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FUNDAMENTALS OF BUSINESS COMMUNICATION TRANSLATION: KEY ASPECTS

Textbook

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The textbook «**Fundamentals of Business Communication Translation: Key Aspects**» isintended for students of educational-qualifying level «Bachelor», specialty 035 «Philology (The German languages and Literatures (translation included), English major)»field of knowledge 03 «Humanities».The content of the textbook is based on professionally oriented material, taking into account the program requirements for the content of the theoretical course.

CONTENTS

INTRODUCTION

In a world where business has become global, effective communication is a key factor for success. Language barriers can pose serious obstacles to achieving mutual understanding between partners from different countries. Therefore, it is crucial to possess the skills of business communication translation, which ensure the accuracy, correctness, and cultural adequacy of the transmitted message.

Our textbook «Fundamentals of Business Communication Translation: Key Aspects» aims to uncover all the main aspects of this complex yet highly interesting process. In this edition, we will thoroughly examine the methods and techniques of translating business texts, provide examples from real situations, and offer practical recommendations for improving professional skills.

The textbook «Fundamentals of Business Communication Translation: Key Aspects» is intended for students of educational-qualifying level «Bachelor», specialty 035 «Philology (The German languages and Literatures (translation included), English major)»field of knowledge 03 «Humanities».The purpose of the textbook is to acquaint students with the basic principles and peculiarities ofBusiness Communication Translation. This textbook contains lecture materials for the study of the discipline, which will help students facilitate the acquisition of the course, systematize acquired knowledge, enhance preparedness for seminar classes, and guide them in the search for additional materials.

Special attention is given to the study of terminology, which is the foundation of any professional translation. We also consider aspects of intercultural communication that allow avoiding misunderstandings and promoting the establishment of effective business relations. Intercultural competence is becoming increasingly important in the modern world, where interaction between cultures is a necessary condition for successful cooperation. Our textbook will provide valuable knowledge about cultural differences and methods of their consideration during translation.

This textbook covers the following main topics:

1. **General Characteristics of Translation in Business Communication**: Unveiling the main principles and approaches to business communication translation. This topic encompasses general translation principles such as equivalence, adequacy, and accuracy, as well as specific approaches to translating business texts.

2. **Linguistic Features and Cultural Etiquette in Business Communication: A Comparative Analysis of English and Ukrainian Official-Business Styles**: Analyzing differences in language and cultural context. In this section, we compare lexical, grammatical, and stylistic features of English and Ukrainian in the official-business style and examine cultural aspects that influence business communication.

3. **Texts of the Administrative Sub-Style**: Features of translating administrative documents. This topic covers the translation of orders, directives, reports, and other administrative documents, taking into account their structural and linguistic specificity.

4. **Translation of Business Letters**: Principles and methods of translating various business letters. In this section, we explore the main types of business letters, such as inquiries, proposals, confirmations, and their translation features.

5. **The Evolution of Business Correspondence: From Traditional Letters to Digital Communication**: History and modern trends in business communication. This section covers changes in business correspondence with the advancement of technology, as well as translation features of emails, chat messages, and other digital communication tools.

6. **Commercial Documents**: Translating commercial texts and working with such documents. This topic includes the translation of contracts, agreements, invoices, and other commercial documents, and methods to ensure their legal and financial accuracy.

7. **Texts of Diplomatic Sub-Style**: Analysis and translation of diplomatic texts. In this section, we examine the specifics of translating diplomatic notes, memorandums, and other documents of international significance, considering accuracy requirements and diplomatic etiquette.

8. **Texts of Legislative Sub-Style**: Features of translating legal texts and documents. This section is dedicated to the translation of laws, regulatory acts, decrees, and other legal documents, with an emphasis on terminological accuracy and legal adequacy.

This textbook will become an indispensable tool for students, teachers, translators, and all those who seek to improve their qualifications in the field of business translation. We hope that our work will help you reach new heights in your professional activities and contribute to your successful development. Our authors, with extensive experience in translation and teaching, strive to share their knowledge and skills to help you become true professionals.

We also paid attention to practical aspects of translation, including the creation of glossaries, the use of specialized translation software and tools, and the development of strategies for working with complex texts. The examples and exercises provided in the textbook will help you consolidate theoretical knowledge and apply it in practice.

This edition primarily pursues educational goals aimed at solving the task of theoretical and practical training of future philologists. The textbook is directed towards increasing students' interest in business communication translation, cultivating their personal need for mastering knowledge in this discipline, which is an integral component of forming professional competence of future specialists.

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ОСНОВИ ПЕРЕКЛАДУ ДІЛОВОГО МОВЛЕННЯ: КЛЮЧОВІ АСПЕКТИ

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Навчальний посібник «**Основи перекладу ділового мовлення: ключові аспектиFundamentals of Business Communication Translation: Key Aspects**розроблено для студентів першого (бакалаврського) рівня вищої освіти за спеціальністю 035 «Філологія (Германські мови та літератури (переклад включно), перша – англійська)» галузі знань 03 «Гуманітарні науки». Контент навчального посібника побудовано на професійно-орієнтованому матеріалі з урахуванням програмних вимог до змісту теоретичного курсу.

ЗМІСТ

ПЕРЕДМОВА

У світі, де бізнес став глобальним, ефективна комунікація є ключовим фактором успіху. Мовні бар'єри можуть стати серйозною перешкодою для досягнення взаєморозуміння між партнерами з різних країн. Саме тому важливо володіти навичками перекладу ділового мовлення, які забезпечують точність, коректність та культурну адекватність переданого повідомлення.

Наш навчальний посібник «Основи перекладу ділового мовлення: ключові аспекти» спрямований на розкриття всіх основних аспектів цього складного, але дуже цікавого процесу. У цьому виданні ми детально розглянемо методи та прийоми перекладу ділових текстів, приклади з реальних ситуацій, а також надамо практичні рекомендації для вдосконалення професійних навичок.

Навчальний посібник «Основи перекладу ділового мовлення: ключові аспекти = Fundamentals of Business Communication Translation: Key Aspects» розроблено для студентів першого (бакалаврського) рівня вищої освіти за спеціальністю 035 «Філологія (германські мови та літератури (переклад включно), перша – англійська)» галузі знань 03 «Гуманітарні науки».Пропонований посібник містить виклад матеріалів лекцій до вивчення дисципліни, які допоможуть студентам полегшити оволодіння курсом, систематизувати отримані знання, підвищити рівень підготовленості до семінарських занять, зорієнтувати у пошуку додаткових матеріалів.

Особливу увагу приділено вивченню термінології, яка є основою будь-якого професійного перекладу. Ми також розглянемо аспекти міжкультурної комунікації, що дають змогу уникнути непорозумінь та сприяють встановленню ефективних ділових відносин. Міжкультурна компетентність стає дедалі важливішою в сучасному світі, де взаємодія між культурами є необхідною умовою успішної співпраці. Наш посібник надасть вам цінні знання про культурні відмінності та методи їх урахування під час перекладу.

Цей посібник включає такі основні теми:

1.**General Characteristics of Translation in Business Communication**: розкриття основних принципів та підходів до перекладу ділового мовлення. Ця тема охоплює загальні принципи перекладу, такі як еквівалентність, адекватність і точність, а також специфічні підходи до перекладу ділових текстів.

2.**Linguistic Features and Cultural Etiquette in Business Communication: A Comparative Analysis of English and Ukrainian Official-Business Styles**: аналіз відмінностей у мовленні та культурному контексті. У цьому розділі ми порівняємо лексичні, граматичні та стилістичні особливості англійської і української мови в офіційно-діловому стилі, а також розглянемо культурні аспекти, які впливають на ділову комунікацію.

3.**Texts of the Administrative Sub-Style**: особливості перекладу документів адміністративного характеру. Ця тема охоплює переклад наказів, розпоряджень, звітів та інших адміністративних документів, враховуючи їхню структурну і мовну специфіку.

4.**Translation of Business Letters**: принципи та методи перекладу різноманітних ділових листів. У цьому розділі ми розглянемо основні типи ділових листів, такі як листи-запити, листи-пропозиції, листи-підтвердження та особливості їхнього перекладу.

5.**The Evolution of Business Correspondence: From Traditional Letters to Digital Communication**: історія та сучасні тенденції ділового спілкування. Цей розділ охоплює зміни у діловому листуванні у зв’язку з розвитком технологій, а також особливості перекладу електронних листів, повідомлень у чатах та інших цифрових засобів комунікації.

6.**Commercial Documents**: переклад текстів комерційного характеру та особливості роботи з такими документами. Ця тема включає переклад контрактів, договорів, рахунків та інших комерційних документів, а також методи забезпечення їхньої юридичної і фінансової точності.

7.**Texts of Diplomatic Sub-Style**: аналіз та переклад дипломатичних текстів. У цьому розділі ми розглянемо специфіку перекладу дипломатичних нот, меморандумів та інших документів міжнародного значення, враховуючи вимоги до точності і дипломатичної етикету.

8.**Texts of Legislative Sub-Style**: особливості перекладу юридичних текстів та документів. Цей розділ присвячений перекладу законів, нормативно-правових актів, постанов та інших юридичних документів, з акцентом на точність термінології та правову адекватність.

Цей посібник стане незамінним інструментом для студентів, викладачів, перекладачів та всіх, хто прагне підвищити свою кваліфікацію у сфері ділового перекладу. Ми сподіваємося, що наша праця допоможе вам досягти нових вершин у професійній діяльності та сприятиме вашому успішному розвитку. Наші автори, які мають багатий досвід у сфері перекладу та викладання, прагнуть поділитися своїми знаннями та навичками, щоб допомогти вам стати справжніми професіоналами.

Ми також приділили увагу практичним аспектам перекладу, включаючи створення глосаріїв, використання спеціалізованих програм та інструментів для перекладу, а також розробку стратегій для роботи зі складними текстами. Наведені у посібнику приклади допоможуть вам закріпити теоретичні знання та застосувати їх на практиці.

Видання переслідує насамперед навчальні цілі, спрямовані на вирішення завдання теоретично-практичної підготовки майбутніх філологів. Навчальний посібник спрямований на підвищення у студентів інтересу до перекладу ділового мовлення, у культивуванні в них особистісної потреби в оволодінні знань з цієї навчальної дисципліни, що є певною складовою формування професійної компетенції майбутніх фахівців.

LECTURE NOTE SKETCHES

Lecture 1:

Theme: General Characteristics of Translation in Business Communication

Issues for discussion**:**

1. Translation in the Field of Business Communication: Features, Techniques, Rules.
2. International Characteristics of Business Communication.
3. Translatological Classification of Text Types in Business Communication.
4. Characteristics of Business Etiquette and Its Influence on the Language of Business Communication.
5. Translator's Correctness in Business Communication.

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1. Translation in the Field of Business Communication: Features, Techniques, Rules

Business communication is defined as interactions among people aimed at solving specific tasks (production, scientific-commercial, etc.). The role of a translator in business communication is constantly increasing due to the development of international business and the rise in the number of transnational companies. Translators often participate in negotiations, meetings, and correspondence between business partners from different countries. The importance of national characteristics for successful and effective business communication is highlighted by the following definition:

«Business communication is an interpersonal intercultural area of professional communication that involves perceptive, communicative, and interactive levels of behavior. It is defined by pragmatic-linguistic (informativeness, regulation, implicitness, expressiveness) and pragmapsychological (interest, conflict, mutual understanding and comprehension) characteristics of communication.»

Business communication typically uses the official-business style of speech. As a type of institutional communication (i.e., communication necessary for fulfilling social needs), official-business discourse is distinguished from other types (political, military, pedagogical, scientific, etc.) by the following characteristics:

1. The main goals of communication in this case are prescription, influence, and information sharing.

2. Its texts belong to directives, which urge the recipient to take specific actions, or to representatives, which provide information.
3. Participants in speech acts in official-business discourse perform specific roles and possess certain role characteristics (e.g., superior-subordinate).

The complexity of translating official-business documents is associated with the functional differences of various languages. Therefore, in the case of translations from English to Ukrainian and vice versa, the translator must, above all, take into account the reduced categoricity of the English language. Where a Ukrainian would say: «Ми думаємо, що товар зберігався в неналежних умовах» («We think the goods were stored under improper conditions»), an English speaker would note: «We do not think the goods were appropriately kept.»

The Ukrainian business language is characterized by the use of deverbal nouns with the meaning of action. However, when translating into English, such words should be avoided: «Перевірка відвантаження товарів здійснюється щодня» («The verification of goods shipments is carried out daily») should be translated as «Shipments are verified daily.»

It is essential to adhere to the norms of political correctness, which «is expressed in the desire to find new ways of linguistic expression instead of those that offend the feelings and dignity of the individual, infringe on human rights with habitual linguistic tactlessness and/or straightforwardness regarding race and gender, age, state of health, social status, appearance, etc.» For example: A typical manager spends four hours of his day in meetings. Instead of this: «A typical manager spends four hours of his day in meetings,» it is better to say: «Most top managers spend four hours a day in meetings.»

When conducting business translation, it is necessary to strictly follow the following rules:

1) **Conciseness**. The original text must be presented as briefly and succinctly as possible.
2) **Accuracy**. This is ensured by the adequate transfer of precision lexicon (proper names such as surnames, names, geographical names, etc., terms) and correct

conveyance of numerical data. In business translation, special attention is given to the translation of various abbreviations. All abbreviations must be aligned with special and commonly accepted abbreviations; those abbreviations that are not subject to translation are retained in the original language. The translator must use current terminology, which cannot be mastered without referring to original documents in the foreign language.

3) **Clarity**. The content of the translation should not give rise to ambiguous interpretations.

4) **Literariness**. The translated text must comply with all the norms of the literary language into which the translation is made since the recipient must receive the translation in a form familiar to them. In this regard, the translator must be aware of the linguistic features of official documentation in the language of translation.

5) **Idiomaticity**. The richness of official-business speech with idioms (stamps) presents a certain complexity for the translator since the optimal translation option is associated with replacing the stamp in the source language with the corresponding stamp in the target language. The idiomatic expressions used in the translation must meet the criteria of semantic-stylistic adequacy and frequency of use.

6) **Standardization**. As is is known, one of the striking features of the official-business style is the standardization of texts, which are drawn up according to existing templates in each language. Therefore, such texts are translated according to strict (determinative) norms, where the creative abilities of the translator are less significant than their competence in a specific field (economics, law, business, etc.). Competence implies not only knowledge of terms and special expressions but also knowledge of the composition characteristic of this genre of documents in the language of translation.

Thus, when determining the equivalence of translation in the field of business communication, the stereotypical nature of business texts comes to the forefront, which is manifested both in the composition and the use of language clichés.

There are also extralinguistic rules for performing written translations in this field. For instance, if the translation accompanies a legal action (execution of a transaction, certification of a document's authenticity), the translation text is placed on the same page as the original. In this case, on a page divided by a vertical line, the original text is on the left side, and the translation is on the right. Not only the main text of the document is subject to translation, but also the text of the seals. In other cases, the sheet with the translation is attached to the original document.

2. International Characteristics of Business Communication

In all linguistic cultures, official-business speech is associated with the development of the state administration apparatus and ensures the documentary consolidation of legal relations between individuals and legal entities. This accounts for the international properties of a document, such as authenticity, relevance, argumentation, and completeness.

In all linguistic cultures, documents perform similar general functions:

1**. Informational**, as they are intended for storing and transmitting information;
2**. Social**, as they are related to the implementation of a particular societal need;
3**. Communicative**, as they serve to connect elements of the social structure;
4**. Cultural**, as they serve to preserve and transmit cultural traditions and testify to a certain cultural level of societal development.

In addition to the general functions listed above, documents also perform a number of special functions:

1.**Managerial**, as they are tools of management. A whole range of documents is created specifically for management purposes (e.g., reporting, organizational and administrative documents);
2.**Legal**, as they indicate the specifics of legal norms in society. This function is most vividly manifested in legislative and legal normative acts;
3.**Historical source function**, as they contain information about the historical development of society.

That is why, despite significant differences in the design of business documentation in different languages, certain requirements for documents are universal:«Business communication is characterized by a rational combination of international and national components.» These requirements include «officiality and regulation of business relations; ethics of relations; use of language formulas.»

Officiality and regulation of business relations are realized through adherence to etiquette norms, use of situational etiquette formulas (such as greetings, farewells), and avoidance of ironic, sarcastic, or offensive tones. For instance, document drafters should not urge the recipient to hurry using words like «urgent,»«immediate,» impose a ready-made solution to the problem on the recipient, or begin the document with a refusal rather than justifying the negative decision.

The ethics of relations is associated with a number of requirements related to both the recipient and the sender of the document. For example, senders should not:

- use words like «urgent,»«immediate,» urging the recipient to hurry; such phrases are better replaced with «Please respond by...»; «I kindly ask you to immediately inform me of your decision»;
- impose the desired solution to the problem on the recipient: «Please resolve the issue positively»; «Please approve this candidate»;
- use phrases like «I propose to carefully examine,» implying the recipient's inattention;
- start with the statement of refusal; it is recommended to start with an explanation of the reasons for the refusal.

The recipient is primarily required to provide a prompt and clear response.

The language and style of business documentation are also largely similar across different linguistic cultures.In particular, because the author of a document is typically a collective subject (even in documents signed by one person), the subject of action in documents is mainly represented by collective nouns (e.g., directorate, organization, company). However, the impersonal nature of official-business speech is more characteristic of domestic documentation, while in Western documents, an individually personal orientation is often realized.

Another universal characteristic of business speech is the frequency of language formulas – stable expressions used in an unchanged form.The reasons for the frequency of these formulas include the regulation of business relations, the repetition of situations, and the thematic limitation of business speech. The significance of language formulas is associated with the fact that without them, a document may often lose its legal force. Thus, «by expressing typical content, language formulas ensure the accuracy and unambiguity of the text's understanding by the addressee, and reduce the time required for the preparation and perception of the text.»

