga primjera došli smo zahvaljujući...* (extension and modulation).

Omission – this is a technique opposite to extension. In the translation of this text it was rarely used because English is the language which can express certain meanings more concisely and in translating into Croatian there is not as much need for it as there is when translating from Croatian into English. Some examples are mentioned in which the sentences are shortened by using omission because the offered solution implies (or already contains) the meaning of the original expression or because of stylistic reasons (to avoid repetition): *launched a call for tender* – *objavio natječaj*; *the intimate customer relationship or customer intimacy* – *prisnost s kupcem*; *the river banks have been fitted out with a wide concrete platform strip coating on each bank* – *obje su obale rijeke podprte širokom trakom betonskoga sloja*.

Transposition – this technique implies substituting one word class with another or substituting the function of a word with some other function, but retaining the meaning of the transposed expression. For example, *current marketing strategies ... aim at* – *aktualne marketinške strategije ... za cilj imaju*; *the supplier positions himself as a solution provider and not as a mere product supplier* – *ponuđač ne samo da opskrbljuje kupca proizvodom već mu nudi i rješenje*.

Paraphrase – this is both extending and shortening of the original text which can be combined with explanations when it is necessary to interpret the vague and “difficult” parts of the text. This technique was used in translating idioms and in places where the attempt of literal translation would affect understanding and produce unidiomatic Croatian expressions. For example: “*customer intimacy*” expresses the idea that the salesman **has to be so close to the customer's stakes** that he acts as if it were his own business – izraz „*prisnost s kupcem*” odražava ideju da interesi kupca **trebaju trgovcu biti toliko bliski** da se on ponaša kao da se radi o njegovu vlastitome poduzeću; it aims at bidding for the project with **a compliant offer** – cilj joj je poslati na

natječaj ponudu koja udovoljava kriterijima natječaja.

Definition – this is a technique in which the essence of a notion is described as precisely as possible and is most often used when there is a lexical gap in the target language in relation to the source language. This procedure was used to translate the expression *the most polysemic* which was translated as *onaj koji pokriva najviše značenja* [the one which covers most meanings]. Although there is no lexical gap in this case, the translators decided to use this technique having in mind who the book is intended for and the fact that project marketing students do not necessarily need to know what *polysemy* means. The Croatian equivalent *višeznačan* was not used either because its superlative form (*najvišeznačniji*) would stick out in the sentence.

Modulation – it is a technique which involves a change on the semantic level in relation to the original text. Here is an example: *The supplier undertakes a speculative commitment to develop the scheme, find or/and create a customer.* – *Ponudač na sebe preuzima obvezu osmišljavanja i razrade plana te pronalaženja i/ili stvaranja kupca.*

Substitution – it is a technique in which a word is substituted by another word which does not have the same meaning but conveys the meaning of the original word better. Substitution was used to translate expressions which would confuse the reader if translated literally, which would sound “unnatural” in Croatian or simply because the offered solution conveys the meaning of the original text better. For example, in the sentence *He does not have a basic offer but rather an array of competencies to mobilize once a demand is identified.* the phrase *basic offer* was not translated as *temeljna / osnovna ponuda*, but as *definirana ponuda* [defined offer] because this is the meaning which can be derived from the whole sentence, i.e. the whole paragraph. Here are some other examples: *chosen to back up the French position* – *izabran kako bi podupirao interese Francuza*; *dense bus network* – *gust autobusni promet* (although *network* means *mreža autobusnih linija*, the point is not that the bus lines themselves cause traffic jams – the traffic on them does).

Pre-modification – it is very common in English and enables it to express things more concisely; it is more often used when translating from Croatian into English than vice versa. Here is an example where pre-modification was translated

using extension: *proposal evaluation grid – tablica za procjenu ponuda.*

Sometimes it is difficult to define whether a particular translation technique is extension, transposition, modulation or paraphrasing because in paraphrasing the other mentioned techniques are also used. In some cases it is necessary to use more than one technique; in the following example paraphrasing, transposition and addition were used:

Clearly, the buyer needs the problem to be expressed in a certain manner. Being able to solve it, he would gain social value. – Jasno, kupcu je u interesu da se problem izrazi na određeni način jer će mu činjenica da ga je bio u stanju riješiti povećati društvenu vrijednost.

