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Internet-Heuristics in Translation of Branding Terminology

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This article describes the algorithm of translating special texts in the field of branding with implementation of Internet-heuristics methods. The author explains the urgency studying the terminology of branding, reveals the notion of Internet-heuristics, describes translation problems and offers her own methods of overcoming these problems.

Keywords: Internet-heuristics, information search, translation, terminology, branding.

Introduction

International contacts rapidly increasing in the era of intensely accelerating scientific and technological progress have led to the particular relevance of translation of special texts abound with professional vocabulary. Most modern dictionaries have significant drawbacks, in particular, absence of the requested professional vocabulary, lack of data on implementation of the terms or redundancy of translation options. Therefore, during the work with just emerging terminologies it is appropriate to apply the techniques of Internet-heuristics.

The objective of this article is to describe the algorithm of translating special texts in the field of branding. The article demonstrates in detail the application of Internet-heuristics methods for the choice of the most adequate equivalent, also in the situation when there are no equivalents in the translation language.

Branding Terminology

As an example of the studied terminology we have chosen the field of branding. With the development of commercialization of technological, industrial and scientific activities, the concept of the brand is particularly important. World practice shows that sales of goods of famous brands are constantly increasing, while non-branded products are losing their positions in the market. This implies that producers need to introduce new tools of differentiation, namely, "unique, emotional, intangible characteristics of the proposed object" [Kashapova, 2012:6]. This effect is achieved by means of branding. Branding is an interdisciplinary field at the joint of science and art, which actively develops and is interesting not only for the economic society, but also for the specialists of other fields of science. Branding provides attraction and possession of customers, employees, investors, shareholders, suppliers, and may become an important factor

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for the stable position of the company at the market and its competitiveness.

Russian companies until recently have not been paying enough attention to brand management, and the consumer market in Russia has been constantly lagging behind the similar structures of developed countries. However, in connection with the entry of Russia into the World Trade Organization and increasing competition, the branding issues more and more often become the subject of Russian scientific studies on the economy (E.V. Agamirova, O.N. Alkanova, A.N. Vorobyev, M.O. Makashev, D. Yu. Rodin, S.A. Rybchenko, T.N. Yakubova, et al.).

These studies focus on the ambiguous understanding of the notions "brand" and "branding" in the Russian economic society. This is due to the fact that the technology was fully borrowed from American scientists and, accordingly, has been translated from English into Russian. This explains the differences in the differentiation of the key terms. This circumstance makes the problem of translation of special texts on branding especially topical. As an independent scientific discipline with its own highly specialized terminology, branding requires an independent linguistic study devoted to the issues of cross-language harmonization of its terminology.

The Problems of Translating the Terms

The problems of standardization, unification and translation of the terms have been actively studied by such terminologists as K. Ya. Averbukh, G.G. Babalova, S.I. Vinogradov, S.V. Grinyov-Grinevitch, T.R. Kiyak, I.S. Kudashev, V.M. Leichik, D.S. Lotte, Yu.N. Marchuk, G. Pikht, V.A. Tabanakova, V.A. Tatarinov, S.D. Shelov, etc. It should be also noted that the issues of studying the translation of special vocabulary are extensively covered in translation studies. The most relevant and consistent results in this field are presented in the works by A.V. Achkasov, B.N. Klimzo, L.L. Nelyubin, A.N. Parshin, R.F. Pronina, Ya.I. Retsker, A.D. Schweitzer, etc. However, most of the findings in these studies were obtained on the material of closely related or non-related languages, which reduces the universal theoretical status of the chosen language units and methods. Moreover, with the rapid increase of the number of new terms and the lack of regulatory dictionaries due to the low degree of unification of translated terminology and slow thesaurus fixing, the previously developed methods and principles of harmonization of terminologies require revision and improvement.

Therefore, the necessity to apply the polyparadigm approach accumulating the achievements of the science of terminology, sociolinguistics, translation studies and IT technologies on the material of several non-related languages (English, Russian and Chinese) appears quite clear. To solve this issue we offer to use the methods of Internet-heuristics.

