

IDIOMATICITY OF ENGLISH BUSINESS TERMS AND THEIR EQUIVALENTS IN LITHUANIAN

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The paper presents the survey of idiomatic English business terms and their Lithuanian equivalents. The study was based on the theory of idioms and idiomaticity, highlighting the idea that idiomaticity can affect single words, word combinations, and longer text passages. Idiomatic business terms were taken from different English and Lithuanian general and special dictionaries, course books, as well as business texts. The analyzed terms were classified into distinct groups according to their meaning. The key problem encountered was the lack of Lithuanian translation equivalents to certain idiomatic English business terms. Possible Lithuanian translation was provided.

Keywords: idiom, idiomaticity, formulaic expressions, business terms, idiomatic terms, polysemy, equivalent.

DOI: 10.3846/1822-430X.2009.17.4.52-61

Introduction

At the time of globalization, knowledge of a foreign language becomes an important, indispensable and concurrent part of any business communication. In this day and age, learning foreign languages is becoming very popular: language classes are being arranged by and in different business and non-commercial organizations and companies; foreign languages are taught at schools, colleges, and higher education establishments.

Reading and discussing professional literature in higher educational institutions, while pursuing a degree in certain speciality, is one of the means for the development of language skills. The major aim is to obtain information and apply it for the specific purposes. To read and understand a piece of professional literature requires linguistic knowledge, knowledge of lexical elements, and recognition of grammati-

cal structures. People dealing with and reading in a foreign language face many difficulties. Specific texts contain a great many lexical units and syntactical structures, such as polysemy of words, lexical and syntactical synonymy, word building and compound lexical elements, collocations and imagery, prepositional phrases.

One of the major difficulties for students who are not studying philology is the comprehension of different idioms and idiomatic expressions in speciality texts. Coming across an idiom or idiomatic expression in a business text is often confusing as the words that seem familiar acquire rather different, figurative meaning. This happens because students do not use dictionaries of neither general language or special dictionaries.

It has been noticed that students' attitude towards professional language is gradually chan-

ging during the years of studies. Students pay greater attention not only to general language, but also try to fill in the gaps in the professional language (Mauziene 2008: 68). According to Mauziene, while learning a foreign language, students should use both dictionaries of general language and special dictionaries that are compiled for specific purposes as the meaning of a word can vary according to the context it is used in.

Moreover, students should know how to guess the meaning of the words from the context and be able to translate the speciality terms. The most frequent mistake students make is the translation of the term using the associations of meaning of the words that have been previously learned (Mauziene 2008: 69).

The aim of the present article is to review the problem of idiomatic business terms and choosing the best and the most appropriate equivalent in Lithuanian. Special emphasis is made on the analysis of idiomatic English business terms, idioms and their possible translation into Lithuanian.

The material for the analysis has been taken from:

1. *Special and general dictionaries*: A. S. Hornby "Oxford Advanced Learner's Dictionary of Current English" (hereinafter OALD) (2000); "Dictionary of Banking and Finance" (hereinafter DBF) (2005); E. Walter "Cambridge Idioms Dictionary" (hereinafter CID) (2006); B. Piesarskas „Didysis anglų-lietuvių kalbų žodynas“ (hereinafter DALKŽ) (2000); Buračas, A. and Svecevičius, B. „Lietuvių–anglų–lietuvių biznio, bankų, biržos terminų žodynas–žinyas“ (hereinafter BTŽ) (1994);
2. *Course books*: B. Mascull "Collins Co-build Key Words in the Media" (hereinafter KWM) (2005); B. Mascull "Business Vocabulary in Use. Intermediate" (hereinafter BVU) (2006); I. MacKenzie "Professional English in Use. Finance" (hereinafter PEUF) (2007);

3. Electronic sources and texts related to business English.

The research was performed within the framework of the theory of idiomaticity and idiomatic expressions.

Theoretical background

Prior to the analysis of the notion of idiomaticity, it should be mentioned that the terms "idiom" and "idiomaticity" carry a rather different meaning, while being closely related. According to J. A. Cuddon (1999: 412), idiom is "a form of expression, construction or phrase peculiar to a language and often possessing a meaning other than its grammatical or logical one".