A big problem were the parts of the text which seem to contain orthographic or some other language mistakes in the original. Here is an example in which a comma makes the text incomprehensible (the context, i.e. the previous paragraph is also given, so that it would be easier to understand the sentence in question):

(The marketing tactics of joint construction aim at becoming actively involved in shaping the competitive arena. These constructive approaches are based on the idea that it is often possible to participate in the construction of the rules of the game instead of simply accepting them.)

It can therefore be seen that project marketing extends well beyond the tactical considerations associated with competitive bidding to an activity, which can be illustrated in terms of the tactical options available to a supplier at the key stages of project development.

Može se vidjeti da projektni marketing znatno nadilazi taktička razmatranja povezana s konkurentnim ponudama i prelazi u aktivnost koja se može ilustrirati taktičkim opcijama dostupnim ponuđaču u tri ključne faze razvoja projekta.

We shall single out another example of a mistake in the original text: the author twice wrote *provoc-*

ative instead of *proactive face-to-face*. This example illustrates the fact that the translator must never translate automatically without thinking about the meaning of the text, because he/she can overlook a mistake. *Provokativno sučeljavanje* [provocative face-to-face interaction] is not something that would be impossible to imagine or say in Croatian, even in the context where this expression occurred. However, after carefully reading the whole paragraph it can be concluded that the author did not intend to use this expression and that it was probably a typing mistake.

The following sentences were especially difficult to translate and it was hard to grasp their real meaning (there is probably a mistake in the sentence: instead of *customer's expertise*, it should be *customer expertise*):

*In consultative selling, the ability to listen and to build up an understanding of the customer's business is a more important selling skill than persuasion. Empathy and customer's expertise take precedence over product knowledge and **technical expertise**.*

*U savjetodavnoj je prodaji sposobnost slušanja i razumijevanja kupčeva poslovanja važnija prodajna vještina od uvojeravanja. Empatija i **poznavanje kupca** imaju prednost pred poznavanjem proizvoda i **stručnim znanjem u tehničkome smislu**.*

In this example it seemed unlikely that the underlined expression was meant as *stručno znanje kupca* [customer's expertise], so it was translated as *poznavanje kupca* [literally: knowing the customer; customer expertise] because it seems the only logical explanation for that construct. When translating the collocation *product knowledge*, the word *knowledge* was translated with the same word as the word *expertise* (*poznavanje*) – in this way a good “sentence balance” was achieved. Finally, the expression *technical expertise* was translated using extension in order to avoid the clumsy pleonastic collocation *tehničko stručno znanje* or *tehnička ekspertiza* and was translated as *stručno znanje u tehničkome smislu* [professional knowledge in a technical sense].

One of the most difficult sentences to translate was the following, not because it was hard to understand, but because it was very hard to make it “sound” Croatian:

On a technical level, the project network can be split when an inherent complexity in a tailor-made technical proposal generates a problem of technological evaluation, thereby requiring the assistance of engineering consultants.

Na tehničkoj se razini projektna mreža može rascijepiti kada se u nekoj tehničkoj ponudi rađenoj po mjeri, zbog njezine inherentne složenosti, ukaže potreba za tehnološkom procjenom koja zahtijeva pomoć projektnih konzultanata.

Here is an example of a sentence that needed consultations not only with marketing experts, but also with colleagues who helped to solve the doubts regarding the meaning:

He then reconstructs it, directly or indirectly with the client, based on his expertise of the client's problem expressed in terms of incurred risks.