Internet-heuristics in Translation

Internet-heuristics is defined as "a set of empiric rules that allows specialists in various fields to meet the specific information needs and to find answers to the issues they face by querying the search tools (catalogs, search systems, meta search engines, hidden web databases, etc.)" [Volodin, 2006:208; Pechinskaya, 2011:51-52]. Skills of Internet heuristics include such skills as clarification of information needs, setting of the search problem, identification of possible carriers of information, selection of an optimal search tool, preliminary definition and subsequent clarification of the request, extraction of information from information files (in particular, feeds of search engines), estimate of search results (according to the criteria of reliability, timeliness, completeness

and accuracy of the information) [Veize, 1985:1; Kharzeeva, 2006:38; Burcet, 2011:2].

The issues of using Internet resources in translation of scientific and technical texts were discussed in detail in the books by B.N. Klimzo "Art of a Technical Translator", A.B. Krupnik "Searching on the Web: Tutorial", as well as the article by A.V. Achkasov "Working with Terminology and Computer Assisted Translation Tools". The authors offer numerous ways to search for standards and patents, unfamiliar abbreviations, schemes and devices of a technological process, geographic names and translation equivalents of terminology absent in standard dictionaries. However, in our opinion, these recommendations are fragmented in these works, i.e. they have a point focus on a particular problem. Our article demonstrates an attempt to compile, systemize and expand the existing recommendations for translators. In this regard, we have developed a special algorithm for translation of special texts by means of Internet-heuristics. This algorithm is peculiar due to the inclusion of the terminological systems diagnostics into the preliminary translation analysis. The reason for this was the idea that when the equivalence is reached in the translation of a special text, it is not a single term we should take as a translation unit, but a whole terminological system as a landmark of translation decisions. Translation of a single term in isolation from this system leads to distortion of the general meaning of an utterance. Recognition of the terminological system as a translation unit helps to determine the boundaries of the equivalence of the term included therein, and provides high quality translation of special texts.

Therefore, let us further describe the algorithm of translation of special texts basing on the methods of information search on the Internet.

The Algorithm of Translating Special Texts

During translation it is necessary:

1. To get familiar with the content of the source text and perform preliminary translation analysis of the special text.

2. Since translation is a recursive process, the next time we turn to the text closer and deeper, we must remember that only 30% of the terms are highly specialized [Averbukh, 2004:93]. Therefore, we can identify key terms among them (not more than 10) and the translation unit – the terminological system these terms belong to.

In modern conditions of integration of different scientific fields and interdisciplinary approaches to research, in some cases it is quite difficult to properly determine the appropriate terminological system. To achieve this objective, you can use the Internet-heuristics methods, for example, make a request in Google search engine. To do this, it is necessary to enter the word "glossary" or "thesaurus" and then the name of the supposed field of knowledge, for example, "glossary logistics".

Analysis of the list of terms presented in the found glossary helps to establish whether they meet the request of the translator or require further search. As practice shows, in order to accurately determine the name of the terminological system being searched, one should get familiar with the contents of two or three, and in some cases more glossaries. Among universal bases of glossaries, for example, www.glossary.ru can be noted. It contains the following sections: "Economics", "Management", "Property", "Documents", "Information", "Law", "Planet Earth", "Life", "Society", "Physical Figures", "Chemical Compounds". This resource contains definitions of terms and their translations into the Russian and English languages, detailed diagrams of class-type relations of terminological systems. These schemes show a clear structure of the glossary:

the articles and sub-glossaries it includes, as well as its inclusion into the glossaries of a higher rank. It also presents neighbouring glossaries "contacting" with the main glossary by this or that component. All these options, to a certain extent, help to determine the name of the requested terminological system, if to translate its elements it is necessary to solve certain tasks during the search for an adequate equivalent.

In some cases, there are situations when after determining the terminological system it is still impossible to find the translation of a term. Then the requested equivalent should be found in the adjacent terminological systems. For example, when translating the term *monolithic brand* into the Chinese language one can use the site http://cn.bing.com. After the introduction of the request, the user gets the following information:

It sounds as follows: monolithic grain 整块药柱

monolithic head 整体磁头;整体结构磁头

monolithic joint 填弃后形成的整体式缝

monolithic dam 整体式坝

monolithic mold 整体铸型.

This search engine shows similar translations for one of the components of the term. As a consequence, one can assume that one of the versions of the translation of the term *monolithic brand* will be 整体品牌.

3. To diagnose the terminological system using the symmetry and asymmetry method. A specific feature of the developed algorithm of terminological systems harmonization by identifying asymmetric bases of translation is the fact of introducing the work with terminological systems into the translation process, which was omitted or was not focused on in previous methods of translation of special texts.