3. A translatological classification of text types in business communication

Translation studies classify types of texts in business communication through various methodologies. Within the realm of translation theory, the classification of texts from a translation studies perspective has been extensively discussed. A notable attempt to consolidate these classifications into a comprehensive system that considers multiple parameters is presented in a prominent work on text and translation theory. This classification is founded on several key parameters: «…the communicative purpose and the type of information conveyed by the text; the nature of the source and the target audience; and the objective measure of the text's translatability.»

Different types of texts, including official-business texts, can contain four types of information:

1. **Cognitive**: Objective information about the surrounding world;
2. **Operational**: A call to take certain actions;
3. **Emotional**: The transmission of feelings and emotions through the text;
4. **Aesthetic**: Related to the evocation of a sense of beauty.

At the same time, a single text can simultaneously include several types of information, although one of them will be dominant. Both sources (authors) and recipients are classified by quantitative characteristics into collective, group, and individual categories. There are three groups of texts depending on the degree of translatability, i.e., «by the degree of objective possibility of conveying components of the original text content.»

In the first group of texts, components that are untranslatable (situational realia and exotisms, such as proper names, realia of measurements, realia of money, interjections, deviations from the literary norm of the language, such as dialectisms) are absent. In the second group of texts, untranslatable components are present, and when they are rendered (descriptively or through transcription with explanations), the volume of the text and the share of cognitive information in it increase. The third group of texts is characterized by the incomplete transfer of the original text’s content due to the conflict between form and content, the presence of intertextual inserts, and a specific type of translation.

Official-business style texts mostly belong to the first group.

In this classification, the following belong to the field of business communication:

1. Documents of individuals and legal entities;
2. Legislative texts;
3. Business letters;
4. Public speeches (e.g., in the form of business presentations);
5. Negotiations, discussions;
6. Declarations and manifestos.

4. Characteristics of Business Etiquette and Its Influence on the Language of Business Communication

The most important part of business communication is speech etiquette – a set of rules for speech behavior.Therefore, one can speak about the etiquette structure of business discourse, which consists of:

1. Etiquette framework, which organizes communication, facilitates the establishment and termination of contact, and includes address, greeting, and farewell.

2. Etiquette skeleton, which supports polite, non-confrontational communication and includes listener's response phrases, i.e., those means that do not belong to etiquette means but contribute to maintaining contact in communicative situations of business communication.

3. Etiquette inclusions – «fragments of discourse with etiquette content (requests, apologies, thanks, etc.).»

In business speech, etiquette is realized through speech formulas of addresses, greetings, farewells, requests, apologies, thanks, agreements, or disagreements.Due to the standardized nature of the official-business style, knowledge of these formulas and their specificity depending on the type of communication situation is significant for the translator. These formulas and the rules for their use possess national specificity, which represents an additional challenge for the translator. The translator needs not only to know the basic correspondences of speech etiquette formulas in the native language and the language of translation but also to know their stylistic characteristics, scope of use, etc. For example, the Ukrainian form of greeting cannot be translated into Turkish as «Salam alaikum» (Салям алейкум) in business communication, as it has a religious character and is used exclusively in the religious sphere. Many etiquette formulas are so closely connected with the historical traditions of the people that their transfer to the translating language is almost impossible without considering these traditions. For example, the Chinese greeting form «Nǐ chī (fàn) le ma?» (Ні чинь (фань) ла ма?) is literally translated as «Have you eaten?» but it should be translated with the corresponding form of greeting.

The specifics of business communication (and consequently, the specifics of business etiquette) are largely determined by the national characteristics of each people. For example, according to English traditions, one should be restrained in judgments as a sign of respect for the interlocutor. To avoid categorical judgments, English speakers use phrases such as «I think,»«I believe,»«Perhaps….» This same national characteristic is reflected in standard forms of requests, which are most often framed as questions: «Could you possibly…» This is also related to the preferred use of the subjunctive mood in complaints: «We should be very much obliged if you would rectify this error and send us replacements at your earliest convenience.»

The formulas for agreement and refusal possess national specificity. For example, while Ukrainian businessmen express refusal unequivocally, Turkish businessmen always accompany it with praise for the proposal made, which helps to soften the refusal as much as possible.

It is also characteristic to use constructions implying the undesirability of a certain action or doubt about the possibility of its implementation. Moreover, Turkish speakers express their agreement in a more detailed manner: «It is good that we have reached a consensus on this issue»; «Fortunately, we have no objections,» etc.

Furthermore, a brief expression of agreement can indicate that the speaker is actually unsure of their decision. Similar traditions exist in Chinese business linguistic culture, where expressing agreement implies praise for the interlocutor, and refusal is expressed in the least categorical terms to save the interlocutor's face. In Chinese communicative culture, there are several tactics aimed at softening the refusal as much as possible:

Humor, which always eases an awkward situation and is considered the highest degree of communication art;

Euphemism, used in situations where excessively difficult tasks are proposed, expressing gratitude and offering another suggestion;

Buffer method, if it is necessary to postpone the decision, proposing to return to the issue later;

Compensation method, expressing the intention to compensate the interlocutor for the unpleasantness, offering a pleasant surprise.

Ukrainian business communication norms in the case of refusal involve more categorical formulations with references to contract terms, legislative norms, etc., making the refusal more objective. Agreement is expressed more concisely and unequivocally.

The Ukrainian business language is characterized by the use of formal «Ви -form» communication, contrasted with informal «Ти -form» communication. In official situations, one should not address a person holding a high position informally, even if there is a friendly relationship in everyday life. This distinction is less noticeable in many other languages, such as English.

Additionally, in the Ukrainian business language, it is more traditional to address people by their first name and patronymic, while in English, it is only by their first name.In the countries of the Arab East, addressing someone involves a chain of ancestral names – Ahmed ibn Muhammad ibn Hasan ibn Hussein. In Chinese business linguistic culture, one can only address a business partner using the «surname + name» formula. Using a title as a form of address is acceptable, which is not typical for Ukrainian linguistic culture. Moreover, addressing a Chinese partner by name is only possible if a friendly relationship between communicators has been established.

While American business etiquette is characterized by informality and casualness, French and German business communication, on the contrary, is distinguished by a high degree of formality,which is expressed in addressing by surname, the significance of various titles and ranks, which the translator must adequately convey in translation, as well as considering the status of delegation representatives.

In most Western European countries, titles or positions are often attached to a person's name, regardless of whether the person actually holds that title. Words like «professor» or «doctor» may simply indicate that the individual is a member of a creative profession. For example, in Austria, this form of address is used for actors, musicians, and doctors; in the USA and the UK, any teacher may be referred to as a professor.

Indicating a position as a form of address does not necessarily include the surname: Mr. Mayor, Mr. President. However, in Germany, the surname must be present in such cases: Herr Doctor Schwarz. Women can be addressed using their husband's title. For instance, in Austria, Frau Professor may indicate that the woman's husband is a university professor.

Etiquette situations also have national characteristics. Consider the situation of congratulation. The English tradition does not involve congratulating each other on official holidays as in Ukrainian culture; however, both cultures accept congratulations for personal life events of the recipient. The English worldview influences the linguistic formulation of congratulations: «The English have a pragmatic worldview, believing that what a person has or wants to have depends on themselves, their efforts, persistence, and diligence, rather than fate and luck.»

Therefore, the word «congratulate» is used in situations related to the interlocutor's personal achievements:buying a new car, marriage, the birth of a child, etc. In other cases, words like «greet» or «greeting» are used. In Chinese linguistic culture, wishes often include allusions to the history of China, its traditions, etc.: «I wish you prosperity like the continuous flow of the East Sea and longevity like the pines of the Southern mountains...» In situations of gratitude, Chinese speech behavior is characterized by greater modesty, expressed in denying one's merits or negatively assessing one's qualities that have become the subject of praise.

In situations of requests, Chinese people often use constructions that express the compulsion to ask for help rather than the desire for it, and they also express gratitude in advance for fulfilling the request.

Politeness, a crucial concept in business linguistic culture, also has national specificity.The national uniqueness of politeness in verbal communication «is manifested in the presence of specific features that may reflect extralinguistic – social, historical, cultural, psychological, ethnic – facts characteristic of the speakers of a particular national-cultural society.»

In some linguistic cultures, politeness plays such an important role that the category of politeness itself becomes a lexical-grammatical category. For example, in the Korean language, there are seven levels of politeness: 1) Honorific; 2) Respectful; 3) Politeness characteristic of female speech; 4) Courteous; 5) Intimate; 6) Familiar; 7) Patronizing.

Each level has its own set of grammatical, word-formation, and lexical indicators.

Business etiquette plays a crucial role in shaping the language and conduct of business communication. Here are some key features and their impacts:

1.**Formality and Structure**: Business language often adheres to a formal tone and structured format. This includes the use of formal greetings, titles, and polite expressions to show respect and professionalism.
2.**Clarity and Precision**: The language used in business communication is typically clear and precise to avoid misunderstandings. This is especially important in written documents such as contracts, reports, and emails.
3.**Directness and Brevity**: While maintaining politeness, business communication tends to be direct and concise. This efficiency helps in quickly conveying the necessary information without unnecessary embellishments.
4.**Politeness and Respect**: Politeness is a key component of business etiquette. This includes using courteous language, acknowledging others' opinions, and showing respect in all interactions.
5.**Cultural Sensitivity**: In international business, understanding and respecting cultural differences is vital. This influences language choices, greetings, and the overall approach to communication to avoid cultural misunderstandings.
6.**Professional Tone**: The language of business communication maintains a professional tone at all times, even in situations of disagreement or conflict. This helps in maintaining a positive and productive working relationship.
7.**Use of Specific Terminology**: Business communication often involves the use of industry-specific terminology and jargon. This ensures that the message is accurately understood by those within the field.

Overall, business etiquette ensures effective and respectful communication, which is essential for successful business interactions and relationships.

5. Translator's Correctness in Business Communication

For a translator in the field of business communication, correct translation skills are crucial to prevent misunderstandings and even conflicts that are associated with the national-cultural features of business communication in different countries. These features play a significant role in communication between representatives not only of entirely different linguistic cultures (e.g., Eastern and Western countries), but their consideration is also essential when communicating between representatives of Western European countries. For example, English-speaking culture representatives do not typically ask direct questions, give one-word answers, or straightforwardly express their opinions; they tend to be indirect and avoid calling things by their names. These communicative behaviors are aimed at avoiding sharp conflicts.

Meanwhile, Ukrainian-speaking business participants are accustomed to expressing their feelings and thoughts openly, making such behaviors seem insincere to them.The translator, as an intermediary in intercultural communication, «is forced to exist and work simultaneously in two cultural environments and reconcile them since non-compliance with the above speech behavior rules can lead to disagreements and even result in conflict.» In this context, several techniques can help the translator to mitigate potential contradictions:

1. **Softening requests and questions**–the ability to make requests and questions less direct and open by replacing imperative forms with statement-questions and tag questions:

Підпишіть, будь ласка, цей договір. – Will you (Would you, Could you) sign the contract, please?

Можна зателефонувати звідси? – I wonder if I can use the phone.

Ви новий секретар? – You're the new secretary, aren't you?

2. **Reducing the categoricity of statements and responses** by turning them into tag questions and expanding brief answers:

Це дорогий ресторан. – It's an expensive restaurant, isn't it?

Ви телефонували вчора? – Так. – Did you phone me yesterday? – Yes, I did.

3. **Smoothing out negative information** by using antonymic translation, softening introductory phrases, and diminutive adverbs:

Я не зможу прийти. – I'm afraid I won't be able to come.

Це не стосується справи. – I don't think this is relevant.

In the domain of business communication, the accuracy of the translator is of significant importance.This correctness encompasses several key aspects:

1. **Accuracy in Translation**: Ensuring that the translated text accurately reflects the original message, including terminology, numerical data, and cultural nuances, is essential. Inaccuracies can lead to misunderstandings and potentially costly errors.
2. **Adherence to Etiquette**: Translators must be well-versed in the etiquette norms of both the source and target languages. This includes understanding the appropriate levels of formality, politeness, and the use of titles or honorifics.
3. **Clarity and Precision**: The translated text should be clear and precise, avoiding ambiguity. This is particularly important in business documents, where clarity can prevent misinterpretations and disputes.
4. **Cultural Sensitivity**: A good translator recognizes and respects the cultural differences that influence communication. This involves not only language but also non-verbal cues, conventions, and business practices that vary between cultures.
5. **Confidentiality and Professionalism**: Translators in the business field often handle sensitive information. Maintaining confidentiality and demonstrating a high level of professionalism is crucial to uphold the trust of clients and stakeholders.

By mastering these aspects, translators play a vital role in facilitating smooth and effective business communication across different cultures and languages.

ASSIGNMENTS FOR SELF-CONTROL

What is understood by business communication?

1. What requirements must a translator observe in the field of business communication?
2. On what parameters is the translatological classification of texts based? What translatological types of texts are distinguished?
3. What requirements for business documents are of an international nature?
4. What is understood by speech etiquette?
5. Why does the specificity of business communication have a national character?
6. Prove that etiquette situations possess national specificity.
7. What constitutes the correctness of the translator? Techniques for accurate translation.

Lecture 2:

Theme: Linguistic Features and Cultural Etiquette in Business Communication: A Comparative Analysis of English and Ukrainian Official-Business Styles

Issues for discussion

1. Substyles and Genres of Official-Business Style in the Aspect of Translation.

2. Linguistic Features of the English and Ukrainian Languages in Business Communication.

3. National Specificity of Etiquette Situations (Using the Example of a Request Situation).

4. Types of Documents.

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1. Substyles and Genres of Official-Business Style in the Aspect of Translation

The basis of business speech is the official-business style, which ensures communication between organizations and institutions, legal and natural persons, and various states. The expression of will and the regulatory function of law – the main goals of communication in the business sphere – predetermined the main features of this functional style:

1. Imperativeness and prescriptive-obligatory meaning;
2. Precision, excluding misinterpretations;
3. Impersonal nature of speech;
4. Nominal nature of speech;
5. Standardization;
6. Emotionlessness, neutrality, and lack of expressiveness.

Since the official-business style serves various fields – industrial, legal, diplomatic – it is heterogeneous. Within the official-business style, several sub-styles are distinguished:

1. Proper official-business style (also known as administrative or everyday-business sub-style);
2. Legal (or documentary, legislative) sub-style;
3. Diplomatic sub-style.

Various documents – «business papers drawn up in accordance with approved standards and rules and having legal force» – constitute the core of the official-business style, as they most fully realize the stylistic features of this style. Documentation is diverse, determined by the various functions and content of documents. Organizational-legal, financial, planning, reporting, informational-reference, and other documents are distinguished.

The realization of the legal sub-style occurs in texts of laws, resolutions, charters, codes, and personal documents.A distinctive feature of this sub-style is the extreme degree of generalization, since the addressee of such texts is the entire society, not a specific person.

The diplomatic sub-style functions in the field of diplomacy, international relations, and is realized in texts of personal notes, verbal notes, memorandums, official and semi-official letters. For the translation of such texts, the rules of international and national business etiquette, the specifics of addresses, etiquette formulas, etc., are particularly important.

The official-business style encompasses a variety of sub-styles and genres, each with its own characteristics and translation considerations. The main sub-styles within the official-business style are:

1. **Proper Official-Business Sub-style**: Also known as administrative or everyday-business sub-style, this includes documents that are used for routine business transactions and operations. Examples are memos, reports, and internal communications. The translation of these documents requires a focus on accuracy and clarity to maintain the intended message and procedural integrity.
2. **Legal Sub-style**: This sub-style includes legal documents such as laws, resolutions, charters, and codes. These texts require precise and unambiguous translation to ensure that the legal obligations and rights conveyed are clearly understood. The high degree of generalization and the presence of legal terminology necessitate specialized translation skills.
3. **Diplomatic Sub-style**: Functioning within the field of diplomacy and international relations, this sub-style is realized in texts such as personal notes, verbal notes, memorandums, and official letters. The translation of diplomatic documents requires knowledge of international and national business etiquette, including the specifics of addresses, etiquette formulas, and cultural nuances to prevent misunderstandings.

Genres within these sub-styles include:

1. **Organizational-Legal Documents**: These documents establish or regulate organizational procedures, rights, and responsibilities.
2. **Financial Documents**: These include balance sheets, financial statements, and audit reports that require precise numerical and financial terminology.

3. **Planning Documents**: Plans, schedules, and project proposals fall under this category, where the translator must ensure the clear communication of goals and strategies.

4. **Reporting Documents**: These include performance reports, evaluation reports, and status updates, necessitating accuracy and clarity.

5. **Informational-Reference Documents**: This genre encompasses informational bulletins, reference guides, and manuals that provide essential information and guidelines.

The official-business style's implementation in translation requires adherence to its standardized features:

1. **Imperativeness and Prescriptive-Obligatory Meaning**: Commands and obligations must be clearly and accurately conveyed.
2. **Precision**: The translation must prevent any possible misinterpretation.
3. **Impersonal and Nominal Nature**: The language used should remain neutral and objective.
4. **Standardization**: Using established forms and terminologies is crucial.
5. **Emotionlessness and Neutrality**: The tone must remain professional and devoid of emotional expression.

2. Linguistic Features of the English and Ukrainian Languages in Business Communication

For a translator in the field of business communication, knowledge of the linguistic (lexical, morphological, syntactic) features of the official-business style in the source language and the target language is crucial. These features signal the text's belonging to the official-business style and allow speakers of the target language to identify the translated text as one adhering to the official-business style.

The lexicon of the official-business style comprises three groups of lexical units:

1. Neutral, commonly used words (e.g., society, perform, law);

2. Terms specific to the field in which the document functions (e.g., in financial documents – creditor, debit; in legal texts – legal capacity, guardian);
3. Bureaucratisms, i.e., words and phrases typical of the official-business style (e.g., the following, to exact).