Potom ga, direktno ili indirektno, rekonstruira s klijentom na temelju vlastitoga stručnog znanja o konkretnome problemu i to tako da mu ukaže na rizike kojima se izlaže.

Here are some more examples which are interesting from the translator's point of view. In the following, seemingly very simple sentence, there is a problem of how to translate the word *assemble*:

*If there is no project, we will create one; if there is no client, we will **assemble** one; if there is no money, we will get them some.*

One of the solution is to use the word *stvoriti*, but it was already used to translate the verb *create* in the first part of the sentence. In order to ensure the sentence fluency and rhythm, it would be a bad idea to make it shorter (e.g. *Ako nema projekta i klijenta mi ćemo ih stvoriti...*). It was therefore decided to translate the verb *assemble* with the verb *naći* [find] although they are not synonyms. So:

Ako nema projekta, mi ćemo ga stvoriti; ako nema klijenta, mi ćemo ga naći, ako nema novca, mi ćemo im ga pribaviti.

At the end of this translation analysis we can point out that the text was quite hard to translate, mostly because of the subject matter, but also because of the vocabulary and the terms for which it was not certain whether they had already been translated somewhere and had become accepted or needed yet to be defined. Working on the translation involved studying texts with similar subject matter on the internet, research of technical terms and consulting marketing experts.

4.2. Analysis of the translation procedures and used methodology in *Improving the Reliability of your Data*, a chapter from the book *The Ultimate Small Business Marketing Toolkit: All the Tips, Forms and Strategies You'll Ever Need*

The book *The Ultimate Small Business Marketing Toolkit: All the Tips, Forms and Strategies You'll Ever Need*, although being from the same field as the previous one, differs from it considerably both in respect of the subject matter and the register. It is written in a scientific-popular functional style which occasionally borders on more informal conversational style /14/. Although abundant in technical terms, it is a guide written in plain language, intended for small business owners either about to start their own business or trying to improve the existing one. As the title suggests, the book includes advice, ready-made templates and worksheets which are designed to help entrepreneurs achieve their goals. It is written from the author's personal perspective, i.e., she shares the insights and experience she gained as an entrepreneur. The analysed chapter highlights the importance of well formulated questions when conducting a survey in order to ascertain if there is a need for a particular product or service on the market.

Key words:

survey – anketa

reliability of data – pouzdanost podataka

current and potential customers – sadašnji i potencijalni kupci

target market – ciljno tržište

database – baza podataka

turning data into knowledge – pretvaranje podataka u saznanja

survey follow-up – aktivnosti nakon ankete.

In this text it was not difficult to translate the key words because, although technical terms, they belong to what is regarded as *general language*.

The translation techniques used were the following:

Borrowing: *principles – principi; methods – metode; motivating – motiviranje; analyze – analizirati; quality – kvaliteta; quantity – kvantiteta; potential – potencijalni; trends – trendovi; eliminate – eliminirati; wellness – wellness; communication – komunikacija*

Extension: *the needs of the customers in your database – potrebe mušterija koje se nalaze u vašoj bazi podataka; tell them why – objasnite im zašto ih anketirate; don't get bogged down with – ne da zapnu i troše vrijeme na ...*

Omission: *key demographic information – osnovne podatke; you want to be certain that you're not bombarding respondents with – nemojte zatrpiti ispitanike; how will the owner know if the dog will like the product – kako bi vlasnik psa to mogao znati (because the question before this sentence was: Do you think your dog would like this food?); currently spend on their dog food purchases – trenutno troše na pseću hranu; I am knowledgeable about current dog-related issues in the news – upoznat sam s aktualnim temama vezanim uz pse*

Transposition: *through an online or mailed survey – putem online ankete ili poštom; if there is any vagueness in your question – ako je pitanje imalo nejasno; it's likely that your response rates will be so low that your results will be useless – vjerojatno će vam, zbog slaboga odaziva, rezultati biti neupotrebljivi; if you're asking the questions as clearly as possible – jeste li postavili dovoljna jasna pitanja; one last piece of advice – i savjet za kraj; review them later for clarity – ponovno pregledati i razriješiti nejasnoće*