For the better understanding of idioms, E. I. Listunova (Листунова 2003: 36) points out their most frequent features, such as compositeness (multiword expressions and even single words can be treated as idioms), institutionalization (conventionalized expressions), and semantic opacity (the meaning of an idiom should not be understood as the literal meaning of its components). According to the scholar, "idioms are indivisible units whose components cannot be varied or varied only with definable limits"; however, Ch. F. Hockett (1958) accepts single words as idioms (Листунова 2003: 37). Hockett's attitude towards single word idioms is supported by Katz and Postal (1963), who claim that a lexical idiom can be made up by a single word.

The different view was expressed by Weinreich (1969), who suggested that idioms are only multiword expressions. Similarly, Makkai (1972) claims that the term "idiom" refers to a phrase or unit which consists of at least two words.

As opposed to the term "idiom", idiomaticity is the mechanism that enables phrases to take on meanings that go beyond the meaning of their parts. According to Weinreich, "*idiomaticity is important for this reason, if for no other, that there is so much of it in every language*"

(1969: 23). Fillmore *et al.* claim that: “an idiomatic expression or construction is something a language user could fail to know while knowing everything else in the language” (Fillmore *et al.* 2003: 247).

Idiomatcity, according to A. Wray (2005) is “a preferred way of saying things”. In her definition of idiomatcity and idiom, Wray refers to the study of scholars A. Pawley and F. H. Syder who call the above mentioned terms “formulaic expressions”, which are understood as speech formulas with more or less fixed structure. In her article presented at the IATEFL conference, in Cardiff, Wray sees the phenomenon of idiomatcity from the psycholinguistic angle. The implication is that the ready-made language patterns (or formulaic expressions) are used by the language users without deeper understanding of the semantic structure (Wray: 2005).

The scholar E. I. Listunova (Листунова 2003: 37) suggests that idiomatcity can be detected not only in idioms and collocations made for the specific purpose but also in lexico-grammatical structures in the longer text passages.

The term “idiomatcity” could be applied not only for certain phrases but also for single words. Though single words can in no way be accepted as phraseological units, they can be idiomatic to the certain extent. R. Gläser also claims that idiomatcity is a matter of degree: “In all cases, the aspects of meaning that are not derivable from the parts of the phrase and that Speakers and Hearers are expected to know must be stored in the lexicon. That is, they are linguistic conventions. The extent to which languages are idiomatic, that is, the extent to which they deviate from pure compositionality, is a matter of considerable controversy” (Gläser 1988). Single words have the lowest degree of idiomatcity while pure phraseological units have the highest. The highest degree of idiomatcity can be found in proverbs and sayings, for their meaning is usually completely unpredictable from their lexical constituents from the semantical point of view. The lowest degree

of idiomatcity is typical to the phraseological collocations, which usually have the easily predictable meaning.

Let us consider the word *overhead*. This single word consists of two semantic parts: “over” and “head”. The meaning of the word *overhead* (Lit. *pridėtinės išlaidos*) according to OALD is “regular costs that you have when you are running a business or an organization, such as rent, electricity, wages”. The idea is that although the word *overhead* has two meaningful parts, the meaning of the whole word cannot be perceived by finding out the meanings of the two constituents (“over” and “head”).

Following the tradition of Hocket, Katz and Postal, Listunova, etc. and summing the issue of the idiomatcity up, it should be said that it can affect both: single words and lexical units, as well as longer text passages. It is the mechanism that creates a figurative meaning, which does not correspond with the literal meaning of the lexical unit. The whole branch of linguistics, namely phraseology, is based on the mechanism of idiomatcity.

Discussion and results

After the brief outline of the major theories of idiomatcity, let us turn to the practical part of the issue. According to the meaning idiomatic business terms could be classified into the following general groups: success and failure in business; money idioms; people in business; shares and assets; business institutions and offices; guarantees, documents, and business papers; business transactions and situations; work and job idioms.

Success and failure in business

1. Cash cow – (OALD, DBE, CID) a product or subsidiary company that consistently generates good profits but does not provide growth – Lit. (DALKŽ) *pelna nešantis gaminys (arba kompanija)*.
2. Lame duck – (DBE, CID) a company which is in financial difficulties – Lit.

(possible translation) *kompanija, patirianti finansinius sunkumus*.