In the official-business style, there are frequent instances of verb-noun collocations, or verbo-nominatives, where combinations of verbs (generally with weakened meaning) and nouns bearing the main semantic load are used instead of a single verb with a full lexical meaning, for example: «to conduct a search» instead of «to search,» «to make a payment» instead of «to pay,» «to ensure safety» instead of «to save.»

For handling various typical situations in the official-business style, clichés – ready-made speech formulas – are used. For instance, to express refusal in official texts, clichés like «we are unable to fulfill your request,» «unfortunately, we cannot carry out» are used.

In Ukrainian official-business texts, deverbal nouns are common.These are mainly used to name people based on a specific action (e.g., advertiser, adopter, guardian) or to indicate a generalized action, including in verbo-nominatives (e.g., preservation, performance). Special attention should be given to deverbal nouns with the prefix «не-» (non-), which are not used in other styles, such as: non-fulfillment of obligations, non-issuance of credit, non-provision of assistance.

In the official-business style, the frequency of prepositional nouns (e.g., in connection with, in case of, for the purpose of) is high, contributing to more concise expression of thoughts. For example, instead of saying «У кредиті може бути відмовлено, якщо не буде дотримано таких умов…» (Credit may be denied if such conditions are not met…), the document would say «У кредиті може бути відмовлено в разі недотримання таких умов…» (Credit may be denied in case of non-compliance with such conditions…).

It is also worth noting the practical absence of personal pronouns in official-business texts, due to the absence of pronominal substitution. For example: «The aggregate of crimes is recognized as the commission of two or more crimes, none of which the person was convicted of, except in cases where the commission of two or more crimes is provided for by the articles of the Special Part of this Code as a circumstance entailing more severe punishment.»

The most common forms in official-business speech are present tense forms, primarily present imperative and present obligative.The objectivity of the presentation in the official-business style is ensured by the predominance of passive constructions, which highlight the action rather than the performer: «В Україні визнаються і захищаються рівним чином приватна, державна, муніципальна та інші форми власності.» (In Ukraine, private, state, municipal, and other forms of ownership are equally recognized and protected).

In the Ukrainian language, the official-business style is characterized by simple sentences, often complicated by detached and homogeneous parts of the sentence, as well as complex sentences with a large number (up to 15–18) of homogeneous subordinate clauses.

At the textual level, the genres of the official-business style also have a number of features.There are three types of texts, distinguished by the degree of rigidity of textual norms – pattern-template, pattern-model, and pattern-scheme. The pattern-template is characterized by the most rigid textual norms, with a fixed set of requisites, i.e., content elements, the sequence of these requisites, and their spatial arrangement. Examples of pattern-templates in official-business documents are various types of certificates and questionnaires. Among pattern-models are applications, complaints, requests, and regulated letters. In the pattern-scheme, only the set of requisites is fixed. Examples of pattern-schemes are unregulated business letters.

Understanding the linguistic features of both English and Ukrainian in the context of business communication is essential for effective translation and intercultural interaction.So,here are some key aspects:

English Business Communication

1. **Directness and Clarity**:

English business communication often emphasizes directness and clarity, ensuring that messages are concise and straightforward. This helps in avoiding ambiguity and ensuring that the intended message is accurately conveyed.

2. **Use of Modal Verbs**:

Modal verbs (e.g., can, could, would, should) are frequently used to express requests, offers, suggestions, and obligations. They help in softening the tone of the communication and making it more polite.

3. **Politeness Strategies**:

Politeness is a significant aspect, with common phrases like «please,» «thank you,» «sorry,» and «excuse me.» These phrases help in maintaining a courteous and professional tone.

4. **Standardization and Formality**:

Business communication in English often follows standardized formats, especially in written documents like emails, memos, reports, and contracts. The use of formal titles and salutations is also common.

5. **Use of Jargon and Technical Terms**:

Depending on the industry, business communication in English may include specific jargon and technical terms that are widely understood within the field.

Ukrainian Business Communication

1. **Formal and Respectful Tone**:

Ukrainian business communication is characterized by a formal and respectful tone. The use of formal address forms (e.g., «Ви» instead of «ти») is standard, even in professional settings where participants know each other well.

2. **Use of Deverbal Nouns**:

Deverbal nouns are commonly used to name people based on a specific action (e.g., рекламодавець - advertiser, усиновлювач - adopter) or to indicate a generalized action (e.g., збереження - preservation, виконання - performance).

3. **Complex Sentence Structures**:

Ukrainian business communication often involves complex sentence structures, including sentences with multiple subordinate clauses, which can sometimes lead to lengthy and detailed expressions.

4. **Legal and Bureaucratic Language**:

The official-business style in Ukrainian includes a significant amount of legal and bureaucratic language, which often involves long, detailed, and precise formulations to ensure clarity and avoid misinterpretation.

5. **Etiquette and Politeness**:

Politeness is deeply embedded in Ukrainian business communication. Specific phrases and expressions are used to convey politeness, gratitude, and respect, which are essential in maintaining professional relationships.

Common Challenges and Considerations in Translation

1. **Cultural Differences**:

Translators need to be aware of the cultural differences that influence business communication styles. What may be considered polite and appropriate in one language and culture may not necessarily be the same in another.

2. **Terminology**:

Ensuring the correct and consistent use of terminology is crucial in business translation. This includes understanding industry-specific jargon and legal terms.

3. **Tone and Formality**:

Maintaining the appropriate tone and level of formality is essential in business communication. Translators must be able to adapt the tone to match the expectations of the target audience while preserving the original message.

4. **Clarity and Precision**:

The translated text must be clear and precise, avoiding ambiguity and ensuring that the message is accurately conveyed. This often involves restructuring sentences and choosing the right words to match the context.

By understanding and navigating these linguistic features and challenges, translators can facilitate effective business communication between English and Ukrainian speakers, ensuring professionalism and mutual understanding.

3. National Specificity of Etiquette Situations (Using the Example of a Request Situation)

The English language is distinguished by a great variety of means to express requests: these can be declarative statements, imperative, interrogative constructions, indirect questions, expanded affirmative and interrogative statements, and hint statements.

The imperative is the most direct way to express the speaker's desire and practically leaves the listener no choice but to perform the action. Without a modifier, it is very rarely used in English communication. Even in combination with «please,» it is not sufficiently polite to express a request. It is important to note that «please» in English communicative culture is not an effective modifier of the imperative. The effect of softening the request is only achieved when «please» is combined with other means (in an interrogative sentence combined with «could» or «would»).

Negative imperative constructions that contain a request for the addressee not to perform a particular action (e.g., «Don't smoke») also have a lower degree of politeness. In more polite communication, the preference is given to an expanded construction like «I'd rather you don't smoke, if you don't mind.»

In English communication, there is a clear preference for indirect ways of expressing requests. The politeness of indirect statements is explained by the fact that they make it easier for the listener to refuse the action being requested.

The most common way of expressing requests is through interrogative statements with modal verbs. Among these interrogative statements, two main types are distinguished:

1. **Object-oriented**: directed at the listener (e.g., «Can you give me a lift home?»);
2. **Subject-oriented**: directed at the speaker (e.g., «Can I get a lift home?»).

Within the first group, there are questions about the addressee's ability to perform the action (e.g., «Can you / Could you») and questions about the addressee's intention and desire (e.g., «Will you / Would you»).Questions about ability are the most commonly used. Constructions with the verb «would» are characterized by a higher degree of politeness.

Subject-oriented questions are framed using the verbs «can,» «could,» «may,» and «might.» Models with the verbs «may» and «might» are more characteristic of formal communication.

Requests in the form of questions can be softened using various modifiers.The verbs «can» and «will» are rarely accompanied by modifiers, unlike the verbs «could» and «would,» for which the use of modifiers is quite typical. «Could you please» is one of the most preferred ways of expressing a request. Other possible combinations include «could you kindly…,» «could you perhaps…,» and «could you possibly….»

Expanded statements can be divided into three main groups based on their structure and subject-object orientation:

1. **Statements directed at the listener,** where the speaker inquires about the listener's attitude towards their request and the possibility of fulfilling it. These are complex indirect-question constructions:

«Would you mind doing something?»

«Do you think you could do it?»

«Would it be possible for you to do it?»

2. **Statements directed at the speaker.** These are complex declarative constructions, which can be semantically subdivided into two groups:

A) Statements where the speaker expresses their gratitude to the addressee in case the request is fulfilled:

«I would appreciate if you'd do it.»

«I would be obliged if you'd do that.»

B) Statements containing an indirect question about the addressee's ability to fulfill the request:

«I wonder if you can/could do that.»

«I wonder if you mind doing it.»

3. **Statements not directed at any participant in the communication:**

«If you could do that.»

«If you would do that.»

These are syntactically pseudo-subordinate clauses, lacking the main part (e.g., «I wonder,» «I'd like to know»). Expanded statements are the most polite form of expressing requests in English.

The imperative is the main way to express requests in Ukrainian.Imperative statements, with the imperative mood as their core, are the most frequent.

To actualize polite relations between communicants and reduce the categoricity of statements in Ukrainian, a number of means exist:

- The politeness marker «будь ласка» (please);
- The «ти/ви» (informal/formal) form.

Modifiers expressing doubt and uncertainty, characteristic of English and used to soften requests, are practically not used in Ukrainian. On the contrary, internal modifiers of requestive statements in Ukrainian aim not to soften the request but to intensify it:

- «Будьте люб'язні» (Be so kind)
- «Не відмовте в люб'язності» (Do not refuse the kindness)
- «Не вважайте за працю» (Do not consider it a bother)
- «Будьте ласкаві» (Please)

From a linguistic-cultural perspective, these statements are quite curious. They contain an external paradox. On one hand, the listed modifiers actualize politeness; on the other, they are expressed in the imperative form, meaning that one statement contains two imperative verbs, doubling the request and increasing pressure on the addressee. It is evident that the level of politeness in these statements is enhanced by indirect evaluations of the addressee's qualities (kind, courteous) and indication of the significance of the expected actions (favor, kindness).

Performative statements «Я прошу Вас + infinitive» (I ask you + infinitive) are less frequent than imperative ones.Requests can also be conveyed through interrogative statements, which are significantly less common in Ukrainian communication than in English. Requests for action are expressed only through object-oriented questions. Semantically, these can be questions about the addressee's intention or ability to perform the action. The former are framed using the verb in the future tense (in affirmative or negative form): «Не підкажете, котра година?» (Could you tell me the time?).

Questions about the addressee's ability to perform the action are framed using the verb «могти» (to be able) (in affirmative and negative form, in indicative and subjunctive mood). Subject-oriented statements are characteristic of permission requests. Most often, these are questions from the subject about permission to perform an action: «Можу я взяти твою ручку?» (May I take your pen?). Expanded statements in Ukrainian are few. These are declarative constructions expressing the speaker's gratitude if the addressee performs the action… Expanded interrogative constructions containing questions about the addressee's difficulties can also be included: «Вам не важко зробити це?» (Is it not difficult for you to do this?).

4. Types of Documents

All activities of an organization, enterprise, or firm are in some way connected with documentation. As previously noted, a document is a business paper drawn up in accordance with the relevant norms and rules, serving as evidence of something, confirming the right to something, and having legal force. A document serves as the basis or means of regulating managerial, organizational, and financial actions of organizations or individual officials.

Documentation is highly diverse in terms of its functions, content, and purpose, as well as the degree of accessibility of the information it contains.Summarizing the goals, tasks, and conditions of documentation, experts identify a number of factors that allow all documents to be divided into separate types and kinds.

Based on the factor of addressing, documents are divided into internal and external business correspondence. Internal business correspondence is conducted between officials or departments within the same organization or institution. In this case, the sender and recipient of the document have a hierarchical relationship. This type of documentation is called official.

External business correspondence is conducted between different organizations, institutions, officials, and private individuals who are not in a direct hierarchical relationship. Documents exchanged between organizations are called official letters.

Based on content and purpose, there are administrative, reporting, informational, planning, and other types of documents, each characterized by a common set of requirements for content and linguistic form.

Depending on the sphere of human activity to which the documented information belongs, various types of documents are distinguished: management, scientific, technical, production, financial, and other types of documents.

Based on the accessibility of the documented information, documents can be classified as open access, restricted access, and confidential. Documents are divided by execution time into urgent, secondary, final, and periodic, and by the criterion of primary origin into the original (first copy) and copy (all subsequent copies) of the document.

Recently, another classification feature has emerged – the method of sending official-business correspondence. In addition to traditional postal mail, there is electronic business correspondence and fax transmissions. However, email and tele-fax are typically used for handling urgent issues, while letters of significant legal importance (contracts, proposals) are sent via regular postal mail.

The core of institutional (official) documentation consists of management documents.These ensure the manageability of objects both within the entire state and within an individual organization. This type of document is represented by a complex of systems, the main ones being:

- Organizational and legal documentation;

- Planning documentation;
- Administrative documentation;
- Informational and reference documentation;
- Reporting documentation;
- Personnel documentation (for staff);
- Financial documentation;
- Material and technical supply documentation;
- Contractual documentation and other documentation systems, including those reflecting the primary activities of the institution.

Documents in the business and administrative domains can be categorized into several types based on their purpose, content, origin, and the nature of the information they contain. Here are some key types of documents commonly encountered:

1. **Administrative Documents**: These include orders, directives, instructions, and protocols that ensure the management and operational control within an organization. They outline tasks, responsibilities, and procedures to be followed.
2. **Financial Documents**: This category encompasses balance sheets, financial statements, invoices, receipts, and audit reports. These documents are crucial for financial planning, tracking expenses, and maintaining transparency in financial operations.
3. **Legal Documents**: These are binding documents that include contracts, agreements, warranties, and legal notices. They formalize relationships and obligations between parties and are often used to resolve disputes and ensure compliance with legal requirements.
4. **Reporting Documents**: These include progress reports, annual reports, and performance evaluations. Reporting documents provide insights into the achievements and challenges faced by an organization, helping in strategic planning and decision-making.

5. **Informational and Reference Documents**: This category includes manuals, guides, bulletins, and policy documents. They provide essential information, guidelines, and procedures to be followed in various operational contexts.

6. **Personnel Documents**: These are related to employee records and include employment contracts, appraisal reports, attendance records, and disciplinary actions. They are essential for managing human resources and ensuring compliance with labor laws.

7. **Planning Documents**: These include project plans, schedules, roadmaps, and strategic plans. Planning documents outline the objectives, timelines, and resources required to achieve specific goals.

8. **Organizational and Legal Documentation**: These documents establish the legal and organizational framework within which an entity operates. Examples include articles of incorporation, bylaws, and organizational charts.

9. **Material and Technical Supply Documentation**: This category encompasses procurement records, inventory lists, and maintenance logs. These documents are critical for managing resources, supplies, and equipment within an organization.

10. **Contractual Documentation**: These documents detail the terms and conditions of business transactions and partnerships. They include purchase orders, sales contracts, and service agreements.

Each type of document serves a specific function and follows certain standards and conventions in terms of content, structure, and language. Proper documentation ensures effective communication, legal compliance, and operational efficiency within an organization.

ASSIGNMENTS FOR SELF-CONTROL

1. Enumerate the stylistic features of the official-business style. Name the sub-styles of the official-business style.

2. What groups of lexical units constitute the basis of the vocabulary of the official-business style?

3. What are verbo-nominatives? Provide the definition of the term "cliché."

4. Provide examples of deverbal nouns and prepositional nouns.
5. What features are characteristic of the official-business style in the use of pronouns?
6. Why are passive constructions frequent in the official-business style?
7. What are the three types of texts according to the degree of rigidity of textual norms in the official-business style?
8. Provide examples of text-matrices.
9. Provide examples of text-models.
10. Provide examples of text-schemes.

Lecture 3:

Theme: Texts of the Administrative Sub-style

Issues for discussion:

1. Translation in the Field of Written Business Communication

2. National Peculiarities of Punctuation in Document Formatting

3. Translatological Characteristics of Texts in the Administrative Sub-style

4. Texts of the Administrative Sub-style

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1. Translation in the Field of Written Business Communication

The main requirements for translating written business texts are «the utmost closeness, as far as possible, not only to the meaning but also to the form of the original; it is necessary to preserve the architecture and rubrication of the document's text, its form, and the specifics of the template» [20]. The differences between written and oral translation in the field of business communication are dictated by objective factors and specific conditions for performing translations, such as the absence of time constraints, the ability to return to the text repeatedly for editing, etc. Consequently, in written business communication translation, transformations such as lexical expansion, grammatical substitutions, conversive and phraseological transformations are more frequent than in oral translation. In general, written translation is characterized by greater use of transformations than oral translation.

Written business speech, compared to oral speech, is more regulated and standardized. Therefore, a translator in the field of written business communication must be familiar with the main templates and models of documents in the linguistic culture of the target language. The lesser significance of templates and models in oral translation is also explained by the fact that oral business speech is much closer to the neutral style of speech than written speech.

Translation in the field of written business communication requires a high degree of precision and adherence to the formal and standardized style typical of business documents. Translators must not only convey the meaning of the original text accurately but also maintain its structure, format, and specific language characteristics. Here are some key aspects to consider:

1. **Clarity and Accuracy**:

Written business communication demands clear and precise language to avoid misunderstandings. Translators must ensure that the translated text accurately reflects the original message without ambiguity.

2. **Terminology**:

Business documents often contain specialized terminology and jargon specific to the industry. Translators must be familiar with this terminology in both the source and target languages to ensure consistency and correctness.

3. **Formal Tone and Style**:

The formal tone and style of business communication must be preserved in translation. This includes the use of polite and respectful language, appropriate salutations and closings, and adherence to standard business writing conventions.

4. **Document Structure**:

The structure of business documents, including headings, subheadings, bullet points, and numbering, should be maintained in the translation. The layout and formatting should closely match the original document to ensure readability and professionalism.

5. **Cultural Considerations**:

Translators must be aware of cultural differences that may affect the interpretation of business communication. This includes understanding etiquette, business practices, and cultural nuances in both the source and target languages.