Paraphrasing: *I'll discuss sales techniques in depth in – O tehnikama prodaje bit će više riječi u; a well-designed survey can help you create a road map for success – dobro sročena anketa može vam biti putokaz do uspjeha; the respondents will do most of the heavy lifting for you – sami će ispitanici odraditi najteži dio posla za vas; to improve survey response rates – poboljšati odaziv ispitanika; it's important to focus your questions tightly – vrlo je bitno da pitanja ne bude previše; before you launch the final survey*

– prije no što krenete s konačnom verzijom ankete; you don't have to think twice – nema dvojbe; that the demographics are on the target – da imate adrese svoje ciljne skupine; launched in the most appropriate format – provedene na najbolji mogući način; adults who are interested in their health – odraslim osobama koje svojem zdravlju posvećuju veliku pažnju; respondents and nonrespondents – i onima koji su se odazvali na anketu i onima koji nisu; underpromise and overdeliver works in every venue of business life – pravilo da je bolje dati više no što ste obećali vrijedi za sve vidove poslovnoga života; without blowing your entire marketing budget – kako ne biste potrošili sva sredstva namijenjena marketingu; you need to remember that groups can be subject to groupthink – imajte na umu da pojedinci ponekad ne žele izraziti vlastito mišljenje, već ono za koje smatraju da će biti prihvatljivo grupi; on a quarterly or semi-annual basis – kvartalno ili svakih pola godine; good networking opportunity – dobra prilika za povezivanje kupaca; to understand where there were product gaps that she could fill – kako bi saznala u kojemu segmentu postoji „rupa“ na tržištu i kako bi se taj nedostatak mogao popuniti; early results showed an interest in the product – prvi rezultati pokazali su da interes postoji; dog lovers of any type – svi koji vole pse; does this package communicate what the product is – može li se iz ove ambalaže zaključiti o kakvom se proizvodu radi; would you dedicate freezer space for Sally's – biste li za naš proizvod napravili mjesta u zamrzivaču; main household buyer – osoba zadužena za kupnju; to help them refocus their final survey – kako bih im pomogla da u konačnoj verziji preusmjere anketu u željenom smjeru; given the scale concept – ako primijenimo princip skale; providing you with completely useless information – što će vama biti posve beskorisna informacija; take a look at the remaining original questions – pogledajte ostatak pitanja iz prvotne verzije;

Definition: the phrase *elevator pitch* was left untranslated, while the translation in the form of a definition was provided in a footnote. The definition was formulated after consulting English business dictionaries (since there was no appropriate term in Croatian). Here is what the footnote said: *elevator pitch /elevator speech* (literally „liftovski govor“ /15/) – presenting an idea or a company in such a succinct way that it can be achieved during

an elevator ride, in other words: how to quickly pitch an idea; translator's remark. /16/

Supstitution: *including – a neke od njih jesu; using the right list – slanje na prave adrese; what will I do with this answer – kako mogu iskoristiti ovaj odgovor; to determine – da provjerite; will provide useless data – polučit će loše rezultate; people may want to share additional thoughts with you – ljudi će možda poželjeti s vama podijeliti još neke informacije; flooded with – zatrpani; early results – prvi rezultati; when you are ready – nakon toga*

Premodification: *gas cards – bonovi za benzin; trinkets that its customers had no use for – beskorisne sitnice* (translated using both premodification and modulation)