3. Money-spinner – (OALD, DBF, CID) an item which sells very well or which is very profitable – Lit. (DALKŽ) *pelningas dalykas*.
 4. Red ink – (OALD, DBF, CID) (to be in the red) showing a debit or loss – Lit. (DALKŽ) *būti nuostolingam; būti skolin-gam (bankui)*.
 5. Windfall – (OALD, DBF) a sudden winning of money or a sudden profit which is not expected – Lit. (DALKŽ) *nelaukta/ netikėta sėkmė*.
- Money idioms**
6. Ceiling – (DBF) the highest point that something can reach, e.g. the highest rate of a pay increase – Lit. (DALKŽ) *aukščiausia riba (kainų, darbo užmokeščio), maksimumas*.
 7. Golden hello (also “golden hallo”) – (DBF) a cash inducement paid to someone to encourage them to change jobs and move to another company – Lit. (BTŽ) *atsisveikinimo priemoka (skatinanti greičiau palikti darbą)*.
 8. Golden handcuffs – (DBF, CID) a large, usually tax-free, sum of money given to a director who retires from a company before the end of his service contract – Lit. (BTŽ) *“aukso antrankiai” (darbo sutartyje numatytos privilegijos administratoriui ir nuobaudos, jam pirma laiko nutraukiant sutartį)*.
 9. Hard/ ready cash – (DBF, CID) money in notes and coins, as opposed to cheques or credit cards – Lit. (DALKŽ) *grynieji (pinigai); (BTŽ) metaliniai pinigai*.
 10. Hot card – (DBF) stolen credit card – Lit. (possible translation) *vogta kreditinė kortelė*.
 11. Lump sum – (OALD, DBF, CID) money paid in one single amount, not in several small sums – Lit. (DALKŽ) *bendroji suma; vienkartinė išmoka*.
 12. Nest egg – (OALD, DBF, CID) money

which someone has saved over a period of time (usually kept in an interest-bearing account, and intended for use after retirement) – Lit. (DALKŽ) *santaupos juodai dienai; pirmoji suma, atidėta kokiam nors tikslui*.

13. Peanuts – (OALD, DBF, CID) (to be paid peanuts) a small amount of money – Lit. (DALKŽ) *skatikai, maža suma (pinigų); niekai*.
14. Receipt – (OALD, DBF) a piece of paper showing that money has been paid or that something has been received – Lit. (DALKŽ) *pajamos, įplaukos; (gavimo) pakvitavimas; kvitas*.
15. Smart/ chip card – (DBF) a credit card with a microchip used for withdrawing money from ATMs or for purchases at EFTPOS terminals – Lit. (possible translation) *išmanioji kortelė*.
16. Seed money/ seedcorn – (DBF, CID) venture capital invested when a new project is starting up – Lit. (BTŽ) *rizikos kapitalas*.
17. Wall of money – (DBF) a large amount of money ready to be invested on the stock market – Lit. (possible translation) *didelė pinigų suma, skirta akcijų pirkimui*.

People in business

18. Accounts payable (payables, or creditors) – (BVU) money owed by a company – Lit. (BTŽ) *tiesėjū įsiskolinimas (apmokėtinos sąskaitos pavadinimas); kreditorinė sąskaita*.
19. Accounts receivable (receivables, or debtors) – (BVU) money owed to a company – Lit. (BTŽ) *gautinos skolos (pirkėjų) įsipareigojimas; pirkėjų įsiskolinimai (gautinių skolų sąskaita); neapmokėtoji (pirkėjų) sąskaita; gautinoji sąskaita*.
20. Asset stripper – (DBF, PEUF) a person who buys a company to sell its assets – Lit. (possible translation) *aktyvų, lėšų atėmėjas/ išpardavėjas; (BTŽ) asset stripping – aktyvų išpardavimas (nusipirkus žemiau vertės)*.