6. **Legal and Regulatory Compliance**:

Business documents may have legal implications, so it is crucial for translators to be familiar with relevant laws and regulations in both the source and target countries. This ensures that the translated documents comply with legal requirements and maintain their validity.

7. **Confidentiality and Security**:

Business documents often contain sensitive and confidential information. Translators must adhere to strict confidentiality agreements and ensure that the translated documents are handled securely.

By considering these factors, translators can effectively bridge the gap between different languages and cultures in the field of written business communication, ensuring that the translated documents are both accurate and professionally presented.

2. National Peculiarities of Punctuation in Document Formatting

Punctuation marks play an important role in the formatting of written document translation. Despite the fact that many punctuation rules overlap across different language systems and can be considered linguistic universals, national peculiarities still prominently manifest in punctuation. It is no coincidence that there are references to national variants of implementing the constructive-syntactic principle of punctuation – French (which includes, besides French, Italian and English punctuation) and German (which also includes the Ukrainian punctuation system) [22]. In the French type, punctuation marks indicate subtle nuances of meaning and are used less frequently than in the German type. The German punctuation system is characterized by stricter and more regulated use of punctuation marks.

These punctuation peculiarities must be taken into account by translators in the field of written business communication for the correct formatting of documents. Let's consider the national peculiarities of punctuation in business communication using the examples of English, Ukrainian, and French languages.

1. The comma is a significant semantic-syntactic signal in all three cultures. Differences in its usage can be summarized as follows:

Unlike Ukrainian, in English, a comma is placed before the last item in a series before «or» or «and»: «We are going to buy computers, printers, and scanners from you.» («Ми збираємося закупити у Вас комп'ютери, принтери та сканери.»)
Unlike Ukrainian, a comma is placed before the beginning of direct speech after the author's words. In Ukrainian, a colon is used in such cases: «He said, I'll come soon.» («Він сказав: «Я скоро прийду».»)

Both in English and Ukrainian, a comma is used to set off an address: «Porter, take this trunk, please.» («Носій, візьміть цю валізу, будь ласка.») However, in business letters, when the address is at the beginning, the Ukrainian tradition often uses an exclamation mark, while in English, a comma remains. In American business culture, a colon is used after such addresses: «Dear Mr. Brown, in answer to your letter…» (British) («Дорогий м-ре Браун! Відповідаючи на Ваш лист...») «Dear

Mr. Brown: in answer to your letter…» (American). A comma is also placed after the closing courtesy formula in business letters: «Yours faithfully, Sam Willson.» («Щиро Ваш, Сем Вілсон.»)

Unlike Ukrainian, in English, a comma is used to separate the day from the year in dates: «15th of December, 2024» («15 грудня 2024 року»).

A feature of the French punctuation system is the use of a comma before a generalizing word, where a dash is used in English and Ukrainian: «Le père, la mère, le fils, tous étaient venus.» («Батько, мати, син - усі прийшли») and the absence of a comma before a comparative phrase: «Il est devenu avocat comme son père.» («Він став адвокатом, як і його батько.»)

Unlike Ukrainian, in English, a comma is not always used to separate the main clause from the subordinate clause in a complex sentence. For example, a comma is not placed after subject, predicate, and object clauses: «How this happened I can't understand.» («Я не можу зрозуміти, як це сталося»); before the conjunction «that»: «He promised that he won't take offence.» («Він пообіцяв, що не буде ображатися»); before defining, individualizing, and classifying relative clauses, but it is used before descriptive clauses that provide additional information about the subject or person: «We went to the lake, which was very stormy that day.» («Ми пішли до озера, яке було дуже бурхливим цього дня.») However: «He did not see the letters which were lying on the table.» («Він не бачив листів, які лежали на столі» (individualizing).) «A letter which is written in pencil is difficult to read.» («Лист, який написаний олівцем, важко читати» (classifying)); before adverbial clauses that come after the main clause: «If you're ever in London, come and look me up.»«Come and look me up if you're ever in London.» («Якщо ви коли-небудь опинитеся в Лондоні, відвідайте мене.»)

2. A semicolon, in both English and Ukrainian linguistic cultures, is placed between grammatically separate sentences (in a compound sentence) in the absence of a conjunction: «The house badly needs painting; the garden is overgrown with weeds.» («Будинок потрібно негайно пофарбувати; сад заріс бур'янами.»).

3. A colon is used before a quotation or a long text of direct speech (before a short text, a comma is placed):«The Government declared: This decision will be taken on the 1st of October.» («Уряд заявив: «Це рішення буде ухвалено 1 жовтня».»). However: «He asked me, 'Are you cold?'.» («Він запитав мене: «Вам холодно?».»).

4. In English and Ukrainian linguistic cultures, the dot is placed at the end of narrative and imperative sentences, as well as in word abbreviations. It should be noted that the dot after abbreviations is more typical for American than for British linguistic culture:«Mr.» (AmE) – «Mr» (BrE). In French, dots are often used in abbreviations:«O(.) N(.) U(.)» – «Organisation des Nations Unies» (Організація Об'єднаних Націй).

5. The use of quotation marks is regulated by the same rules in Ukrainian and English linguistic cultures, with the difference that in English texts, quotation marks are placed at the top of the line both at the beginning and at the end of the quote, while in Ukrainian, quotation marks are placed at the bottom at the beginning of the quote and at the top at the end.

6. Regarding the use of dashes, one peculiarity of English linguistic culture is that a dash is often placed at the end of sentences to indicate an unfinished phrase. In Ukrainian, ellipsis is used in this case: «If you take my advice – « («Якщо ви послухаєтесь моєї поради …»). In French and Ukrainian punctuation systems, a dash can be placed at the beginning of dialogic lines, whereas in English, it cannot.

3. Translatological Characteristics of Texts in the Administrative Sub-style

The scope of the administrative sub-style is so broad that researchers distinguish several groups of texts within this sub-style, each with its own characteristics:

1. Personal Documents: applications, invoices, receipts, powers of attorney, autobiographies, resumes.

2. Official Correspondence: business letters, commercial correspondence, production and technical notices, including complaints, instructions.

3. **Production Documentation**: managerial and organizational-administrative documentation, certificates, diplomas, personal identification certificates, orders, directives, resolutions, production characteristics; reports and explanatory notes, reports, labor contracts.

Theoretically, all the aforementioned documents can be the objects of translation. In all cases, the translator must be familiar with the template of each of these documents in both the source and target linguistic traditions. Other features of translating texts of the administrative sub-style depend on the genre of the document. The specifics of translating texts of different genres will be highlighted in the respective paragraphs.

The administrative sub-style, often referred to as the official-business style, is characterized by its formality, precision, and adherence to established norms and structures. These texts play a crucial role in business communication, legal processes, and organizational management. Translating these texts involves several key considerations and challenges:

1. **Formal Tone and Style**:

Texts in the administrative sub-style adhere to a formal tone and style. The language is often impersonal, objective, and devoid of emotional expressions. Translators must maintain this formal tone in the target language to ensure the translated text retains its official character.

2. **Standardized Formats and Templates**:

Administrative documents often follow standardized formats and templates, which vary between cultures. Translators must be familiar with the conventions and templates used in both the source and target languages to accurately reproduce the document's structure and layout.

3. **Precision and Clarity**:

Precision is paramount in administrative texts. The language used must be clear and unambiguous to prevent misinterpretation. Translators must ensure that the translated text conveys the exact meaning of the original without introducing any ambiguity.

4. **Terminology**:

These texts frequently contain specialized terminology and jargon specific to legal, business, or technical fields. Translators must have a deep understanding of this terminology in both languages to provide accurate and consistent translations.

5. **Legal and Regulatory Compliance**:

Many administrative texts, such as contracts, agreements, and official letters, have legal implications. Translators must be aware of relevant laws and regulations in both the source and target countries to ensure the translated documents comply with legal requirements and maintain their validity.

6. **Cultural Adaptation**:

While administrative texts are generally formal and standardized, certain elements may require cultural adaptation. For instance, forms of address, salutations, and closings may differ between cultures. Translators must adapt these elements to align with the conventions of the target culture.

7. **Punctuation and Formatting**:

Punctuation and formatting play a crucial role in the clarity and readability of administrative texts. Different languages have different punctuation rules, and translators must adapt the punctuation to match the target language's conventions.

8. **Confidentiality and Security**:

Administrative texts often contain sensitive and confidential information. Translators must adhere to strict confidentiality agreements and ensure that the translated documents are handled securely.

By considering these factors, translators can effectively navigate the complexities of translating administrative texts, ensuring that the translated documents are accurate, clear, and culturally appropriate.

4. Texts of the Administrative Sub-style

The administrative sub-style, also known as the official-business sub-style, encompasses a wide range of documents used in administrative and business communication. These texts are characterized by their formal tone, standardized structure, and specific linguistic features. Here are some examples of texts in the administrative sub-style:

1. **Official Letters**: These are formal letters used for communication between organizations or between an organization and an individual. They include requests, inquiries, notifications, invitations, and acknowledgments. Examples:

Request for Information: «We kindly request detailed information regarding your products and services.»

Notification: «Please be informed that the meeting has been rescheduled to next Monday at 10:00 AM.»

2. **Memos**: Internal documents used for communication within an organization. Memos are typically used to convey information, instructions, or announcements to employees. Examples:

«Please be reminded that the deadline for submitting the quarterly report is December 15th.»

«All employees are required to attend the training session on workplace safety next Friday.»

3. **Reports**: Detailed documents that provide information on specific topics, projects, or activities. Reports are often used to present findings, analyses, and recommendations. Examples:

Annual Report: «The annual report highlights the company's performance, achievements, and financial results for the year.»

Project Report: «This report provides an overview of the project's progress, key milestones, and upcoming tasks.»

4. **Contracts and Agreements**: Legal documents that outline the terms and conditions of a business arrangement between parties. Examples:

Employment Contract: «This contract outlines the terms of employment, including salary, benefits, and job responsibilities.»

Service Agreement: «The service agreement details the scope of services to be provided, payment terms, and duration of the contract.»

5. **Minutes of Meetings**: Records of discussions, decisions, and actions taken during meetings. Minutes are used to document the proceedings and provide a reference for future actions. Examples:

«The minutes of the meeting held on January 10th include a summary of topics discussed, decisions made, and assigned action items.»

«The meeting concluded with a decision to form a committee to address the identified issues.»

6. **Official Notices and Announcements**: Public or internal announcements related to organizational activities, events, or changes. Examples:

«Notice of Office Closure: The office will be closed on December 25th for the holiday season.»

«Announcement: The company is pleased to announce the launch of its new website on February 1st.»

These texts are essential for effective communication within and between organizations, ensuring clarity, precision, and professionalism. The administrative sub-style relies on standardized language, formal tone, and specific structures to convey information accurately and efficiently.

ASSIGNMENTS FOR SELF-CONTROL

1. List the main requirements for translating written business communication.
2. What requirements are imposed on written translations in the field of business communication?
3. What are the reasons for and the differences between written translation and oral translation?
4. What are the national peculiarities of comma usage?
5. What are the national peculiarities of the usage of the semicolon, dash, colon, dot, and quotation marks?
6. Provide a translatological characterization of a business letter.
7. What are the dominant features in the translation of business letters?
8. What are the main units of translation for business letters?
9. List the main types of translation equivalences in the translation of business letters.

Lecture 4:

Theme: Translation of Business Letters

Issues for discussion:

1. National Peculiarities of Formatting Requisites in Business Letters

2. Translation of Various Types of Business Letters

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1. National Peculiarities of Formatting Requisites in Business Letters

A business letter is a document that very often becomes the object of translation. A business letter represents a text whose communicative task is to convey relevant information. Additionally, business letters aim to establish and maintain business contacts. Both the source and the recipient of this text are business partners. Thus, despite the predominance of cognitive information in a business letter, emotional information is also significant.

In the formatting of a business letter, emotional information is primarily expressed through courtesy formulas, which, despite their stable nature, still «create a positive emotional framing of the cognitive information contained in the letter, and the accuracy with which the translator reproduces them determines the correctness of the angle under which this cognitive information is presented» [24].

Thus, the dominants of translation become:

1. Means of conveying cognitive information (numbers, abbreviations, proper names, titles, ranks, positions, terms)
2. Means of conveying emotional information (courtesy formulas).

The overall stylistic background is neutral.

The units of translation are:

1. Phoneme (in translating proper names)
2. Word (in translating terms, titles, ranks, positions)
3. Phrase (in translating clichéd phrases)
4. Sentence (in translating courtesy formulas).

The main types of equivalences are:

- Unambiguous equivalents (in translating terms, positions, ranks, titles, proper names)
- Variant correspondences (lexis within the framework of written literary norms)
- Transformations (in conveying courtesy formulas, some syntactic structures of written literary norms).

Consideration of the Composition of Business Letters in Their Translation

A business letter, like other types of business documents, possesses a certain structure and can be represented as a sum of requisites - «mandatory features established by law or regulatory provisions for specific types of documents» [25]. The totality of requisites is called a template.

The rules for formatting requisites vary across different linguistic traditions, and translators must take this into account.

Essential Requisites of a Business Letter

The essential requisites of a business letter include:

1. **Letterhead**: The letterhead includes the company name and its logo, postal address, phone number, telex, and fax number.
2. **Date**: The date the letter is written.
3. **Reference Number**: The letter's reference index for tracking purposes.
4. **Recipient (Internal Address)**: The name and address of the recipient.
5. **Salutation**: The greeting used to address the recipient.
6. **Subject Line**: The heading or title of the letter's content.
7. **Body of the Letter**: The main text of the letter.
8. **Closing Courtesy Formula**: A polite closing expression.
9. **Signature**: The signatory's name and position.
10. **Enclosure Note**: Indication of any enclosed documents.
11. **Copy Note**: Indication of any recipients who received a copy of the letter.

Essential Requisites of a Business Letter

1. **Letterhead**: The letterhead typically appears in the center of the page. However, in English letters, the information is often placed either in the top left corner or split into two parts: the company name and postal address on the left, and the telegraph address, phone numbers, etc., on the right. This should be taken into account when translating.

2. Date: When translating letters, it is essential to remember that in the digital formatting of English and Ukrainian letters, the first number corresponds to the day and the second to the month, while in American letters, it is the opposite. Therefore, in English and American letters, the month is always written out in full. Attention should also be paid to punctuation: a comma is placed only before the year in American and English letters. In modern language, there is a tendency to omit the comma before the year. Ordinal numbers in dates are not typically indicated with endings: «1 January» rather than «1st January.»

3. Reference Number: To the left below the letterhead, there may be a reference to the letter's index, indicating the initials of the author and the department index. The outgoing letter's index may also reference the incoming letter's index (the letter being responded to):

Our ref. PJM/MMH/112/530

Your ref. PJC/ED/4384

4. Recipient (Internal Address): In Ukrainian letters, the recipient's address is indicated on the top right side of the letterhead, while in English and American letters, it is placed on the left side below the date line, sometimes at the bottom left (below the signature). In the internal address, the recipient's name or the company name is stated first, followed by the address on a separate line. If the letter is addressed to an English company and the company name includes the names of individuals, the prefix «Messrs.» is used before the company name (e.g., «Messrs. Brown and Green»). If no individual's names are included or if «Ltd.» is present, the prefix «Messrs.» is not used. In Ukrainian translations, the word «Messrs.» is not conveyed in this requisite. If the letter is addressed to an individual, the prefixes «Mr.» (for men), «Mrs.» (for married women), and «Miss» (for unmarried women) are used before the surname. In English letters, unlike Ukrainian letters, the first name (either fully or abbreviated) precedes the surname: «Mr. John F. Robinson» or «Mr. J.F. Robinson» – «пану Робінсону».

Formatting Rules for the Address in Business Letters

When formatting the address in business letters, the following rules should be observed:

1. **In English letters, the house number and street name are indicated on one line under the recipient's name without a comma separating them**. On the next line, the name of the city and the county in England or the state in the USA, as well as the postal district and postal code, are indicated. On the last line, the name of the country is stated. Each line typically ends with a comma, although there is a modern trend to omit commas.

15 York Street,
Cambridge Lanes,
PR86QT England

2. **In Ukrainian letters, the recipient's name is followed by the name of the country on the next line.** On the subsequent line, the city name and postal district are indicated, preceded by the city code. The last line contains the street name and house number. These lines are not separated by commas.

Україна Ukraine
Київ 01001 Kyiv 01001
Хрещатик 22 Khreshchatyk 22

5. Salutation: In Ukrainian letters, the salutation is centered, and an exclamation mark follows it. In English and American letters, the salutation is placed on the left. In English letters, a comma follows the salutation, while in American letters, a colon is used. In most countries, the first name is written before the surname; however, in countries like China and Hungary, the surname precedes the first name. The salutation represents a conventional formula that cannot be translated literally. One should choose a variant that suits the context and type of recipient:

A) When addressing a company or organization:

Англ.	Амер.	Укр.
Dear Sirs,	Gentlemen:	Шановні панове!

B) When addressing individuals:

Англ.	Амер.	Укр.
Dear Sir, Dear Madam,	Dear Sir: Dear Madam:	Шановний пане директоре! *

*If neither the position nor the name of the recipient is known, a salutation is not used.

C) When addressing familiar individuals:

Англ.	Амер.	Укр.
Dear Mr. Robinson, Dear Mrs. (Miss) Robin,	Dear Mr. Robinson: Dear Mrs. (Miss) Robin:	Шановний пане (пані) Петренко

A title or position may be added to the named salutation, and this must be conveyed in the translation.

Challenges may arise when translating the salutation «Dear colleagues,» which in English can be used broadly for various professions. In contrast, in Ukrainian, the salutation «Шановні колеги!» is typically used for scholars, doctors, lawyers, etc., and can sometimes carry an ironic tone. Therefore, when translating «Dear colleagues» in letters not addressed to scholars, doctors, or lawyers, it is better to translate it as «Дорогі друзі.»