One of the problems encountered was the translation of the seemingly simple word *customer*. One of the solutions was to translate it as *mušterija*, but after consulting a marketing expert, who was *a priori* against it, it was decided to try the expression *kupac/klijent* [buyer/client]. However, in a few instances the word *client* was used which was translated as *klijent*. Taking this into consideration, as well as the fact that the expression *kupac /klijent* was long and thus a bit awkward to handle in a sentence, this approach turned out not to be a good solution. The word *mušterija* was reconsidered, especially since Croatian dictionaries define it as “sb. who uses the services of traders or craftsmen” /17/ and it is the only one that fully covers the meaning of the English word *customer*. The problem was that *mušterija* is a regionalism of Turkish origin, a fact which in itself would not bear much importance in a text that abounds in colloquialisms and even slang, were it not the case that, unlike in English, such expressions are not equally appropriate in this type of genre (i.e. scientific-popular) in Croatian. Furthermore, it seems that the word *mušterija* has lately been marked as inappropriate (i.e. not “Croatian enough”) which is hard to justify given the fact that it has been part of Croatian lexical system for a long time and covers the meaning that no other word from the same field does. It is possible to substitute it by *kupac* (defined as *sb. who uses services of salesmen*) and *klijent* (defined as *sb. who uses services of craftsmen*, but this is only one of its meanings) but neither of the words cover the whole meaning of *mušterija*. The question is why expel such a useful word? Is it because of linguistic purism? How can we justify the host of English words that enter Croatian at an incredibly high

rate? Finally, it was decided that *kupac* would be used whenever possible since this seems to be the most common translation for the word *customer*. Expressions such as *prospects* and *potential customers* had to be translated in the same way, i.e. *potencijalani kupci* [potential buyers]. Using omission, the expression *key prospects and / or customers* was translated as *najvažniji (potencijalni) kupci* [the most important (potential) buyers]. There was also the expression *key customers* which was in most cases translated as *ključni kupci* [key buyers], but on one occasion it was translated as *najvažniji kupci* [the most important buyers] since this book did not require strict adherence to specialized terms such as *key customer*.

The expression *aspiring entrepreneur* was a bit of a challenge since the word *aspiring* has no one-word equivalent in Croatian. One of the offered solutions is *koji teži za nečim* [literally: sb. who aspires to sth.], but it could not be used since it is descriptive. The other one was *častohlepan* [literally: hungry for fame, ambitious], which could not be used as translation in this context. Since the expression referred to a young female entrepreneur who wanted to start her own business it was decided to use the expression *novopečena poduzetnica* [literally: newly-baked (fresh) entrepreneur].

In the case of *Medicaid* it was first necessary to do some research in order to find out what it was. It was decided to explain in a footnote that it is a *support system in the USA for providing medical aid to individuals and families with low income*. This is an example of a lexical gap caused by a cultural difference, since there is no such institution in Croatia.

Likewise, it was difficult to translate the expression *Do not call registry* which also needed to be paraphrased in order to transfer its meaning. It was translated as *Registar zabranjenih poziva* [literally: Forbidden calls registry].

The expression *sales literature* might be translated literally as *prodajna literatura* but a better solution would be *promotivno-prodajni materijali* [literally: promotional-sales materials].

It was also somewhat of a challenge to translate the syntagm *to create knowledge*. One could try to translate it by combining different words to make an appropriate expression with *knowledge* in Croatian, but it is not until the translator "steps back"

from the original expression that he/she can realise that by using paraphrase *to create knowledge* can be translated as *doći do pravih saznanja* [to come to (to get) the right insight].

Although the book is written in a casual style and the author uses colloquialisms, in the question *How many kids do you have?* [Koliko djece imate?] the word *kids* was translated as *children* because the more accurate translation, *Koliko klinaca imate?*, would be too informal. This is another case of cultural difference – Croatian does not allow for that level of informality in this particular genre.

One of the harder sentences to translate was the following: *This question also requires a scale system and relevance to respondents' purchasing decision*. It was decided to translate it by paraphrase: *Kod ovoga pitanja također treba primijeniti princip skale te razmisliti koliko traženi podaci utječu na ispitanikovu odluku o kupnji*. [This question requires the application of the scale principle as well as the consideration how much the required data affects the questionee's decision to buy.]

The weight of 16-oz was translated literally but its equivalent in grams was given in brackets: *16 unca (453,6 grama)*.