21. Bear – (OALD, DBF, PEUF, BVU) a person who sells shares, commodities, or currency because he/she thinks their price will fall and it will be possible to buy them again more cheaply later – Lit. (DALKŽ) *biržos spekuliantas* [„lokys“] (*prekiaujantis akcijomis*).
22. Bull – (OALD, DBF, PEUF, BVU) a person who believes the market will rise, and therefore buys shares, commodities, or currency to sell at a higher price later – Lit. (DALKŽ) *biržos spekuliantas* [„bulius“] (*prekiaujantis akcijomis, tikėdamasis jų kurso kilimo*).
23. Blackleg – (OALD, DBF) an employee who continues working when there is a strike – Lit. (DALKŽ) *streiklaužys*.
24. Covered bear – (DBF) a bear who holds the stock which he or she is selling – Lit. (possible translation) *apsidraudęs „lokys“* (*biržos spekuliantas*).
25. Drawer – (OALD, DBF) the person who writes a cheque or a bill asking a drawee to pay money to a payee – Lit. (DALKŽ) (*dokumento sudarytojas, čekio išdavėjas, trasantas* (*asmuo, išduodantis tratą/vekselis*)).
26. Key accounts – (BVU) the most important customers – Lit. (possible translation) *svarbiausi klientai/ pirkėjai*.
27. Mogul – (OALD, DBF) a very rich, important and powerful person – Lit. (DALKŽ) (*kinematografijos, televizijos ir pan.*) *magnatas*.
28. Party – (OALD, DBF) a person or organization involved in a legal dispute or legal agreement – Lit. (DALKŽ) *šalis*.
29. Predator – (OALD, DBF) an individual (or company) who spends most of the time looking for companies to purchase cheaply – Lit. (BTŽ) *pigūs pirkėjas* (*kompagnija arba asmuo*).
30. Sales force – (OALD, DBF, BVU) a group of sales staff – Lit. (possible translation) *pardavėjai*.
31. Slow player – (DBF) a person or company that does not pay debts on time – Lit. (possible translation) *vėluojantis* (*grąžinti skolą*) *skolininkas*.
32. Tycoon – (OALD, DBF, BVU) an important businessman – Lit. (DALKŽ) (*finansų, pramonės*) *magnatas*.
33. Uncovered bear – (DBF) a person who sells stock which he does not hold, hoping to be able to buy stock later at a lower price when he needs to settle – Lit. (possible translation) *neapdraustas* (*neapsidraudęs*) „lokys“.
34. White knight – (DBF, BVU, CID) a person or company which rescues a firm in financial difficulties especially one which saves a firm from being taken over by an unacceptable purchaser – Lit. (BTŽ) *gelbėtojas* (*iš finansinių sunkumų*).

Shares and assets

35. Blue chips – (OALD, DBF, BVU, PEUF) a very safe investment, a risk-free share in a good company – Lit. (DALKŽ) *pelningas ir saugus* (*apie akcijas, bendrovę*).
36. Crown jewels – (DBF) the most valuable assets of a company (the reason why other companies may want to make takeover bids) – Lit. (possible translation) *vertingiausi kompanijos aktyvai*.
37. Dead-cat bounce – (DBF) a slight rise in a share price after a sharp fall, showing that some investors are still interested in buying the share at the lower price, although further sharp falls will follow – Lit. (possible translation) *nuvertėjusių akcijų nežymus pakilimas*.
38. Fallen angel – (DBF, CID, PEUF) a share that was once in a favour, but whose attraction has slipped and whose share price is on the way down – Lit. (possible translation) *nuvertėjusi akcija*.
39. Face value – (OALD, DBF, BVU, PEUF) the value written on a coin, banknote, or share certificate – Lit. (DALKŽ) *nominali vertė*.
40. Red herring – (DBF) a preliminary prospectus, the first prospectus for a new sha-

re issue, produced to see the market reaction to the proposed issue, but without giving a price for the new shares – Lit. (BTŽ) *išankstinis prospektas*.

41. Shorts – (OALD, DBF) government stocks which mature in less than five years' time – Lit. (DALKŽ) *trumpalaikės vyriausybės akcijos, deficitinės prekės/medžiagos*.
42. Wallpaper – (DBF) shares issued in large numbers during a takeover bid where the purchasing company offers them in exchange for the shares in the company being bought – Lit. (BTŽ) *praskiestosios akcijos (siūlomos mainais už įgyjamas bendrovės akcijas)*.

Business institutions and offices

43. Boutique – (DBF) a small financial institution offering specialist advice or services – Lit. (possible translation) *finansinių patarėjų įstaiga*.
44. Branch – (OALD, DBF, BVU, PEUF) the local office of a bank or large business, or a local shop which is part of a large chain – Lit. (DALKŽ) *skyrius, poskyris, filialas*.