6. Subject Line (Topic of the Letter): This is an optional but common requisite of a business letter that helps the recipient immediately determine to whom and where to direct the letter. In Ukrainian letters, it is usually formatted with the preposition «о» (about) and a noun in the prepositional case. For referring to a previously received letter, the abbreviation «Щодо.» (regarding) is used, followed by a noun in either the nominative or genitive case. However, this form is now used much less frequently and is perceived as somewhat outdated. In English letters, this component includes a noun in the nominative case. The word «Щодо.» is conveyed in English as «Re.» (Reference). For example:

Укр.	Англ.
Щодо оренди приміщення	Renting a building
Щодо: Ваше (його) замовлення(а) № 5 від 15.03.12	Re.: Your order № 5 of 15.03.12

7. **Body of the Letter**: This is the most crucial requisite. Its composition and the set of standard speech formulas are determined by the type of business letter. It is essential to remember that each new statement or idea should begin with a new paragraph. When translating the body of the letter, particular attention should be paid to conveying cliché phrases, for which ready-made equivalents exist in the target language.

8. **Closing Courtesy Formula**: This is placed before the signature, more often on the right in English letters and on the left in Ukrainian letters. In English letters, a comma follows the courtesy formula, while in Ukrainian letters, the comma is optional. The most common courtesy formula in Ukrainian letters is «З повагою» («With respect»). In English letters, the choice of courtesy formula is dictated by the nature of the salutation:

Звернення	Формула ввічливості
Dear Sir (Sirs, Madam, Gentle- men)	Yours faithfully (реже в основном в американских письмах – Yours truly)
Dear Mr. (Mrs., Miss) Collins	Yours sincerely

9. **Signature**: The signature is placed under the courtesy formula and consists of several elements, each on a separate line without commas:

1. Name of the company or organization (sender of the letter).
2. Handwritten signature of the person who wrote the letter.
3. Printed name (clarification of the signature).
4. Indication of the position.

Yours faithfully,

Birkett Cutmuster Limited

Melvin L. Slater

Sales Administrator

10. **Enclosure Note**: This indicates the presence of any materials, documents, etc., attached to the business letter. It includes the names of the documents and the number of copies. In English letters, it is indicated as «Encl.» (Enclosure), while in Ukrainian letters, it is indicated as «Дод.» (Додатки).

11. Copy Note: If the letter is sent to multiple recipients, a note about the copies is placed at the very end of the letter, indicating where and to whom they were sent.

cc. Mr. Smith Копії: пан Коваленко

Legal Department. Юридичний відділ

2. Translation of Various Types of Business Letters

As noted, «the genre of the letter dictates a greater stereotyping of expressions than oral communication, hence a special set of etiquette expressions characteristic of the epistolary genre» [26]. The choice of speech formulas largely depends on the type of letter. Based on their motives and writing purposes, business letters can be divided into:

1. **Letters for Information Communication**: covering letters, acknowledgements of receipt of letters (materials), notifications, announcements, introductions.
2. **Letters for Information Retrieval**: inquiries, requests, orders.
3. **Invitation Letters**.
4. **Response Letters**: positive responses, negative responses.
5. **Complaint Letters**.
6. **Telegrams and Faxes**.

Various researchers of business letters propose their classifications of these documents based on certain differentiating features. Based on the types of production situations that prompted the writing of the letter, business letters are divided into two large groups:

1. **Letters Requiring a Response**: request letters, inquiry letters, appeal letters, offer letters, demand letters, etc.
2. **Letters Not Requiring a Response**: warning letters, reminder letters, invitation letters, confirmation letters, refusal letters, covering letters, notification letters [27].

Depending on the motives for writing the letter and the nature of the intended actions of the addressee, it is proposed to divide business letters into:

1. **Informative Letters**: covering letters, acknowledgements, announcements, notifications, letters of introduction.
2. **Letters That Ask**: requests, inquiries, invitations.
3. **Response Letters**: positive answers, negative answers, letters with indefinite answers.
4. **Complaint Letters**: claims. Special formatting applies to telegrams or telexes [28].

From the perspective of motives and writing purposes, business letters include messages, congratulations, thanks, complaints, condolences, agreement and disagreement with opinions, requests, advice, invitations, etc. Various types of business letters have peculiarities in formatting and standard cliché phrases, with which translators in the field of business communication should be familiar.

Translation of Informative Letters

Informative letters are created in the following situations:

1. When you send certain documents and inform about it (covering letter).
2. When you acknowledge the receipt of certain documents (acknowledgement letter).
3. When you need to inform the recipient about a certain fact, event, or activity (conference, readiness of goods for shipment).
4. When you introduce new information about someone or something for the first time (letter of introduction). This is usually information about a new company that has advertising elements.

Covering Letters

Covering letters typically include the following components:

1. Notification of the type of documents sent, along with their requisites.
2. Specification of actions to be taken with the sent documents.
3. Complimentary conclusions with an offer of assistance.

Acknowledgement Letters

Acknowledgement letters usually consist of the following parts:

1. Notification of received information, goods (indicating the quantity), order.

2. Expression of gratitude for the sent information (goods, order).
3. Comments related to the information, goods, order (if any).
4. Conclusion (e.g., expression of hope for future cooperation).

Translation of Notification Letters

Notification letters are written to inform the recipient:

1. About upcoming events directly related to them.
2. About the status of their order.
3. About changes in the company's address, order number, etc.

For introducing a message in business letters, the following standard phrases are used:

Справжнім Із задоволенням Із вдячністю	Повідомляємо Вам Повідомляємо Вас Ставимо Вас до відома Доводимо до Вашого відома	We would like to inform you We are glad to inform you We are pleased to inform you

If the information being communicated is of a negative nature, the message is introduced with phrases such as:

З жалем На наш превеликий жаль, На наш глибокий жаль,	We regret We are sorry Unfortunately,

Request Letters

The purpose of writing request letters is to prompt the recipient to perform specific actions. Therefore, regardless of the genre specifics (request, inquiry, invitation, etc.), these letters have a uniform structure. In the first part, we indicate the specific action expected from the recipient; in the second part, we explain the reasons for the necessity of performing this action; and in the third part, we express gratitude in advance for the recipient's performance of this action in the future.

Translation of Request Letters

In a request letter, various types of requests may be expressed: for necessary information, catalogs, product samples, hotel reservations, assistance in document processing, etc.

Translation of Inquiry Letters

Inquiry letters are those in which “an enterprise (institution) asks to clarify a fact or action and prompts the contracting company (or government organization) to respond with a letter” [29]. Inquiries are usually related to the sending of information, catalogs, product samples. These letters should begin with a clear statement of the questions of interest, followed by an explanation of why these facts are of interest. The letter ends with standard courtesy formulas.

Invitation Letters

Invitation letters can be addressed to both individuals and organizations. Such letters express the sender's request for the recipient’s presence at an event. These letters may also contain a request for a meeting at a specified time and place. The first part of such a letter usually provides a brief description of the upcoming event. Then, a request is made for the recipient’s presence. Finally, there is often a request for the recipient to confirm their attendance. Such letters often become documents that serve as the basis for the recipients' participation in the planned event.

Response Letters

Response letters usually refer to the preceding document and open with phrases:

У відповідь на Відповідаючи на Відповідаємо на	Ваш лист (звіт, замовлення) від ... за №	Further to In response to With reference to	Your letter (report, order) of … №

Response Letters

A response to a request, invitation, etc., contained in a letter can be either positive or negative. If agreeing to fulfill the request, the letter is usually structured as follows:

1. Expression of gratitude for the received letter and agreement to the request.

2. Additional comments.

Letters containing a refusal consist of the following parts:

1. Expression of gratitude for the received letter.
2. Expression of refusal and explanation of reasons.
3. Proposal of possible alternative solutions.

The following phrases can help in drafting a negative response:

На жаль, ми не зможемо...	I am sorry we cannot…
Ми шкодуємо, що змушені відмовитися від можливості...	We regret to decline this opportunity to…
	Unfortunately, we are not in a position at present to…
Ми будемо раді отримувати Ваші пропозиції надалі.	We will be glad to receive other ideas / proposals from you.
Ми шкодуємо, що не можемо виконати Ваше замовлення наразі, але чекатимемо на Ваші нові замовлення.	We regret not being able to fill / meet your order at present and look forward to your new orders in future.
Сподіваємося, що зможемо виконати Ваше замовлення в майбутньому.	

Complaint Letters

The primary purpose of a complaint letter is to express the writer's dissatisfaction with certain negative facts, such as breaches of contract terms, or non-compliance of sent goods with standards. In such a letter, the problem that motivated the writing of the letter is described, and then actions are proposed that the recipient should take to resolve this problem. However, it is not advisable to start the letter directly with the problem; it is better to refer to previous oral or written contacts between the partners.

Transition Phrases for Introducing New Information

In a business letter, usually one specific topic is discussed. However, in cases where there are several topics, to maintain the logical coherence of the narrative, it is necessary to use phrases to introduce new informative passages. Such phrases are called transition phrases. There are connection transitions, contrast transitions, and summary transitions. If the passages with similar information are linked, connection transitions are used. The most common ones are:

Додатково На додаток	In addition,
До того ж Крім того, Також При цьому Ще	Moreover, Besides this, … also…

Contrast transitions are used to introduce different types of information. These phrases help to ensure that the transition between different topics or points is smooth and logical.These phrases help to clearly delineate contrasting information and maintain the coherence of the letter. Some common contrast transitions include:

Однак, Але Тим не менш, Незважаючи на це,	However, …but… Nevertheless, Despite (in spite of) this,

Summary transitions are used to provide conclusions or summaries of the information presented. These phrases help to clearly indicate that a summary or conclusion is being made. These phrases help to succinctly wrap up the information and provide a clear and concise summary of the main points. Some common summary transitions include:

Виходячи з вищевикладеного Таким чином, Отже, Підбиваючи підсумки, На закінчення З огляду на все вищевикладене, Зважаючи на перераховане вище	In conclusion, To summarize, Overall, As a result, In summary, Therefore, In brief, Consequently,

ASSIGNMENTS FOR SELF-CONTROL

1. What are the main requisites of a business letter?
2. What are the national peculiarities of date formatting in a business letter?
3. What determines the choice of recipient form in English and Ukrainian business letters? Provide examples.
4. How does the address formatting in English and Ukrainian business letters differ? What are the national peculiarities of address formatting in a business letter?
5. Where is the closing formula of politeness located in a business letter? What determines the choice of the closing formula of politeness in an English letter?
6. List the main types of business letters.
7. Provide a translation description of an informative letter.
8. Provide a translation description of a cover letter.
9. Provide a translation description of a confirmation letter.
10. Provide a translation description of a notification letter.
11. Provide a translation description of a motivation letter.
12. Provide a translation description of a request letter.
13. Provide a translation description of an inquiry letter.
14. Provide a translation description of an invitation letter.
15. Provide a translation description of a response letter.
16. Provide a translation description of a complaint letter.
17. Which phrases in a business letter are called connective? What are the groups they are divided into?

Lecture 5:

Theme: The Evolution of Business Correspondence: From Traditional Letters to Digital Communication

Issues for discussion:

1. **Business Letter**
2. **Features of Ukrainian and Foreign Schools of Business Correspondence**
3. **The Evolution of Business Correspondence: From Traditional Letters to Digital Communication**

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1. Business Letter

By selecting business letters as a special type, we mean any of their varieties: inquiries, proposals, complaints, reminders, etc. We intentionally excluded personal letters from the scope of considered texts, which formally belong to the same speech genre – epistolary, and have both common features with business letters and significant differences. Personal letters are rarely subject to translation (except for the translation of personal letters of famous people...). Therefore, the translation of business letters. For a professional translator, this is one of the simplest tasks. However, beginners make countless mistakes! We hope that the characteristics of business letters provided below will help prevent them.

The communicative task of the text of a business letter is to establish and maintain contact and convey relevant information. The contact is made through specific individuals, but this is not a contact between individuals, but a contact between representatives of companies, organizations, or independent representatives of free professions. These people are connected by some business. Hence, both the source and the recipient are business partners. They build their relationships according to strict business partnership rules. Despite the fact that cognitive information plays the most important role in business correspondence, we will deviate from our usual scheme and discuss another type of information contained in a business letter – emotional information. After all, it is contained in the very first words with which the main text of the letter begins, and, moreover, it is its transmission that constitutes a difficulty for a novice translator.

The text of a business letter, like the text of any letter, begins with a ritual greeting formula. It is precisely a formula, so there is no point in translating it literally. In each language, there are ready-made equivalents for different types of greeting formulas, in our case, only those formulas that relate to the etiquette of official communication (for example, in Ukrainian: «Вельмишановний пане...!», «Шановна пані...!», «Дорогі колеги!»). The last example (addressing «Дорогий...!») has a certain shade of freedom and optionality of relations and is not used in strictly official correspondence. A title or position can be added to the named address. In translation, they must be conveyed. Considerable difficulties arise when translating the word «колеги» from European languages into Ukrainian, as in European languages it has recently expanded its compatibility and is used in relation to representatives of any professions and social groups (plumbers, Christian Democrats, and football players can be colleagues). In Ukrainian, however, the address «колеги» has retained its traditional application area in relation to scholars, doctors, lawyers, and some other professional groups. Therefore, in some cases, this address is replaced in Ukrainian translation with another: «Шановні співробітники!», «Дорогі друзі!», etc., depending on the situational context. Otherwise, the address may acquire a comic tone.

Emotional Information in Salutations

Emotional information in salutations is crucial. Although it may initially seem that purely formal greetings do not convey feelings from the source to the recipient, they play an essential role in establishing a positive tone. Emotions that can arise during human contact vary widely, but there are two primary poles: aggressive and benevolent. Aggressive emotions aim to break contact, while benevolent emotions aim to develop and strengthen it. Throughout the history of communication, humans have developed linguistic means to stabilize, develop, and strengthen contact. These means are courtesy formulas, which serve as signals or markers of benevolent emotions. No matter what state a person is in (upset, irritated, angry), using courtesy formulas signals to the partner that they have a positive attitude towards them and respect them personally and their activities. Thus, courtesy formulas lay the foundation for stable positive emotions, which, although standard, are reliable.

Courtesy formulas in the main text of the letter (e.g., «не подумайте, що це важко», «переконливе прохання», «дуже просимо») and farewell formulas («З повагою...», «Всього доброго...», «Всього самого найкращого...») serve the same purpose. Translators of business letters only need the official-business etiquette formulas. Informal colloquial style formulas (e.g., «Привіт!», «Бувай!», «Щасливо!», «Слухай, а ти...») are inappropriate. Similarly, high-style formulas (e.g., «Високоповажний!..», «Найдорожчий!..», «Залишаюся Вашим покірним слугою...») would cause stylistic mismatches.

It is noteworthy that in modern business correspondence, letters increasingly lack a greeting formula and only mention the recipient's name and the letter's subject. This is typical when there is already a stable contact with the recipient.

Courtesy formulas create a positive emotional framing of the cognitive information contained in the letter. The accuracy with which the translator reproduces them determines the angle under which this cognitive information is presented. The objectivity of the information is ensured by terms, the nominal style (prevalence of nouns), and the overall background of the written literary norm with rare inclusions of components from the oral literary norm. The official-business variant of the written literary norm includes many fixed expressions, which, however, do not have the status of idioms as they are not universally used, known as clichés (e.g., «Заздалегідь вдячні», «Користуючись нагодою», «На додаток до нашої пропозиції»). Information density is increased by conveying quantitative data with numbers and common abbreviations (contextual abbreviations are not accepted in business letters).

Passive constructions in business correspondence appear in sections close to the scientific style: in technical descriptions and when discussing legal norms. The main text, however, is written on behalf of the company in the first person plural (ми (we)) or, less commonly, in the first person singular, but then the affiliation with the company is formulated in the text (Я як представник виробничої ради підприємства... (I, as a representative of the company's production board...)). Emotionally charged vocabulary and emotional syntax are absent. Opinions and judgments are expressed using vocabulary with evaluative semantics within the literary norm («вкрай небажано», «вельми сприятливе враження»(extremely undesirable, very favorable impression,) etc.).

Conclusions for the translator: The dominants in translating business letters include linguistic means that ensure constructive contact and the transmission of objective information. These include polite formulas within the framework of the official-business style, terms, the general background of the neutral written literary norm, numbers, abbreviations, proper names, titles, ranks, positions, and addressing in the first person plural, as well as vocabulary with evaluative semantics within the written literary norm.

Units of translation: phoneme (when translating proper names), word (when translating terms, titles, ranks, and positions), phrase (when translating cliched turns of the official-business style), and sentence (when translating contact formulas). The types of correspondences used include unambiguous, context-independent equivalents (terms, titles, ranks and positions, proper names), variant correspondences (vocabulary within the written literary norm), and transformations (contact formulas, some syntactic structures of the written literary norm).

2. Features of Ukrainian and Foreign Schools of Business Correspondence

To a significant extent, new trends in Ukrainian business correspondence are driven by the expansion of business ties with foreign partners. Familiarity with the foreign school of business writing becomes a necessity, as the effectiveness of written dialogue largely depends on the knowledge of speech turns, formulas, and stylistic features accepted in the business correspondence practice of the recipient country. The main feature of Ukrainian official-business written language remains strict functionality, the so-called «telegraphic» style. In contrast, Western and American business correspondence imposes the same requirements on letters as it does on advertising materials. In American business correspondence, it is not uncommon to find quotations from the Bible, works of Western and American philosophers, poetry, and folk wisdom in private business letters, used to demonstrate the author's eloquence and erudition.

Such words are almost impossible to find in domestic business correspondence because, according to tradition, emotionally-evaluative vocabulary is excluded from the lexicon of Ukrainian business language. The requirement for utmost precision in the formulations of business letters is realized through the use of standard, clichéd phrases, whose goal is to convey information rather than exert an emotional-expressive impact on the recipient.