The syntagm *local company* was translated as *lokalna firma* [local firm] because the entrepreneur in question was just starting her business and *otvoriti lokalnu kompaniju* [literally: to open a local company] would be an inappropriate translation since in Croatian the word *kompanija* [company] implies a big business.

The expression *barf diet* originates from the acronym BARF which means *Bones And Raw Food*. It is a type of diet for dogs and cats which advocates raw food and bones as the most natural form of nutrition, being the diet of wild animals as well as our pets' ancestors. The original sentence ... *it is not a raw or barf diet...* was translated as ...*nije sirova i ne sadrži kosti...* [it is not raw and it doesn't contain bones] since it covers the meaning of *barf diet*. It was not necessary to offer any further explanation about the term *barf diet* as the subject matter at hand is not dogs but entrepreneurship.

At the end of this analysis it needs to be emphasised that a translator has to be aware of the differences between cultures regarding the features of the functional style of a particular genre /18/. The “self-help” literature which advises the reader on how to solve a certain problem or advance in a certain area, be it business, spiritual growth, social relations, parenting etc., has long become quite common in American culture. In this genre the authors want to create a relationship of trust with their readers and they usually address them in an informal manner which implies using an almost conversational style. Indeed, the book *The Ultimate Small Business Marketing Toolkit: All the Tips, Forms and Strategies You’ll Ever Need*, being a sort of „self-help“ manual, was written in this way. However, having in mind the purpose of its translation, insistence on faithful representation of that style would result in a bad or at least an inappropriate style in Croatian. For example, in an attempt to establish a closer relationship with her reader, the author uses very simple sentences and repetition – in the same sentence she repeatedly uses the possessive adjective *your*, even though this could be avoided by using the definite article:

Along with your introduction, the ability of your cover letter to convey your message will help determine the success of the survey.

However, we shall once again stress that the translation strategy depends on the end user and since this book was intended to be used as a textbook in a Marketing course, the solution chosen was based on the style appropriate for this particular genre in Croatian:

Uspjeh ankete može ovisiti kako o uvodu, tako i o sposobnosti pisma da prenese poruku. [The success of the survey may depend both on the introduction as well as the ability of the cover letter to convey the message.]

Conclusion

In conclusion it can be said that every translation is a new challenge, even when it comes to texts from the same field. After translating the first text

it was to be expected that the second text belonging to the same field, i.e. marketing, would be easier to translate (at least with reference to marketing terms), which turned out not to be the case. Each text is specific and although familiarity with a specific field speeds up the translation process and makes it easier, it does not imply that there is a point or a boundary after which translating can be considered “mastered” and becomes an automated process /19/. The same text can be translated, more or less successfully, in many different ways and the success depends on various factors. Some of them are related to the skills and competences of a particular translator, while others are influenced by the conditions of translation – each translation is a result of a specific “set of circumstances”. Tight deadlines certainly affect the quality of translation since the translator does not have enough time to review his/her work. However, notwithstanding the time invested in a particular translation, each new reading might trigger a new insight and hence a new linguistic solution. Since each text is a new challenge requiring the translator’s adaptation to various styles and use of specific vocabulary, each act of translation enriches the translator’s experience and helps him/her to better understand the processes that take place during translation. Understanding the process of translation is one of the key elements in professional development of every translator.

Notes

/1/ The word *prevoditi* [translate] in Croatian literally means “to take/move from one side to the other” and in that sense is similar to the Latin words *translatio* and *traduco* which respectively mean “to carry across” and “to lead across” and which are also in the root of the English word *translation*.

Anić, Vladimir, (2007). *Rječnik hrvatskoga jezika*, Novi Liber, Zagreb.

Oxford Advanced Learner’s Dictionary, 8th edition, Oxford University Press, 2010.

/2/ Anić (op. cit.)