Guarantees, documents and business papers

45. Cover – (OALD, DBF, BVU, PEUF) 1. the proportion of a target audience reached by advertising – Lit. (possible translation) *„vartotojų grupės dalis“*; 2. the protection guaranteed by insurance – Lit. (DALKŽ) *draudimas*; 3. an amount of money large enough to guarantee that something can be paid for – Lit. (DALKŽ) *garantinis fondas*.
46. Cushion – (OALD, DBF) money which allow the company to pay interest on its borrowings or to survive a loss – Lit. (DALKŽ) *apsisaugojimas, garantija; pinigai, atidėti juodai dienai*.
47. Deed – (OALD, DBF) a legal document or written agreement – Lit. (DALKŽ) *dokumentas, aktas*.
48. Golden parachute/ umbrella – (DBF, CID) a special contract for a director of a

company which gives him advantageous financial terms if he has to resign when the company is taken over – Lit. (BTŽ) *„aukso parašutas“ (didelė neapmokestinta išmoka įstaigos vadovą išleidžiant į pensiją anksčiau sutartyje numatyto termino)*.

49. Haircut – (DBF) 1. the difference between the market value of a security and the amount lent to the owner using the security as collateral – Lit. (possible translation) *skirtumas (tarp vertybinių popierių rinkos vertės ir sumos, paskolintos tų vertybinių popierių savininkui, panaudojant pačius popierius kaip užstatą)*; 2. an estimate of possible loss in investment – Lit. (possible translation) *(galimų) nuostolių apskaičiavimas (investuojant į kažką)*; (BTŽ) *rizikos veiksnys*.
50. Hedge – (OALD, DBF) a protection against a possible loss – Lit. (DALKŽ) *apsauga*.
51. Kite – (OALD, DBF, CID) (to fly a kite) a proposal that is put forward in order to interest people – Lit. (DALKŽ) *fiktyvus vekselis; to fly a kite – Lit. (DALKŽ) (bandyti) gauti pinigų pagal fiktyvų vekselį*.
52. Maturity – (OALD, DBF) the time at which something becomes due for payment or repayment – Lit. (DALKŽ) *(vekselio mokėjimo ir pan.) terminas*.
53. Pool – (OALD, DBF, PEUF) 1. an unused supply – Lit. (DALKŽ) *neišnaudota atsarga*; 2. [US] a group of mortgages and other collateral used to back a loan – Lit. (DALKŽ) *pulas (susivienijimas kovai su konkurencija); (bendrasis) fondas*.
54. Security – (OALD, DBF, BVU, PEUF) 1. a guarantee that someone will repay money borrowed – Lit. (DALKŽ) *garantas, garantija*; 2. a stock or share – Lit. (DALKŽ) *vertybiniai popieriai*.

Business transactions and situations

55. Bear market – (OALD, DBF, BVU, PEUF, KWM) a period when share prices fall because shareholders are selling since they believe the market will fall

- further – Lit. (DALKŽ, BTŽ) „meškų“ *rinka* (*padėtis rinkoje, kai krinta akcijų kursas*).
56. Bull market – (OALD, DBF, BVU, PEUF, KWM) a period when share prices rise because people are optimistic and buy shares – Lit. (DALKŽ, BTŽ) *padėtis rinkoje, kai kyla akcijų kursas* [„buliaus“ *rinka*]; *kylantis kursas*.
57. Chinese Walls/ firewalls – (DBF) imaginary barriers between departments in the same organization, set up to avoid insider dealing or conflict of interest (as when a merchant bank is advising on a planned takeover bid, its investment department should not know that the bid is taking place, or they would advise their clients to invest in the company being taken over) – Lit. (possible translation) *kinų sienos/ ugniasienės*.
58. Corner – (OALD, DBF) a situation where one person or a group controls the supply of a certain commodity – Lit. (DALKŽ) *korneris, spekuliacinis prekių supirkimas*.
59. Deadlock – (OALD, DBF) a point where two sides in a dispute cannot agree – Lit. (DALKŽ) *padėtis be išeiities, aklavietė*.
60. Dutch treat – (KWM) a situation when the cost of something is shared by the parties (e.g. going to a restaurant and splitting the bill equally) – Lit. (possible translation) *situacija, kai kiekvienas moka už save*.
61. Graveyard – (DBF) a market where prices are low and no one is buying because investors prefer to remain liquid – Lit. (BTŽ) *žemų kainų/ kursų rinka*.
62. Horse-trading – (OALD, DBF, BVU) hard bargaining which ends with someone giving something in return for a concession from the other side – Lit. (DALKŽ) *derėjimasis, arklių mainai*.
63. Invisible trade – (DBF) trade in services (trade involving invisible imports and exports) – Lit. (DALKŽ) *nematomosios prekės; nematomieji balanso straipsniai*.
64. Poison pill – (OALD, DBF, BVU, PEUF) an action taken by a company to make itself less attractive to a potential takeover bid – Lit. (possible translation) *kompanijos veiksmui norint išvengti bendrovių susiliejiimo*.
65. Prey – (OALD, DBF, BVU) company which is being attacked by another in a takeover bid – Lit. (DALKŽ) *grobis, auka* (*kompanija, kuri yra atakuojama kitos kompanijos per bendrovių susiliejiimą*).
66. To quote – (OALD, DBF, BVU, KWM) to estimate what a cost or price is likely to be – Lit. (DALKŽ) *nustatyti kursą/kainą; kotiruoti*.
67. Red tape – (OALD, DBF, CID) official paperwork which takes a long time to complete – Lit. (DALKŽ) *popierizmas, biurokratizmas*.
68. Sales slip – (OALD, DBF) a paper showing that an article was bought at a certain shop – Lit. (DALKŽ) (*parduotuvėje pirktų prekių kvitelis*).
69. Spot market – (DBF) the market for buying oil for immediate delivery – Lit. (BTŽ) *greitas, neatidėliotinas pirkimas (ir pristatymas)*.
70. Spot price/ rate – (DBF) a current price or rate for something which is delivered immediately – Lit. (BTŽ) *kaina mokant grynaisiais pinigais; neatidėliotino pristatymo kaina; sandorio kaina*.
71. Settlement – (OALD, DBF, BVU, KWM)
1. the payment of an account – Lit. (DALKŽ) *sąskaitos apmokėjimas, atsiskaitymas*, 2. an agreement after an argument or negotiations – Lit. (DALKŽ) *susitarimas*.
72. Visible trade – (DBF) trade involving visible imports and exports (trade in goods) – Lit. (possible translation) *matomoji prekyba*.