The content of business letters is characterized not only by a peculiar «bureaucratic» style of presentation but also by an abundance of verbal clichés in the letter's text – established conventional combinations of words, phrases, some terms, etc. Attempts to «reinvent the wheel» in drafting such letters usually lead to nothing good: the message's meaning becomes vague (or distorted), making content perception difficult.

The primary condition for the persuasiveness of any business document is its evidentiary nature. Persuasiveness is primarily ensured by accurate, indisputable facts. This understanding of the persuasiveness of an official message is universally recognized and mandatory for all cultures of business writing. However, in the practice of Western and American business correspondence, it is considered that the persuasiveness of a letter depends primarily on the ability of its writers to express the interests of the enterprise to which it is addressed.

A commercial letter is properly drafted if it addresses the client's needs rather than your own. The author should try to put themselves in the recipient's shoes. In the domestic practice of business correspondence, the so-called «WE-approach» is characteristic in presenting information, i.e., the sender and recipient of the business message are considered «collective» subjects**.** Thus, forms of the plural such as «Пропонуємо,»«Повідомляємо,»«Направляємо» («We propose,»«We inform,»«We send») are prioritized; collective nouns like «administration,»«directorate,»«board» are used, particularly in cases when the letter is signed by a specific official. This is because the document's author, when making a decision, represents the interests of the entire enterprise, acting as a representative of the organization as a whole.In business correspondence, the loss of the pronoun «I» is noted as a norm. Instead of «I request,» («Я прошу») it is written «Request,» («Прошу) and instead of «I have fulfilled,» («Я виконав») it is written «Fulfilled by me» («Мною виконано»).

In Western and American business writing, both the «WE-approach» (e.g., «Ми були засмучені, дізнавшись, що у Вас виникли проблеми із зубною пастою, виробленою нашою компанією... (We were distressed to learn that you had issues with the toothpaste manufactured by our company...)» (apology letter)) and the «I-approach» (e.g., «Я вдячний Вам за повідомлення про те, що Ви так і не отримали 14 тонн вугілля за замовленням на поставку № 1234 від 15 листопада 1997 року... (I appreciate your notice that you have not yet received the 14 tons of coal ordered in supply order No. 1234 dated November 15, 1997...)» (apology letter)) are presented. Both letters are signed by specific officials acting on behalf of the company, but in the second case, there is also a sense of personal responsibility and interest from the letter's author in resolving the conflict situation. Western business letter specialists recommend using the pronoun «I» more frequently.

In the practice of domestic business correspondence, the letter text is not always preceded by an address. Without addresses, texts of cover letters, reminder letters, contract letters, confirmation letters, and others are usually drafted. It should be noted that recently, addressing is increasingly included in the text of official messages and is becoming an essential element of Ukrainianbusiness letters. The absence of an address is acceptable if the recipient is a collective subject or if the message is a template letter.

The conclusion, as a special etiquette formula of politeness, completing the official message, has not yet become universally accepted and mandatory for all types of business correspondence in domestic business writing. Concluding etiquette phrases like «З повагою...,»«З найкращими побажаннями...,»«З побажаннями успіхів...» («With respect...,»«With best wishes...,»«Wishing you success...») are most often found in non-regulated letters, letters addressed to specific official or private persons. According to the standards of Western and American business letters, addressing and concluding are mandatory elements of official messages of any type.

The degree of politeness (courtesy) in different national cultures of business correspondence varies. For Ukrainian official-business letters, the display of politeness and cordiality is generally not characteristic (and in an official document is unacceptable). Western and American business letters are based on the recognition that the success of a matter begins with the expression of respect and esteem for the client (business partner), and formulas of courtesy and cordiality help establish closer contact with them.

The requirements for drafting business letters in different schools of business writing significantly differ in terms of message style. For domestic business correspondence, a superpersonal nature of presentation is traditional, distinguished by extreme rationality, rigidity of the language forms and models used, and this, according to domestic specialists, fundamentally differs from the so-called «confidential letters,» in which the authors act as individuals.

3. The Evolution of Business Correspondence: From Traditional Letters to Digital Communication

Business correspondence has undergone a remarkable transformation over the centuries, evolving from handwritten letters to instantaneous digital communication. This evolution reflects broader technological advancements and their impact on the corporate world. This essay explores the historical context, the shift from traditional to digital communication, and the implications of this evolution, supplemented with relevant examples.

Historical Context of Business Correspondence

In the early days of commerce, handwritten letters were the primary means of business communication. These letters were meticulously crafted, often taking days to write and even longer to deliver. The postal services played a crucial role in facilitating business interactions, and the efficiency of these services determined the speed of business operations. The advent of the typewriter in the late 19th century revolutionized business correspondence, making it faster and more legible. For instance, the introduction of the typewriter by Christopher Latham Sholes in 1868 allowed businesses to produce standardized and professional-looking documents swiftly.

Traditional Business Letters

Traditional business letters followed a strict format, with a clear structure that included the sender's address, date, recipient's address, salutation, body, closing, and signature. These letters were formal, respectful, and concise. The tone was professional, and the language was carefully chosen to convey the right message. For example, a business letter from a company to a client might begin with «Dear Mr. Smith,» followed by a clear and direct message about an upcoming meeting or project update.

Here is an example of a traditional business letter:

[Your Name]
[Your Address]
[City, State, ZIP Code]
[Email Address]
[Date]

[Recipient's Name]
[Recipient's Title]
[Company's Name]
[Company's Address]
[City, State, ZIP Code]

Dear Mr. Smith,

I am writing to inform you about our upcoming project meeting scheduled for March 15th at 10:00 AM. We will be discussing the new marketing strategy and outlining the next steps for implementation.

Please confirm your availability for the meeting. Should you have any questions or require further information, do not hesitate to contact me.

Thank you for your attention to this matter.

Sincerely,

[Your Name]
[Your Title]

The Shift to Digital Communication

The introduction of electronic mail (email) in the late 20th century marked a significant shift in business correspondence. Emails offered a faster, more efficient way to communicate, allowing businesses to send and receive messages almost instantaneously. This shift was driven by the need for speed, cost-efficiency, and the increasing globalization of business operations. Alongside emails, other digital communication tools, such as instant messaging, video conferencing, and collaborative platforms, have emerged, further transforming the landscape of business correspondence.

For example, a company in Japan can now communicate with its partners in the United States via email within seconds, allowing for real-time collaboration on projects. Digital tools like Microsoft Teams and Slack have enabled businesses to create virtual workspaces where teams can communicate and collaborate seamlessly, regardless of geographic location.

Here is an example of a business email:

Subject: Project Meeting on March 15th

Dear Mr. Smith,

I hope this email finds you well. I am writing to inform you about our upcoming project meeting scheduled for March 15th at 10:00 AM. We will be discussing the new marketing strategy and outlining the next steps for implementation.

Please confirm your availability for the meeting. Should you have any questions or require further information, do not hesitate to contact me.

Best regards,

[Your Name]
[Your Title]
[Your Contact Information]

Emails and other digital communication tools offer several benefits, including speed, convenience, and the ability to include multimedia elements. They allow for real-time communication, enabling businesses to respond quickly to opportunities and challenges. However, digital communication also presents new challenges, such as the potential for miscommunication due to the lack of non-verbal cues and the risk of information overload. For instance, the sheer volume of emails received daily can lead to important messages being overlooked or misinterpreted.

Comparison of Traditional and Digital Business Correspondence

While traditional and digital business correspondence serve the same fundamental purpose, they differ significantly in format, tone, and etiquette. Traditional letters are formal, structured, and often convey a sense of gravity, while digital communications are more flexible, informal, and immediate. The tone of digital communication is often more casual, reflecting the immediacy and convenience of the medium.

The impact of digital communication on the quality and effectiveness of business correspondence is profound. Digital tools enable more frequent and diverse interactions, fostering collaboration and innovation. However, they also require new skills, such as digital literacy and the ability to manage multiple communication channels effectively. For example, a marketing team might use email to coordinate a campaign with clients, video conferencing for virtual meetings, and collaborative platforms for project management.

The Role of Technology in Modern Business Correspondence

Emerging technologies, such as artificial intelligence (AI), machine learning, and automation, are further transforming business correspondence. AI-powered tools can draft emails, schedule meetings, and even analyze communication patterns to provide insights and recommendations. These technologies enhance efficiency, but they also raise questions about privacy, security, and the human touch in communication.

For instance, AI-driven email assistants like Grammarly can help professionals write clearer and more effective emails by suggesting improvements in grammar, tone, and style. Automated chatbots can handle routine customer inquiries, freeing up human employees to focus on more complex tasks.

Looking ahead, the future of business correspondence will likely see a continued integration of technology, with a focus on enhancing communication efficiency and effectiveness. The balance between traditional and digital communication will remain crucial, as businesses strive to maintain the personal touch and formality of traditional letters while leveraging the speed and convenience of digital tools.

The evolution of business correspondence from traditional letters to digital communication reflects the broader trends of technological advancement and globalization. Understanding this evolution is essential for navigating the modern corporate landscape and leveraging the benefits of both traditional and digital communication. By appreciating the strengths and limitations of each medium, businesses can craft effective communication strategies that enhance their operations and relationships.

The journey from quill pens to smartphones highlights the dynamic and ever-changing nature of business correspondence. As technology continues to evolve, so too will the methods and practices of business communication, ensuring that businesses remain connected, responsive, and innovative in an increasingly digital world.

ASSIGNMENTS FOR SELF-CONTROL

1. What are the essential components of a business letter, and why are they important?
2. How does the tone and style of a business letter differ from other types of professional communication?
3. What are some common mistakes to avoid when writing a business letter?
4. How has the format and structure of business letters evolved over the years?
5. What role does cultural context play in the writing and interpretation of business letters?
6. Can you provide examples of different types of business letters (e.g., inquiry, complaint, appreciation)?
7. What are the key differences between Ukrainian and foreign business correspondence practices?
8. How do cultural factors influence the style and format of business correspondence in Ukraine compared to other countries?
9. Can you provide examples of best practices from both Ukrainian and foreign schools of business correspondence?
10. What impact do these differences have on international business relations and communication?
11. How has digital communication changed the way businesses interact with clients and partners?
12. What are the advantages and disadvantages of digital communication compared to traditional letters?

Lecture 6:

Theme: Commercial Documents

Issues for discussion:

1. Main Genres of Foreign Trade Documentation

2. Criteria for Quality Translations of Foreign Trade Documentation

3. International Trade Terms

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1. Main Genres of Foreign Trade Documentation

Documents related to the preparation of a deal, the preparation of goods for shipment, the formalization of a deal, commercial documents, payment and banking operations, insurance, transportation, and customs documents may become objects of translation if the operations are conducted between companies in different countries. When translating such documents, the translator must be familiar with their composition and the names of their constituent parts.

Foreign trade operations involve the processing of a large number of documents that confirm the seller's delivery of goods, transportation, insurance, warehousing, and customs clearance.

Depending on their functions, foreign trade documents can be divided into the following groups:

- Documents for the preparation of an export deal
- Documents for the preparation of an import deal
- Documents for ensuring the production of goods intended for export
- Documents for the preparation of export goods for shipment
- Commercial documents
- Documents related to payment and banking operations
- Insurance documents
- Transportation documents
- Freight forwarding documents
- Customs documents

All foreign trade documents contain specific details, and most of them are issued on special forms. The common details for all documents include: the names of the parties involved in the transaction (or the consignor and consignee), their addresses, telephone or fax numbers, the title of the document, the date and place of issuance, the contract number or order date and the date of its signing, the numbers of the order, shipping specification, the name and description of the goods, their quantity (number of packages, net and gross weight, etc.), the type of packaging and labeling.

In addition to these common requisites, foreign trade documents may also include detailed specifications related to the quality and standards of the goods, certifications of origin, compliance with international trade regulations, and specific terms of delivery and payment. For instance, a Bill of Lading must specify the vessel name, port of loading and discharge, and the terms of shipment under the Incoterms rules.

The accurate translation of foreign trade documents is critical, as any errors can lead to significant misunderstandings and financial losses. Translators must possess a comprehensive understanding of both the source and target languages, as well as the legal and commercial implications of the documents they are translating. Familiarity with industry-specific terminology and the ability to interpret technical specifications are also essential skills for translators working with international trade documentation.

Given the complexity and volume of documentation involved in foreign trade operations, businesses often employ specialized software to manage and streamline the process. These systems can automate the generation of standard forms, track the status of shipments, and ensure compliance with international trade regulations. The integration of digital solutions not only enhances efficiency but also reduces the risk of errors and ensures the timely and accurate exchange of information between trading partners.

Here are some examples of common foreign trade documents:

1. **Commercial Invoice:**

A document issued by the exporter to the importer detailing the goods sold, their quantity, price, and terms of sale.Example: A company in Germany exports machinery to a buyer in Brazil. The commercial invoice includes the description of the machinery, the total price, payment terms, and delivery details.

2. **Bill of Lading (B/L):**

A legal document issued by the carrier to the shipper that acknowledges the receipt of goods for shipment.Example: A shipment of electronics from China to the United States is accompanied by a Bill of Lading, specifying the container number, the type of electronics, and the destination port.

3. **Certificate of Origin:**

A document certifying the country in which the goods were produced.Example: An Italian wine exporter provides a Certificate of Origin to confirm that the wine was produced in Italy, which is required for customs clearance in the importing country.

4. **Letter of Credit (L/C):**

A guarantee from a bank that a buyer's payment to a seller will be received on time and for the correct amount.Example: A buyer in India opens a Letter of Credit with their bank to guarantee payment for agricultural equipment purchased from a supplier in Canada.

5. **Packing List:**

A detailed list provided by the exporter, specifying the contents, packaging method, and weight of each item in a shipment.Example: A furniture exporter from Sweden includes a packing list with each shipment, detailing the number of pieces, dimensions, and total weight.

These examples illustrate the diversity and complexity of foreign trade documents. Each document serves a specific purpose and must be accurately completed and translated to ensure smooth international transactions.

Foreign trade documentation encompasses a wide variety of documents that are essential for conducting international trade. These documents ensure that transactions are smooth, compliant with international regulations, and properly recorded. The main genres of foreign trade documentation can be categorized as follows:

1. **Commercial Documents:**

Commercial Invoice: A document issued by the exporter to the importer, detailing the goods sold, their quantity, price, and terms of sale.

Proforma Invoice: A preliminary bill of sale sent to buyers in advance of a shipment or delivery of goods, providing information on the items and their costs.

2. **Transport Documents:**

Bill of Lading (B/L): A legal document issued by the carrier to the shipper that acknowledges the receipt of goods for shipment.

Air Waybill (AWB): A document issued by an airline to acknowledge receipt of goods for air transportation.

Sea Waybill: Similar to a Bill of Lading but used for sea transport without requiring the shipper to present the original document to take delivery of the goods.

3. **Insurance Documents:**

Insurance Certificate: A document proving that insurance coverage has been arranged for the shipment of goods, protecting against potential risks during transportation.

4. **Customs Documents:**

Certificate of Origin: A document certifying the country in which the goods were produced, used for customs clearance.

Customs Declaration: A form submitted to customs authorities detailing the nature, quantity, and value of goods being imported or exported.

Import/Export License: Authorization granted by a government to allow the import or export of certain goods.

5. **Payment and Banking Documents:**

Letter of Credit (L/C): A guarantee from a bank that a buyer's payment to a seller will be received on time and for the correct amount.

Bill of Exchange: An order written by the exporter instructing the importer to pay a specific amount of money at a specified time.

6. **Transport-Related Documents:**

Packing List: A detailed list provided by the exporter specifying the contents, packaging method, and weight of each item in a shipment.

Delivery Note: A document signed by the recipient to confirm the delivery of goods.

7. **Inspection and Quality Control Documents:**

Inspection Certificate: A document certifying that the goods have been inspected and meet the specified quality standards.

Quality Certificate: A document issued by an independent authority certifying the quality of the goods being exported.

These genres of foreign trade documentation play a crucial role in facilitating international trade, ensuring legal compliance, and minimizing the risks associated with cross-border transactions. Accurate and thorough documentation is essential for the smooth execution of trade operations and the protection of the interests of all parties involved.

2. Criteria for Quality Translations of Foreign Trade Documentation

The translation of foreign trade documentation requires adherence to the following main criteria:

1. **Accurate Conveyance of the Original Meaning:**

The translator should derive the translation from an analysis of the meanings expressed in the text's concepts and judgments. Primary attention must be given to key concepts and their most essential attributes. In order to preserve the original meaning, literal translation accompanied by commentary may often be used. Extralinguistic factors, such as the specifics of various commercial procedures in the target country, play a significant role.

2. **Linguistic Accuracy and Clarity:**

The translation must be correct from the perspective of the target language, making the text easy to understand. Clarity and readability are paramount to ensure that the intended message is conveyed effectively.

3. **Accurate Translation of Names and Addresses:**

Translations should include correct, uniform names of companies, individuals, and addresses throughout the document, following translation rules and the samples provided by the client. It is crucial to remember that even minor inaccuracies in these details may result in the rejection of the documents.

4. **Additional Requirements:**

- Frequently, translations must meet additional criteria, such as:
- Using the client's specific terminology.
- Faithfully reproducing the structure of the original document.
- Retaining the original numbering of sections in the source language.
- Indicating foreign proper names in the original language within parentheses.
- Explaining foreign terms using explanatory dictionaries.
- Performing selective translation.
- Expanding abbreviations.
- Converting foreign units of measurement to local equivalents.

For example, when translating a commercial invoice, the translator must ensure that all product descriptions, quantities, prices, and legal terms are precisely rendered to prevent any misunderstandings or disputes. Similarly, in translating a Bill of Lading, accurate details about the vessel, ports, and shipment terms are essential for customs clearance and delivery.

Furthermore, the translator must be aware of any legal or regulatory requirements in the target country that may impact the translation. For instance, certain documents may need to be notarized or certified by relevant authorities, adding another layer of complexity to the translation process.

