

Marija Krsteva, MA
Faculty of Philology
University “Goce Delcev” – Stip
North Macedonia
e-mail: marija.krsteva@ugd.edu.mk

Translation of Technological Terminology Compounds from English into Macedonian

Abstract

The aim of this paper is to make analysis of different texts on technology translated from English into Macedonian by pointing out the translation of compound words. The three main patterns in the translation involve: complete translation into the target language, semi-translation and complete borrowing of the source word and its transcription into the target language. The paper looks into possible similarities and differences in the two translated texts in terms of the above patterns.

Key words: technological terminology, compounds, translation patterns calques

Introduction

It has become a well-known fact that the ongoing process of technological development brought about unprecedented changes in all spheres of human life on a global scale. Like nothing else before, technology managed to irretrievably change societies, life and everyday habits. Culture, economy, education and language have all become dependent on technological turns. Moreover, technology seems to unify disparate cultures globally by providing communication as the essence for survival and development.

In this respect, language becomes the most susceptible to these changes. Its key role in introducing new terms in the society means that translation is in full motion to meet all the challenges and rise to the task of successfully introducing a new concept which is simultaneously being introduced all over the world.

Methodology and hypothesis

This paper examines the most common patterns of translatability of technological terms from English into Macedonian, involving compound words in most recently published items online. It looks into the way one term is translated in several sources and seeks to determine if the translation follows the cultural tendency to accept the newly emerged word from another language as a global unifying term by transliteration. This shows how much the Macedonian language is prepared to apply intra or inter linguistic changes in order to accept the new term.

Theoretical background

The technological terms of my discussion can all be treated as calques or loan words. The term *calque* borrowed from French (n. calque) means imitation or close copy which in linguistics is used to denote a loan translation or according to Google dictionary, “an expression adopted by one language form another in a more or less literally translated form”.

The translatability of one term is subject to several different processes of borrowing the term from the source to the target language. May Smith (2006) quotes Nandor Molnar’s classification of calques:

The linguists Betz, Schuman and Martin offered a detailed classification of calques, as did Molnar, who proposed the following eight categories: real, structural calque or *lehnübersetzung*, often termed loan translation in English; semi-calque or partial translation loan word (Molnar noted that Betz treated then as loan-words); calque neologism, which is referred to as *lehnschöpfung* or *neuerschöpfung* by Betz; semantic calque; phraseological calque; loan translation, syntactic calque, finally, morphological calques involving changes in declensional or conjugational type (which Molnar pointed out are very rare). (Smith 2006:33)

In the phraseological calque, the translation is done idiomatically, the syntactic calque follows the source language word (sometimes literal or close translation), the loan translation is done word by word or a morpheme by morpheme, the semantic calque entails adoption of the words with the same meaning as the one in the source language, and the morphological calque involves the inflection of the translated word.

Given the abundance of neologisms and newly introduced terms in English, their translation inevitably involves all the above types of calques.

Analysis

The analysis shows the patterns of translation of different compound technological terms as calques. The examples have been taken from various websites on the internet.

A number of new compounds has been introduced by the Google company such as *google play*, *google drive*, *play store*, *drop box* etc.

1. The terms *google play* and *drop box* are introduced as transliteration of the source language on the Macedonian version of Wikipedia. They are then treated as neologisms like *гугл плеј*¹ and *дропбокс*²
2. Two different websites sharing a same piece of news variously titles as “Гугл’ ја прекинува соработката со ‘Хуавеј’” and “Гугл’ и ‘Хуавеј’ ја прекинуваат

¹ https://mk.wikipedia.org/wiki/Google_Play

² [https://mk.wikipedia.org/wiki/Дропбокс_\(услуга\)](https://mk.wikipedia.org/wiki/Дропбокс_(услуга))

соработката” also use the terms *google drive* and *play store* as transliteration or *гугл драјв*³ and *плеј стор*⁴ respectively.

The ever-present mobile companies continuously introduce new terms in their work. Some of the most commonly used involve: prepaid, postpaid, surf-option, smart home, combo-box.

1. On the website of one of the main mobile operators in North Macedonia, VIP, the term *prepaid*⁵ is variously translated as *пременплата* which is an example of a loan translation when it means a whole contract for using their services or as *пунејд* when it refers to the types of using their services as opposed to *postpaid*⁶. The terms prepaid and postpaid then are adopted as neologisms through transliteration.
2. The term *surf-option* is translated as a combination of transliteration and loan word as *сурф-опција*⁷
3. The terms *smart home*⁸ and *combo-box*⁹ are used to refer to specially designed packages of their services. They written in Latin alphabet retaining their original meaning deriving from the two words combining them (smart home, a smart solution for the whole house and combo-box meaning a package for combined internet use from different places).

Conclusion

This paper shows that the appearance of new technological terms and their translation in Macedonian is an immediate and intensive process accelerated by the internet communication. The various attempts to introduce the compound terms in Macedonian show that there is a tendency to adopt the term by simple transliteration, by a calque or a combination of the two.

³ <https://a1on.mk/economy/gugl-i-huavej-prekinuvaat-so-sorabotka/>; <https://civilmedia.mk/gugl-ja-prekinuva-sorabotkata-so-huavej/>

⁴ <https://a1on.mk/economy/gugl-i-huavej-prekinuvaat-so-sorabotka/>; <https://civilmedia.mk/gugl-ja-prekinuva-sorabotkata-so-huavej/>

⁵ <https://www.vip.mk/postpejd/neotarifi>

⁶ <https://www.vip.mk/postpejd/neotarifi>

⁷ https://www.vip.mk/za_mladi/vip-spirit

⁸ <https://www.vip.mk/smart-home>

⁹ <https://www.vip.mk/kombo/combo-box>

Bibliography:

1. Jakobson, Roman. (1959): *On Linguistic Aspects of Translation*. London: Routledge.
2. Smith, May. (2006): *The Influence of French on Eighteenth - Century Literary Russian: Semantic and Phraseological Claques*. Oxford: Peter Lang.
3. *The Translation Studies Reader* (2000): (Ed.) Venuty, Lawrence. Routledge: London & New York.

Text sources:

1. <<https://www.vip.mk/smart-home>> Retrieved: 01.09.2019
2. <<https://off.net.mk/vesti/internet/google-drive-se-e-tvoe-moe>> Retrieved: 01.09.2019
3. < <https://alon.mk/economy/gugl-i-huavej-prekinuvaat-so-sorabotka/>> Retrieved: 01.09.2019
4. <<https://civilmedia.mk/gugl-ja-prekinuva-sorabotkata-so-huavej/>>. Retrieved: 01.09.2019
5. <https://mk.wikipedia.org/wiki/Google_Play> Retrieved: 01.09.2019