4. Having defined the translation unit, one can begin to search their equivalents using the found glossaries and thesauruses, the English-Russian dictionaries, English definition dictionaries, English dictionaries of synonyms. During the search for the most appropriate equivalent using Internet resources, it is possible to establish the coefficient of frequency of use of a particular variant of a term, for example by means of http://www.google.ru/cse/. When searching for the equivalent for the English term *brand value*, several translations are found. After putting them through the Google search engine, one can obtain the following quantitative indicators (such kind of text *Results: approximately 41, 800 (0.35 sec.)* appears under the search box below):

стоимость бренда (advertising) 56, 800, 000

позиция бренда (advertising) 4, 900, 000

ценность бренда (marketing) 1, 070, 000

ценность торговой марки (economics) 939, 000

стоимостная оценка бренда (marketing) 38, 900

It is obvious that the most frequently met equivalent is the Russian translation *стоимость бренда*. The next step will be verification of this term for adequacy by means of its definition.

Brand value – The *monetary premium* that results from having customers who are committed to your brand and willing to pay extra for it. The *financial value* calculated or determined to be attributable to the brand, apart from other tangible assets.

Further let us check differentiation of the terms *ценность* and *стоимость* in the Russian language:

Ценность – importance, significance, usefulness of something.

Стоимость – value of something expressed in money or amount of expenditures on something [Tverdokhlebov 2006:98].

Therefore, under *brand value* one shall understand the monetary estimate and not the

importance of the phenomenon itself. Then we can agree with Google frequency analysis and accept the following definition for the term *стоимость бренда*: “analytical estimate of the price, which can be obtained in the case of selling the brand” [Makashev, 2006:78].

5. To find a similar text of some Russian author, study it carefully and identify translation equivalents. The analogue text provides the translator with a pattern of the harmonious synthesis of the stylistic devices identified during the analysis [Alekseeva, 2003:259], which form functioning of lexical units and the style of such texts. The following Internet resources most effectively help in finding analogue texts: search systems/ engines, portals, databases, meta search engines, ratings, etc.

Internet-heuristics can be effective only if the query is competently formed, therefore we have developed an author’s algorithm for forming an optimal query during translation of terminological systems:

- To determine the boundaries of a multicomponent term: brand identity misalignment;
- To find equivalents for each component:

brand → бренд;

identity → идентификация; айдентика;

misalignment 1) (in Multitran dictionary) несовпадение с осью; нецентрированность; устойчивое отклонение реального валютного курса от уровня равновесия; 2) (по принципу установления антонима misalignment ← alignment выравнивание → искривление, нарушение);

- To code the synonyms, keywords and single-rooted words with the help of Boolean operators: (бренд*) and (систем* идентификация* айдентика идентичность*) and (отклонение* смещение* расхождение* несовпадение*);
- To estimate the search results: *смещение показателей идентификации бренда, изменение элементов визуальной идентификации бренда*;
- To even the variative, standard and contextual asymmetry (be means of constructing a logical chain and translation transformations): *смещение показателей идентификации бренда → изменение элементов визуальной идентификации бренда → нарушение идентификации бренда* (by analogy with: *нарушение половой идентификации*).

6. To develop one’s own working mini-glossary of key terms for further convenience. If one finds a more appropriate translation equivalent during the work, the changes shall be made to the glossary, so it would be easier to maintain the uniformity of terminology during verification of the translated text.

7. To perform a post-translation analysis, correcting punctuation, grammar and syntax errors with the help of:

LexTutor http://www.lextutor.ca/concordancers/concord_e.html

VusualThesaurus http://www.visualthesaurus.com/

Grammarly http://www.grammarly.com/

8. To present the translation for proofreading.

Conclusion

Therefore, in our work we present the identification mechanism for terminological systems, the method to establish the frequency coefficient the term use, as well as the method to form an optimum query when translating professional vocabulary. These developments allow translators to navigate moreefficiently in the existing terminological flow, timely reflect on all the changes in the professional vocabulary and translate special texts better and faster in shorter periods of time.

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Интернет-эвристика в переводе терминологии брендинга

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В данной статье описывается алгоритм перевода специальных текстов в области брендинга с применением методов интернет-эвристики. Автор объясняет актуальность исследования терминологии брендинга, раскрывает понятие интернет-эвристики, перечисляет переводческие проблемы и предлагает собственные способы и приемы их преодоления.

Ключевые слова: интернет-эвристика, информационный поиск, перевод, терминология, брендинг.