Ultimately, the goal is to produce a translated document that mirrors the original in terms of meaning, form, and legal validity, thereby facilitating smooth and effective international trade operations.

These examples illustrate how foreign trade documents should be translated accurately and clearly to maintain the integrity and legality of the transaction.

Commercial Invoice/ Комерційний рахунок-фактура

Original Text:	**Translation:**
Commercial Invoice: Seller: ABC Corporation Address: 123 Main Street, City, Country Phone: +123456789 Buyer: XYZ Company Address: 456 Market Avenue, City, Country Phone: +987654321 Invoice Number: INV-001234 Date: March 10, 2025 Description of Goods: 1. Product A - 100 units - $10.00 per unit - Total: $1,000.00 2. Product B - 50 units - $20.00 per unit - Total: $1,000.00 Total Amount: $2,000.00 Terms of Payment: Net 30 days	**Комерційний рахунок-фактура:** Продавець: Корпорація ABC Адреса: вул. Головна 123, Місто, Країна Телефон: +123456789 Покупець: Компанія XYZ Адреса: просп. Ринок 456, Місто, Країна Телефон: +987654321 Номер рахунка: INV-001234 Дата: 10 березня 2025 року Опис товарів: 1. Продукт A - 100 одиниць - $10.00 за одиницю - Всього: $1,000.00 2. Продукт B - 50 одиниць - $20.00 за одиницю - Всього: $1,000.00 Загальна сума: $2,000.00 Умови платежу: Оплата протягом 30 днів

Bill of Lading/ Коносамент

Original Text:	**Translation:**
Bill of Lading: Shipper: Global Logistics LLC Address: 789 Harbor Street, Port City, Country Consignee: Continental Imports Inc. Address: 321 Import Lane, Destination City, Country Vessel Name: Ocean Carrier Port of Loading: Port City Port of Discharge: Destination City Description of Goods: Electronics Gross Weight: 5000 kg Net Weight: 4800 kg Number of Packages: 50 Bill of Lading Number: BL-567890 Date: February 25, 2025	**Коносамент:** Відправник: ТОВ "Глобальна Логістика" Адреса: вул. Гавань 789, Портове Місто, Країна Вантажоодержувач: "Континентальні Імпорти" Інк. Адреса: пров. Імпорт 321, Місто, Країна Назва судна: Океанський Перевізник Порт завантаження: Портове Місто Порт вивантаження: Місто Призначення Опис товарів: Електроніка Вага брутто: 5000 кг Вага нетто: 4800 кг Кількість пакетів: 50 Номер коносаменту: BL-567890 Дата: 25 лютого 2025 року

Certificate of Origin/ Сертифікат походження

Original Text:	**Translation:**
Certificate of Origin: Exporter: Fine Fabrics Co. Address: 101 Textile Road, Fabric City, Country Consignee: Elegant Attire Ltd. Address: 202 Fashion Avenue, Destination City, Country Description of Goods: Silk Fabrics Country of Origin: Country Date of Shipment: April 5, 2025 Certification: We hereby certify that the above-mentioned goods are of Country origin. Signed: Authorized Officer Date: March 20, 2025	**Сертифікат походження:** Експортер: Компанія "Тонкі Ткани" Адреса: вул. Текстильна 101, Тканеве Місто, Країна Вантажоодержувач: ТОВ "Елегантний Одяг" Адреса: просп. Мода 202, Місто, Країна Опис товарів: Шовкові тканини Країна походження: Країна Дата відправлення: 5 квітня 2025 року Сертифікація: Цим ми підтверджуємо, що вищезазначені товари є походженням з Країни. Підписано: Уповноважена особа Дата: 20 березня 2025 року

3. International Trade Terms

International trade terms, also known as Incoterms, are standardized terms used in international contracts to clearly define the responsibilities and obligations of buyers and sellers involved in cross-border transactions. These terms specify who is responsible for various aspects of the transaction, such as transportation, insurance, and customs duties. Here are some of the key international trade terms:

EXW (Ex Works)

Under Ex Works (EXW), the seller’s responsibility ends when the goods are made available for pickup at their premises or another named place (e.g., factory, warehouse). The buyer bears all costs and risks involved in transporting the goods from the seller's premises to the final destination. *Example:*A furniture manufacturer in Italy sells chairs to a retailer in Spain under EXW terms. The buyer arranges for the transport and assumes all costs and risks from the manufacturer’s warehouse in Milan to their store in Madrid.

FCA (Free Carrier)

Free Carrier (FCA) means the seller delivers the goods to the carrier or another person nominated by the buyer at the seller's premises or another named place. The risk of loss or damage passes to the buyer when the goods are handed over to the carrier. *Example:* A textile producer in India sells fabric to a clothing company in France under FCA terms. The goods are delivered to the carrier at the producer's factory in Mumbai, and the risk passes to the buyer once the carrier takes possession.

CPT (Carriage Paid To)

Under Carriage Paid To (CPT), the seller pays for the transportation of goods to the named place of destination. The risk of loss or damage transfers to the buyer when the goods are handed to the first carrier. *Example:*An electronics company in Japan sells gadgets to a retailer in the UK under CPT terms. The seller pays for transport to London, but the risk transfers to the buyer once the goods are handed to the shipping company in Tokyo.

CIP (Carriage and Insurance Paid To)

Carriage and Insurance Paid To (CIP) requires the seller to pay for transport and insurance to the named place of destination. The seller contracts for insurance against the buyer’s risk of loss or damage during transport. *Example:*A toy manufacturer in China sells toys to a distributor in Germany under CIP terms. The seller pays for transport and insurance to Hamburg, and the risk transfers to the buyer once the goods are handed to the shipping company.

DAT (Delivered At Terminal)

Delivered At Terminal (DAT) means the seller delivers the goods, once unloaded, at the named terminal at the port or place of destination. The seller bears all risks and costs involved in bringing the goods to and unloading them at the terminal. *Example:*A machinery exporter in the USA sells equipment to a buyer in Australia under DAT terms. The goods are delivered to the terminal at the Port of Sydney, and the seller is responsible for all costs and risks until the goods are unloaded.

DAP (Delivered At Place)

Delivered At Place (DAP) means the seller delivers when the goods are placed at the buyer's disposal on the arriving means of transport, ready for unloading at the named place of destination. The seller bears all risks involved in bringing the goods to the named place. *Example:*A wine producer in France sells wine to a retailer in Canada under DAP terms. The goods are delivered to the retailer's warehouse in Toronto, and the seller is responsible for all costs and risks up to that point.

DDP (Delivered Duty Paid)

Delivered Duty Paid (DDP) places maximum responsibility on the seller, who bears all costs and risks including import duties, taxes, and other charges to deliver the goods to the buyer's premises. *Example:*An electronics manufacturer in South Korea sells smartphones to a retailer in the USA under DDP terms. The seller arranges for transport, pays import duties and taxes, and delivers the goods to the retailer's warehouse in New York.

FAS (Free Alongside Ship)

Free Alongside Ship (FAS) means the seller's obligations are fulfilled when the goods are placed alongside the vessel at the port of shipment. The buyer assumes all costs and risks from that point onward. *Example:*A grain exporter in Argentina sells grain to a buyer in Egypt under FAS terms. The grain is placed alongside the vessel in the port of Buenos Aires, and the buyer is responsible for loading and transporting the grain to Egypt.

FOB (Free On Board)

Free On Board (FOB) means the seller places the goods on board the vessel at the port of shipment. The risk of loss or damage passes to the buyer when the goods cross the ship's rail. *Example:*A seafood exporter in Norway sells fish to a buyer in Japan under FOB terms. The fish are loaded onto the vessel in the port of Oslo, and the buyer assumes the risk once the goods are on board.

CFR (Cost and Freight)

Cost and Freight (CFR) requires the seller to pay for the transportation of goods to the named port of destination. The risk passes to the buyer when the goods are loaded on the ship. *Example:*A coal exporter in Australia sells coal to a buyer in India under CFR terms. The seller pays for transport to the port of Mumbai, but the risk transfers to the buyer once the goods are loaded onto the vessel in Sydney.

CIF (Cost, Insurance, and Freight)

Cost, Insurance, and Freight (CIF) means the seller has the same responsibilities as CFR, but must also procure marine insurance against the buyer's risk of loss or damage during transit. *Example:*An oil exporter in Saudi Arabia sells crude oil to a buyer in the UK under CIF terms. The seller pays for transport and insurance to the port of London and transfers the risk to the buyer once the oil is loaded onto the vessel.

DES (Delivered Ex Ship)

Delivered Ex Ship (DES) means the seller delivers when the goods are placed at the buyer's disposal on board the ship at the named port of destination, not cleared for import. *Example:*A vehicle manufacturer in Germany sells cars to a dealer in Brazil under DES terms. The cars are delivered on board the ship at the port of Santos, and the seller is responsible until the goods are placed at the buyer's disposal.

DEQ (Delivered Ex Quay)

Delivered Ex Quay (DEQ) means the seller delivers when the goods are placed at the buyer's disposal on the quay (wharf) at the named port of destination, cleared for import. *Example:*A heavy equipment manufacturer in the USA sells machinery to a construction company in South Africa under DEQ terms. The machinery is delivered to the quay at the port of Cape Town, and the seller is responsible for all duties and risks until delivery.

DDU (Delivered Duty Unpaid)

Delivered Duty Unpaid (DDU) means that the seller delivers the goods to the buyer at the named place of destination, but does not pay for import duties or taxes. The buyer is responsible for these additional costs. *Example:*A computer parts supplier in Taiwan sells to a buyer in India under DDU terms. The goods are delivered to the buyer's facility in New Delhi, but the buyer is responsible for paying the import duties.

These examples illustrate how international trade terms (Incoterms) are used to define the responsibilities and risks of buyers and sellers in international transactions. These terms help facilitate clear and efficient communication and reduce the potential for misunderstandings and disputes.

ASSIGNMENTS FOR SELF-CONTROL

1. What essential information should be included in a packing list, and why is it important?
2. What role do certificates of origin play in customs clearance, and how are they typically obtained?
3. How do commercial documents contribute to the transparency and legality of cross-border trade?
4. What are the common challenges in preparing and managing commercial documents, and how can they be addressed?
5. How do electronic commercial documents compare to traditional paper-based documents in terms of efficiency and security?
6. What specific requirements must be met for commercial documents to be accepted by customs authorities in different countries?
7. How can businesses ensure the accuracy and consistency of information across various commercial documents?
8. What impact do international trade agreements have on the content and format of commercial documents?
9. How does the use of standardized trade terms (Incoterms) affect the preparation and interpretation of commercial documents?

Lecture 7:

Theme: Texts of Diplomatic Substyle

Issues for discussion:

1. Translatological Characteristics of Diplomatic Texts

2. Genres of Diplomatic Substyle as Objects of Translation

3. Terminological System of Diplomacy and International Law

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1. Translatological Characteristics of Diplomatic Texts

Diplomatic Discourse as a Type of Institutional Discourse

Diplomatic discourse is one of the types of institutional discourse. The authors of diplomatic texts are heads of state, government officials, foreign affairs departments, various state institutions, public organizations, diplomatic missions, and individual diplomats. The recipients of such texts are other states and the international community. Among the main characteristics of the diplomatic substyle are the striving for cooperation, integration, multilateral interaction, and broad informational influence. Relations between participants in diplomatic communication are established on the basis of equality, for example, «state-state.»

Significant influence on the linguistic formulation of diplomatic substyle texts is exerted by extralinguistic factors, such as the goals and objectives of a state in foreign policy, and international diplomatic relations between states. The diplomatic substyle interacts with various types of discourse, such as political, scientific, military, legal, but differs from them by the presence of special linguistic means.E.g.: Ми сподіваємося, що ваші дії сприятимуть встановленню миру та стабільності. –We hope that your actions will contribute to establishing peace and stability.»

Diplomatic documents belong to the diplomatic substyle and possess the following stylistic features: objectivity; generalization; informativeness; logical organization of presentation; semantic clarity, definiteness; strict adherence to diplomatic etiquette.E.g.: Ми висловлюємо свою вдячність за вашу підтримку в реалізації міжнародних проектів. – We express our gratitude for your support in the implementation of international projects.

From a compositional standpoint, diplomatic documents are distinguished by a traditional introductory part, usually containing compliments to the other state: «The Embassy... expresses its respect and has the honor to inform...»; «The Embassy... takes this opportunity to assure... of its highest consideration...».E.g.: Посольство...

висловлює свою повагу та має честь повідомити... – The Embassy... expresses its respect and has the honor to inform...

The foundation of the diplomatic substyle, like other substyles of the official-business style, consists of neutral vocabulary. The lexical features of this substyle include the frequent use of words with stylistic markers of high, bookish. Such words give diplomatic texts solemnity.E.g.: Ми цінуємо ваш значний внесок у розвиток двосторонніх відносин. – We appreciate your significant contribution to the development of bilateral relations.

Undoubtedly, terms and term combinations from the field of international law, usually of Latin and French origin, are common in this substyle: convention, parity, consul, communique, pact, attaché, etc. Some Latin terms are given in their Latin spelling: veto, status quo, persona non grata.E.g.:Ми підтримуємо статус кво у відносинах між нашими державами.We support the status quo in the relations between our states.

Syntactic Features of Diplomatic Documents

The distinctive syntactic features of diplomatic documents include the predominance of concessive and conditional clauses, the use of the subjunctive mood, flexible formulations, and the absence of harsh expressions and direct obligation formulas. Imperative sentences and the imperative mood are used only in exceptional cases, such as in notes of protest or ultimatums.

In diplomatic substyle texts, first-person plural pronouns and corresponding verb forms are used because the diplomat conveys not their personal opinion but the opinion of the state they represent.E.g.:Ми сподіваємося, що ваші дії сприятимуть зміцненню наших відносин.– We hope that your actions will contribute to strengthening our relations.

The choice of the correct form of address is very important for diplomatic substyle texts. The names of heads of state, ministers, ambassadors are not used in addresses. Royal family members are addressed as *Ваше Величність / Your Majesty* ***or*** *Ваша Королівська Високість / Your Royal Highness*; Ambassadors Extraordinary and Plenipotentiary are addressed as *Ваша Високоповажносте /*

Your Excellency; Catholic cardinals or papal nuncios as *Ваша Святість / Your Holiness*; the president and their spouse are addressed as *Пане Президенте / Mr. President* and *Пані / Mrs.* + surname.E.g.:Ваша Високоповажносте, ми висловлюємо нашу вдячність за вашу співпрацю. – Your Excellency, we express our gratitude for your cooperation.

Forms of address are closely linked to the form of government: *Імператор Японії / Emperor of Japan*, *Султан Брунею Даруссалам / Sultan of Brunei Darussalam*, *Емір Кувейту / Emir of Kuwait*, *Великий Герцог Люксембурзький / Grand Duke of Luxembourg*.In some cases, specific forms of titles are encountered. The Queen of England is addressed as *Її Величність Королева Об'єднаного Королівства Великої Британії та Північної Ірландії* / «*Her Majesty the Queen of the United Kingdom of Great Britain and Northern Ireland*»; the head of Saudi Arabia as «*Custodian of the Two Holy Mosques, King of Saudi Arabia.*» E.g.:Її Величність Королева Об'єднаного Королівства Великої Британії та Північної Ірландії. – Her Majesty the Queen of the United Kingdom of Great Britain and Northern Ireland.

As we can see, the above indicates that a high level of linguistic preparation alone is not enough for translators of diplomatic texts. The necessary skills for such translators include:

- Knowledge of the stylistic features of the diplomatic substyle and the ability to implement them in the translation process.
- Proficiency in diplomatic terminology in both the target language and the source language.
- Ability to work with universal and diplomatic dictionaries, finding words that reflect the values of diplomatic discourse.
- Knowledge of speech clichés and stamps of diplomatic communication.
- Familiarity with the necessary lexical base of borrowings from French and Latin, which are frequent in diplomatic documents, as well as abbreviations, symbols, and designations commonly accepted in global diplomatic practice.

- Skilled use of euphemisms to give a neutral character to emotionally colored statements.E.g.:Ми високо цінуємо ваш внесок у розвиток міжнародної співпраці. – We highly value your contribution to the development of international cooperation.

Translatological Characteristics of Diplomatic Texts

One of the critical aspects of translating diplomatic texts is maintaining the level of formality and precision required. This includes understanding the nuances of diplomatic language, which often features euphemisms, polite expressions, and indirect language to avoid confrontation and promote diplomatic courtesy.

Key Translation Characteristics:

1. **Cultural Sensitivity:** Translators must be acutely aware of cultural differences and sensitivities. Diplomatic texts often reflect the cultural norms and expectations of the countries involved. Misunderstanding or misrepresenting these can lead to diplomatic faux pas.E.g.:Ми щиро вітаємо Вас з національним святом. – We sincerely congratulate you on your national holiday.
2. **Precision and Consistency:** Terminology in diplomatic texts must be precise and consistent. Even slight variations in word choice can alter the meaning and impact of the text. Consistency is crucial in terms such as titles, positions, and international agreements.E.g.:Ми наполягаємо на дотриманні міжнародних угод. – We insist on the adherence to international agreements.
3. **Formal Tone and Politeness:** Diplomatic texts require a formal tone and polite expressions. The language used must convey respect and consideration, often using set phrases and courteous formulations.E.g.:З повагою звертаємося до вас з проханням... – With respect, we address you with a request...
4. **Subtext and Implications:** Often, what is not said in a diplomatic text is as important as what is said. Translators must be able to read between the lines and understand the subtext and implications of the language used.E.g.:Ми очікуємо на плідну співпрацю у вирішенні цієї проблеми. – We look forward to fruitful cooperation in resolving this issue.

5. **Legal and Political Terminology:** Diplomatic texts frequently include legal and political terminology. Translators must be well-versed in these terms and understand their implications in both the source and target languages.E.g.:Конвенція набирає чинності з моменту підписання.The convention takes effect from the moment of signing.