3/ Ivir, Vladimir, (1992). *Lingvistička sastavnica teorije prevođenja*, *Suvremena lingvistika*, 34.

/4/ Ivir (op. cit.: 94-95):

“The communication situation is made up of the following factors which participate in the communication process: (1) the language by which the source message is coded (source language); (2) the original sender as a particular linguistic person (speaker of the source language) (3) feedback between him/her and the receiver; (4) the channel of communication which connects the sender and the

- receiver; (5) the receiver (and translator as receiver) as a particular speaker of the source language; (6) the language by which the translated message is coded; (7) the translator as a particular speaker of the target language; (8) feedback between the translator and the ultimate receiver; (9) the channel of communication which connects the translator and the ultimate receiver; (10) the ultimate receiver as a particular speaker of the target language."
- /5/ Ivir, Vladimir, (1981). Formal Correspondence vs. Translation Equivalence Revisited, in Even-Zohar & Gideon Toury, *Theory of Translation and Intercultural Relations*, University of Tel Aviv (= *Poetics Today* 2:4), 198, 51–59
- /6/ Newmark, Peter, (1988). *A Textbook of Translation*, New York, Prentice-Hall International
- /7/ Newmark, (op. cit.)
- /8/ It is possible, without changing the meaning of the original, to reformulate structurally awkward and vague sentences into a text which would be more comprehensible for the reader and easier to follow. If a translator ascertains that the aim of the text is to transfer information, in which case adhering blindly to the author's specific linguistic expression is not the priority (i.e. the translator, having examined the text, concludes that it was not of high priority to the author himself/herself), the translation strategy will be focused on the target receiver and the emphasis will be on achieving equivalence on communicational (pragmalinguistic) level. A completely different strategy would be needed for a text in which the author's linguistic expression (his/her idiosyncratic way of verbalizing thoughts) comprises the relevant part of the information (as is the case with philosophical texts), or when the expressive language itself comprises the work, whereas the transfer of "raw" information is of secondary importance (as is the case with literary texts).
- /9/ It is easier for a translator to find solutions to translation problems when he/she translates between languages which have similar linguistic structures, i.e. languages whose cultures verbalize the same extra-linguistic reality in similar ways.
- 10/ Cova, Bernard; Ghauri, Pervez; Salle, Robert, (2002). *Project Marketing: Beyond Competitive Bidding*, John Wiley & Sons, Chichester.
- /11/ Goldstein, Beth, (2007). *The Ultimate Small Business Marketing Toolkit*, McGraw-Hill, New York.
- /12/ Frančić, Anđela; Hudeček, Lana; Mihaljević, Milica, (2006). *Normativnost i višefunkcionalnost u hrvatskome standardnom jeziku*, Zagreb, Hrvatska sveučilišna naklada.
- /13/ Ivir, Vladimir, (1996). Semantička neodređenost internacionalizma i njene posljedice za prevodjenje, *Suvremena lingvistika*, 41/42, p. 245–254
- /14/ Frančić et al. (op. cit.)
- /15/ an expression that sounds unnatural and strange in Croatian
- /16/ It would be better if the word *lift* had been translated as *dizalo*, but this was noticed only after the translation had been published, although the text was proofread before publishing. It can be emphasised here that this case illustrates the fact that we can never consider a translation finished and final, in other words, that it can always be improved. A translator improves with each new translation as well as with his/her professional and personal development and therefore will, going back to the text he/she had already translated, perceive it in a different way.
- /17/ Anić (op. cit.)
- /18/ Frančić et al. (op. cit.)
- /19/ There are types of texts where translating can be automated (mechanical translation), but those are highly specialised texts such as weather reports, which, considering their syntactic structure and vocabulary, seem more like formulae and hence can be translated by a computer.