Work and job idioms

73. To moonlight – (OALD, DBF) to do a second job for cash (often in the evening) as well as a regular job – Lit. (DALKŽ)

papildomai uždarbiauti (ypač vakarais); *dirbti nelegaliai, nemokant mokesčių*.

74. To sack – (OALD, DBF, CID, BVU, KWM) to dismiss somebody from a job – Lit. (DALKŽ) *atleisti iš darbo*.

As can be seen from the list of idiomatic terms, some of them do not have Lithuanian equivalents. Thus, some possible translations of the aforementioned terms were suggested: *lame duck* – Lit. kompanija, patirianti finansinių sunkumų; *wall of money* – Lit. didelė pinigų suma, skirta akcijų pirkimui; *covered bear* – Lit. apsidraudęs „lokys“ (biržos spekuliantas); *key accounts* – Lit. svarbiausi klientai/ pirkėjai; *slow player* – Lit. vėluojantis (gražinti skolą) skolininkas; *uncovered bear* – Lit. neapdraustas (neapsidraudęs) „lokys“; *crown jewels* – Lit. vertingi kompanijos aktyvai; *dead-cat bounce* – Lit. nuvertėjusių akcijų nežymus pakilimas; *fallen angel* – Lit. nuvertėjusi akcija; *boutique* – Lit. finansinių patarėjų įstaiga; *Chinese walls/ firewalls* – Lit. kinų sienos / ugniasienės; *Dutch treat* – Lit. situacija, kai kiekvienas moka už save; *poison pill* – Lit. kompanijos veiksmai norint išvengti bendrovių susiliejimo; *visible trade* – Lit. matomoji prekyba.

In her article „Lietuviškosios rinkos ekonomikos terminijos svetimybų klasifikacija“ (2003), Tadauskienė proposes that the word for word translation of English business terms is acceptable in Lithuanian business terminology (as in case with the terms “bear” [„lokys“] and “bull” [„bulius“], for there is no equivalent Lithuanian business term). Often there is no possible Lithuanian equivalent of an English term, thus one should not avoid word for word translations as they can enrich Lithuanian terminology and language. According to the linguist, frequently the translation of business terms from English into Lithuanian is inaccurate due to the polysemy of English words the meaning of which depends on the context (Tadauskienė 2003: 138).