Literature

1. Anić, V., (2007). *Rječnik hrvatskoga jezika*, Novi Liber, Zagreb.
2. Anić, V.; Goldstein, I., (2007). *Rječnik stranih riječi*, Novi Liber, Zagreb.
3. Anić, V.; Silić, J., (2001). *Pravopis hrvatskoga jezika*, Novi Liber, Zagreb.
4. Babić, S.; Finka, B.; Moguš, M., (1994). *Hrvatski pravopis*, Školska knjiga, Zagreb.
5. Baker, Mona (ed.), (1988). *Routledge Encyclopedia of Translation Studies*, London&New York, Routledge.
6. Bujas, Ž., (2001). *Veliki englesko-hrvatski rječnik*, Nakladni zavod Globus, Zagreb.
7. Bujas, Ž., (2001). *Veliki hrvatsko-engleski rječnik*, Nakladni zavod Globus, Zagreb.
8. *Englesko-hrvatski poslovni rječnik*, (2000). Masmedia, Zagreb.
9. Frančić, Anđela; Hudeček, Lana; Mihaljević, Milica, (2006). *Normativnost i višefunkcionalnost u hrvatskome standardnom jeziku*, Zagreb, Hrvatska sveučilišna naklada.
10. Frančić, A.; Hudeček, L.; Mihaljević, M., (2006). *Normativnost i višefunkcionalnost u hrvatskome standardnom jeziku*, Hrvatska sveučilišna naklada, Zagreb.
11. Gotti, Maurizio, (2005). *Investigating Specialized Discourse*, Peter Lang.
12. *Ilustrirani engleski rječnik Oxford*, (2004). Mozaik knjiga, Zagreb.
13. Ivir, Vladimir, (1984). *Teorija i tehnika prevodjenja*, Novi Sad: Centar "Karlovačka gimnazija" Sremski Karlovci, Zavod za izdavanje udžbenika u Novom Sadu.

14. Ivir, Vladimir, (1990). Shared linguistic and extralinguistic experience as a precondition for translation, *Jezik i komunikacija*, 33–38
 15. Ivir, V., (1993). *Hrvatsko-engleski poslovno-upravni rječnik*, Školska knjiga, Zagreb.
 16. Ivir, Vladimir, (1996). Semantička neodređenost internacionalizma i njene posljedice za prevođenje, *Suvremena lingvistika*, 41/42, 245–254
 17. Ivir, Vladimir, (1991). Prevođenje kulture i kultura prevođenja, *Prožimanje kultura i jezika: zbornik radova*, Zagreb, Hrvatsko društvo za primijenjenu lingvistiku, 145–150
 18. Ivir, Vladimir, (1992). Lingvistička sastavnica teorije prevođenja, *Suvremena lingvistika*, 34, 93–101
 19. Ivir, Vladimir, (1992.). Implicirani elementi kulture u izvornom tekstu i prijevodu, *Strani jezik u dodiru s materinskim jezikom: zbornik radova*, Zagreb, Hrvatsko društvo za primijenjenu lingvistiku, 17–24
 20. Ivir, Vladimir, (1987). Procedures and strategies for the translation of culture, *Indian Journal of Applied Linguistics* 13(2), 35–46
 21. *Longman Dictionary of Contemporary English*, (2003). Pearson Education Limited, Essex
 22. Newmark, Peter, (1988). *A Textbook of Translation*, New York, Prentice-Hall International.
 23. *Oxford Business English Dictionary*, (2008). Oxford University Press, Oxford
 24. *Oxford Collocations Dictionary*, (2010). Oxford University Press, Oxford.
 25. *Pravopisni priručnik*, (2004). Novi Liber, Zagreb.
 26. Silić, J.; Pranjković, I., (2005). *Gramatika hrvatskoga jezika: za gimnazije i visoka učilišta*, Školska knjiga, Zagreb.
 27. *The New Collins Thesaurus*, (1986). Collins, London and Glasgow.
- Internet pages:
www.dictionary.cambridge.org
www.merriam-webster.com
www.yourdictionary.com
www.rjecnik.net
www.thefreedictionary.com
www.eudict.com
www.wikipedia.org