Examples of such polysemantic terms can be: *Dollar* [Lit. *doleris*] (to pay top dollar) – the

key meaning of the word “dollar” in OALD is the unit of money in several countries including the USA, Canada, and Australia; while in the context the meaning of the word is quite different, as the phrase “to pay top dollar” (DBF) means paying a lot of money for something. *Peanut* [Lit. *žemės riešutai*] (to be paid peanuts) – the key meaning is “a nut that grows underground in a thin shell” (OALD); in the business context the word acquires the following meaning: “to be paid peanuts” means “to receive a very small amount of money”. *Book* [Lit. *knyga*] (to close the books) – the key meaning is “a set of printed pages that are fastened inside a cover so that you can turn them and read them” (OADL); in the business context: “to close the books” means “to stop staking orders, end a bookkeeping period” (DBF). *Black* [Lit. *juodas*] (to be in the black) – the key meaning of this adjective according to OALD is “having the very darkest colour, like night or coal”; in the context of business and finance: “to be in the black” means “to have money, for example in your bank account” (OALD). *Dead cat* [Lit. *padvėsusi katė*] – the key meaning is that of a cat that is no longer alive. In the business context the phrase means “an unattractive share”. *Dead-cat bounce* according to DBF means “a slight rise in a share price after a sharp fall, showing that some investors are still interested in buying the share at the lower price, although further sharp falls will follow” – *nuvertėjusių akcijų nežymus pakilimas*. The phrase is derived from the notion that “even a dead cat will bounce if it falls from a great height”. The earliest recorded use of the phrase dates from 1985 when the Singaporean and Malaysian stock markets bounced back after a hard fall during the recession of that year (<http://www.investopedia.com>).

Tadauskienė (2003: 140) states that the reason for the faulty and inaccurate translation is the polysemy of the international economic and business terms, as well as the ineptitude of the person/ translator who is trying to find appropriate Lithuanian equivalents.

Conclusions

The article presents the overview of the theory of idiomatcity. Western and Russian linguists became interested in the problem of idiomatc expressions and idiomatcity only in the second half of the 20th century. Various scholars, such as Listunova, Gläser, Hocket, Wray, etc., present different approaches towards the issue of idioms and idiomatcity. According to some of them (Cuddon, Listunova, Wray, etc.), idiomatcity can affect lexical units, collocations, phrases, lexico-grammatical structures, and even longer text passages; while others (Hocket, Gläser, etc.) claim that even single words can be idiomatc. However, all of them agree that idiomatcity is the mechanism that creates a figurative meaning, which does not correspond with the literal meaning of the lexical unit.

In the time of globalization, knowledge of a foreign language becomes an important, indispensable, and concurrent part of any business communication. Any business communication incorporates not only different business transactions, but also the conveyance of important information and the comprehension of what is being said. That is why students should know not only general language, but also should master the professional vocabulary, as well as make every effort in order to use the professional terminology accurately to make a qualified specialist.

The current study shows that English business terminology is rather idiomatc and the meaning of certain terms cannot be figured out without the help of different dictionaries. Idiomatc expressions used in different situations (business transactions, media reports, etc.) play a great role for they make language more vivid and more colourful. The most idiomatc business terms analyzed in the present paper were classified into the possible categories according to their meaning. Lithuanian equivalents were provided for the majority of the items in the case-study. Nevertheless, as it turned out from the analysis, some of the terms lack proper

Lithuanian equivalents. Thus, possible translation of the terms was suggested.

The problem of the idiomatc English business terms and their Lithuanian equivalents is still open to the further research.

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ANGLŲ VERSLO TERMINŲ IDIOMATIŠKUMAS IR JŲ LIETUVIŠKI ATITIKMENYS

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Pateikiami idiomatiniai anglų verslo terminai ir jų lietuviški atitikmenys. Nagrinėjama idiomų ir idiomatiškumo teorija, pabrėžiant, kad idiomatiškumas veikia pavienius žodžius, žodžių junginius ir ilgesnius teksto fragmentus. Idiomatiniai terminai išrinkti iš įvairių anglų ir lietuvių bendrųjų bei specialybės žodynų, vadovėlių, taip pat tekstų verslo tematika. Išnagrinėtieji terminai suklasifikuoti į grupes pagal jų reikšmę. Pastebėta, kad kai kurie idiomatiniai anglų kalbos verslo terminai neturi tinkamo vertimo į lietuvių kalbą, todėl yra pateikti galimi lietuviški terminų ekvivalentai.

Reikšminiai žodžiai: idioma, idiomatiškumas, šabloniškas posakis, verslo terminai, idiomatiniai terminai, daugiareikšmiškumas, atitikmuo.

Įteikta 2009 01 15; priimta 2009 02 25