6. **Flexibility and Adaptability:** Diplomatic texts can vary widely in purpose and style, from formal agreements to press releases. Translators must be adaptable and able to shift their approach depending on the text type while maintaining the core principles of diplomatic language.E.g:Ми висловлюємо нашу глибоку стурбованість поточною ситуацією.We express our deep concern regarding the current situation.

2. Genres of Diplomatic Substyle as Objects of Translation

Initially, only five genres were attributed to diplomatic documents: 1) personal notes; 2) verbal notes; 3) memoranda; 4) memorandums; 5) semi-official private letters. However, the modern practice of diplomatic relations today also involves the use of other documents (communiqués, statements, telegrams, etc.).

Personal Note: A personal note contains information about a significant event. Mandatory elements of this document include an address (at the beginning) and a compliment, i.e., a standardized expression of respect for the interlocutor: with respect, with deep respect.E.g.:Ми висловлюємо свою глибоку повагу та маємо честь повідомити... – We express our deep respect and have the honor to inform...

The choice of address form is determined by national business style norms. For example, a minister or ambassador should be addressed as *Пане Міністре / Mr. Minister*,*Пане Посол / Mr. Ambassador*, *Ваша Високоповажносте / Your Excellency*. Grammatically, it is necessary to indicate that the note is written in the first person, from the one who sends it.

The tonality of personal notes can be more or less warm. If a note begins with the words: *«Пане Міністре» / «Mr. Minister»*, *«Пане Посол» / «Mr. Ambassador»*, and ends with «З повагою» / «With respect» (without «sincere» or «deep»), it is characterized by a neutral tone. If the author wants to give the note a warmer, more friendly character, they can start with *«Шановний пане Міністре» / «Dear Mr. Minister»*and end with *«З щирою повагою» / «With sincere respect»*.

Verbal Notes: Verbal notes are related to the resolution of various economic, political, and scientific-technical issues: a visa request, a report on incidents involving embassy staff, transmission of representative information. These documents begin and end with compliments and are written in the third person. Only in some situations (expressing condolences, declaring mourning) are compliments absent.E.g.:Посольство... має честь звернутись із запитом на видачу візи... – The Embassy... has the honor to submit a visa request...

Memoranda: Memoranda emphasize the importance of a specific oral message. Such notes are written in an impersonal form. The reason for delivering a memorandum can range from clarifying the meanings of words and terms, document names, article provisions to genuinely serious issues between the parties.E.g.:Пам'ятна записка про важливість переговорів щодо торговельної угоди... – A memorandum on the importance of negotiations regarding the trade agreement...

Memorandum: A memorandum presents an analysis of a particular situation, expresses the author's position on the issue, and provides arguments in support of this position. A memorandum can be a standalone document or an attachment to a note.E.g.:У меморандумі йдеться про важливість дотримання міжнародних угод... – The memorandum discusses the importance of adhering to international agreements...

Semi-Official Private Letters: Semi-official private letters are often used for less formal communication between diplomats or between a diplomat and a foreign official. These letters maintain a respectful and courteous tone but can be more relaxed in their language and structure compared to more formal diplomatic documents.E.g.:Шановний пане Посол, сподіваємося на вашу підтримку в цій справі... – Dear Mr. Ambassador, we hope for your support in this matter...

Communiqués: Communiqués are formal announcements or statements issued by governments or diplomatic missions, often after meetings or negotiations. These documents summarize the outcomes and agreements reached.E.g.:Коммюніке про результати переговорів щодо торговельної угоди... – A communiqué on the outcomes of the negotiations regarding the trade agreement...

Statements: Statements are official communications that express a position or reaction of a government or diplomatic mission on a particular issue or event. These are often public and are used to communicate important information to the international community.E.g.:Заява уряду про підтримку міжнародної ініціативи... – A government statement on supporting the international initiative...

Telegrams: Telegrams are used for urgent and concise communication between diplomatic missions and their home governments. These messages are usually brief and direct, conveying critical information or instructions.E.g.:Телеграма про невідкладне питання безпеки... – A telegram regarding an urgent security issue...

Special Substyle: Within this style, there are letters, statements, declarations from heads of state, governments, foreign ministers. These documents do not have a strict form, but when drafting them, it is necessary to consider the official nature of the situation, the peculiarities of national business etiquette, and anticipate the possible reaction of the recipient.E.g.:Заява уряду про підтримку міжнародної ініціативи... – A government statement on supporting the international initiative...

3. Terminological System of Diplomacy and International Law

Terms Functioning in the Terminological Systems of Diplomacy and International Law

Terms functioning in the terminological systems of diplomacy and international law exhibit properties similar to those of general legal terms. Like terms in other branches of law, they closely interact with common vocabulary. This interaction manifests in the movement of part of the specialized vocabulary into common use, and vice versa.

Terms in international law serve to define various general and specific categories (such as principles, norms, institutions, doctrines) related to the regulation of state relations and the practical actions of governments. All generally accepted evaluation criteria, put forward by both linguists and legal experts, are, in principle, applicable to international legal terms.

Accuracy is the most crucial quality of terms used to define the fundamental norms and principles of international law, as it is absolutely essential for programming and modeling foreign policy. Terms of international law and diplomacy should be as uniform and universally accepted as possible. Regarding terms in this field, the criteria of unity and universal recognition are interpreted more broadly than those for terms of domestic law. An international legal term should not only be unambiguous within a single macropoly, delineated by the scope of law application in one language, but also possess a kind of universal unambiguity, meaning it should be uniform for terminological systems in different languages. This property is necessary for the unification of theory, consistency in practice, and, ultimately, for finding acceptable compromises in international relations. Unambiguity and universality can be considered, on the one hand, as requirements for an ideal term, and on the other hand, as specific trends in the development of lexical elements in the field of international relations.E.g.:Точність є важливим критерієм у міжнародному праві, оскільки вона забезпечує однозначність і зрозумілість норм та принципів. – Accuracy is an important criterion in international law as it ensures the clarity and comprehensibility of norms and principles.

Polysemantic Terms: Within the examined lexical subsystem, polysemantic terms are present. Sometimes, terms from the general legal system acquire different meanings in international law. For example, in French terminology of international law, the term «droit de retrait» is noted. In the domestic legal system, this term means «right of redemption,» while in international law, it means «right of withdrawal from an international treaty.» This case can be considered intra-system sectoral polysemy. The polysemy of a legal term is neutralized by the context of its use. In a certain context, the term «charte» acquires the meaning of «charter» rather than «charter» or «declaration.» The term «instrument» denotes not only a means of implementing something but also a document. The term «nation» acquires the meaning of «country» or «state» in various contexts.E.g.:Уфранцузькій термінології міжнародного права фіксується термін droit de retrait. – In the French terminology of international law, the term droit de retrait is noted. Термін nation у різних контекстах набуває значення країна або держава. – The term nation in various contexts acquires the meaning of country or state.Термін charte набуває значення статут у певному контексті. – The term charte acquires the meaning of charter in a specific context.

Borrowed Terms: Many terms in diplomacy and international law are borrowed from other languages, especially Latin and French. These borrowings are often used because of their precise and universally accepted meanings.E.g.:Термін persona non grata використовується для позначення небажаної особи. – The term persona non grata is used to describe an unacceptable or unwelcome person.

Standardized Terminology: The use of standardized terminology is crucial in international law and diplomacy to ensure clarity and avoid misunderstandings. Organizations like the United Nations and the International Court of Justice often use standardized terms in their documents and proceedings.E.g.:Договір є офіційною та юридично обов'язковою угодою між двома або більше суверенними державами. – A treaty is a formal and legally binding agreement between two or more sovereign states. Конвенція є формальною угодою між державами, що часто стосується конкретних питань, таких як права людини або охорона навколишнього середовища. – A convention is a formal agreement between states, often on specific issues like human rights or environmental protection.

Evolving Terminology: The field of international law and diplomacy is constantly evolving, and new terms are created to address emerging issues and concepts. Translators and diplomats must stay updated with these changes to accurately convey the intended meanings.E.g.:Кібербезпека відноситься до захисту комп'ютерних систем та мереж від розкриття інформації, крадіжок чи пошкоджень. – Cybersecurity refers to the protection of computer systems and networks from information disclosure, theft, or damage.Сталий розвиток означає розвиток, який задовольняє потреби теперішнього часу, не ставлячи під загрозу здатність майбутніх поколінь задовольняти свої власні потреби. – Sustainable development means development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Cultural Sensitivity: Understanding cultural nuances and sensitivity is essential in the use of diplomatic and international legal terminology. Certain terms and phrases may have different connotations in different cultures, and it is important to use language that is respectful and appropriate.E.g.:Термін корінні народи використовується для опису оригінальних мешканців регіону, з акцентом на їх унікальні культурні, соціальні та історичні ідентичності. – The term Indigenous peoples is used to describe the original inhabitants of a region, with a focus on their unique cultural, social, and historical identities.

ASSIGNMENTS FOR SELF-CONTROL

1. Provide a translatological characteristic of diplomatic texts.
2. What extralinguistic factors influence the linguistic formulation of diplomatic documents?
3. What stylistic features do all diplomatic documents possess?
4. What is the origin of most terms found in diplomatic texts?
5. What syntactic features distinguish diplomatic documents?
6. Prove that forms of address are of great significance in the translation of diplomatic documents.
7. What skills are important for a translator in the field of diplomatic discourse?
8. List the genres of diplomatic documents.
9. Characterize a personal note as an object of translation.
10. Characterize a verbal note as an object of translation.
11. Characterize a memorandum as an object of translation.
12. Characterize a memorandum as an object of translation.
13. Characterize letters and statements from heads of state as an object of translation.

Lecture 8:

Theme: Texts of the Legislative Substyle

Issues for discussion:

1. Translatological Characteristics of Legislative Texts.

2. Documents of Physical and Legal Entities as Objects of Translation.

3. Legal Text.

4. Translation of Contracts.

5. Pronominal Adverb.

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1. Translatological Characteristics of Legislative Texts

A legislative text, performing both informative and prescriptive functions, relations among people in society. Examples of legislative texts include constitutions, statutory acts, and international law conventions. Regardless of the content, laws as texts possess enough similar features to be considered homogeneous. In the legal (legislative) substyle, professional legal terminology is used. This substyle is characterized by accuracy, standardization of presentation, generalization of expression, complete absence of individualization, as the addressee of such texts is society as a whole. The authors (sources) of legislative texts are professional lawyers.

Types of Information in Legislative Texts:

Three types of information are represented in legislative texts: cognitive, operational, and partially emotional.

Cognitive Information: The transmission of cognitive information in a legislative text is carried out through legal terms, which are characterized by unambiguity, lack of emotional coloring, and independence from context. The scope of some terms (victim, private property, referendum, etc.) goes beyond the legislative substyle, making them known to virtually all language speakers.E.g.:Ukrainian: «Стаття 3. Людина, її життя і здоров'я, честь і гідність, недоторканність і безпека визнаються в Україні найвищою соціальною цінністю.» English: «Article 3. A human being, their life and health, honor and dignity, inviolability and security are recognized in Ukraine as the highest social value.»

Operational Information: The operational information of a legislative text is objective, universal, and prescriptive in nature. Objectivity is ensured by the use of the absolute present tense and passive constructions; universality is achieved through the use of nouns and pronouns with generalizing semantics (each, all, any, etc.) as subjects; and prescriptive nature is conveyed through grammatical structures with modal meanings of possibility and necessity (must, should, may, etc.).E.g.:Ukrainian:

«Стаття 6. Державна політика у сфері освіти ґрунтується на принципах забезпечення рівного доступу до якісної освіти, захисту прав учасників освітнього процесу, створення умов для їх самореалізації.» English: «Article 6. State policy in the field of education is based on the principles of ensuring equal access to quality education, protecting the rights of participants in the educational process, and creating conditions for their self-realization.»

Emotional Information: Emotional information is conveyed, in particular, through some archaic terms and high-style vocabulary, which give the text an elevated tone. This elevated emotional tone highlights the significance of legislative texts in the life of society.E.g.:Ukrainian: «Стаття 1. Україна є суверенна і незалежна, демократична, соціальна, правова держава.» English: «Article 1. Ukraine is a sovereign and independent, democratic, social, and legal state.»

Thus, the communicative task of a legislative text is to «prescribe certain actions based on their detailed description and evoke a sense of reverence for the text» [31].

A special phenomenon within the legal substyle is the language of judicial proceedings, realized in texts of lawsuits, petitions, judicial acts, etc. Such texts must necessarily possess the following characteristics: appropriateness, logic, correctness; and should not use complex syntactic constructions, which most often become sources of misunderstanding or misinterpretation of documents [32].

Syntactic Features: On the syntactic level, legislative texts are characterized by the predominance of complete sentences with various means of establishing connections, with structures denoting cause and condition being common. The word order is predominantly direct.E.g.:Ukrainian: «Стаття 12. Держава забезпечує кожному громадянину право на охорону здоров'я, медичну допомогу та медичне страхування.» English: «Article 12. The state ensures the right of every citizen to health care, medical assistance, and medical insurance.»

Additional Characteristics: Legislative texts are not characterized by compression, abbreviations, parentheses, and numerical designations are rarely used. Means of secondary nomination, such as demonstrative and personal pronouns, are also rarely used. Tautological cohesion is mainly used, where the same noun is repeated in a series of consecutive phrases.

Legislative texts are classified as primarily operational texts, as the dominant type of information presented in them (cognitive, operational, emotional) is operational. These texts belong to the first group of translatability.

2. Documents of Physical and Legal Entities as Objects of Translation

The translation of personal documents is one of the most common types of translation that translators encounter in the field of official-business documentation. The translatological characteristics of these texts determine the specifics of the translation process.

The sources and authors of these texts are administrative bodies. Documents of physical and legal entities have a stereotyped form. Accordingly, cognitive information in these texts should be reflected based on already established standards, while the linguistic formulation of the created texts should retain the features of the official style. Other types of information are absent in these documents.

The translation of documents of physical and legal entities is carried out based on similar texts in the target linguistic culture, with maximum preservation of the features of the official substyle: officialese, complex syntax, nominality, and present tense forms. The translation units are phrases and sentences, less often words.

Examples of Personal Documents and Their Translations:

Birth Certificate

Ukrainian: «Свідоцтво про народження» English: «Birth Certificate»

Ukrainian: «Місце народження: місто Київ» English: «Place of Birth: Kyiv»

Marriage Certificate

Ukrainian: «Свідоцтво про шлюб» English: «Marriage Certificate»

Ukrainian: «Дата реєстрації шлюбу: 15 серпня 2010 року» English: «Date of Marriage Registration: August 15, 2010»

Diploma

Ukrainian: «Диплом про вищу освіту» English: «Diploma of Higher Education»

Ukrainian: «Спеціальність: Інформаційні технології» English: «Specialty: Information Technology»

Employment Record Book

Ukrainian: «Трудова книжка» English: «Employment Record Book»

Ukrainian: «Дата прийняття на роботу: 1 березня 2015 року» English: «Date of Employment: March 1, 5»

Identity Card

Ukrainian: «Посвідчення особи» English: «Identity Card»

Ukrainian: «Номер документа: 123456789» English: «Document Number: 123456789»

Driver's License

Ukrainian: «Водійське посвідчення» English: «Driver's License»

Ukrainian: «Категорія: B» English: «Category: B»

Power of Attorney

Ukrainian: «Довіреність» English: «Power of Attorney»

Ukrainian: «Довіритель: Іванов Іван Іванович» English: «Grantor: Ivanov Ivan Ivanovich»

Medical Certificate

Ukrainian: «Медична довідка» English: «Medical Certificate»

Ukrainian: «Дата видачі: 10 червня 2020 року» English: «Date of Issue: June 10, 2020»

These examples illustrate the stereotyped form and official style features retained in the translation of personal documents. The translation process focuses on maintaining the cognitive information based on established standards and preserving

- **Legal Text.**

Legal texts share characteristics with both scientific texts and instructional texts, as they perform both cognitive and prescriptive functions. This communicative task is embodied by laws, including the Basic Law (Constitution), as well as all subordinate acts. These documents regulate human relationships within a society in the framework of a specific country. International law conventions also fall under this category of texts, but their specifics will not be examined here, as they are rarely the subject of translation.

The sources of legal texts are professional lawyers who create these texts, considering the structural features of society. Regardless of the content, the laws, as texts, are typologically quite homogeneous. The set of tools characteristic of them ensures the complete transmission of information to the recipient. In this case, the recipient is any adult citizen of the country, as the law serves as a guide to action for them. However, to understand (interpret) any law, except, perhaps, the Constitution, a citizen of the country often requires the assistance of a specialist.

Let us consider the significant features of legal texts for translation, based on the types of information they contain.

Cognitive information is primarily conveyed by legal terms. These terms possess all the characteristic features of terminology (unambiguity, lack of emotional coloring, independence from context), although some portion of them (e.g., in Ukrainian: «референдум,»«приватна власність,»«потерпілий,»«правопорушення» and others) are known not only to legal professionals but also to any native speaker, as their application extends beyond legal texts.

The objectivity of information presentation is ensured by the predominance of the absolute present tense of verbs and passive constructions, while its general nature is conveyed by the predominant semantics of the subject. Alongside nouns of legal topics, nouns and pronouns with generalizing semantics («кожен,»«ніхто,»«усі громадяни») are extremely widespread. The prescriptive nature of the information is conveyed through verbal structures expressing modality of necessity and possibility («не можуть,»«повинен здійснюватися» and so on). Legal terms are set against the background of the written, neutral literary standard of the language in its bureaucratic variety.

The syntax of legal texts is distinguished by the completeness of structures and the diversity of means that establish logical connections. Logical structures with meanings of condition and cause are frequent, and these meanings are made explicit by specific linguistic means («in case of,»«due to,» etc.). The necessity to fully and unambiguously express each provision, avoiding ambiguous interpretations, leads to an abundance of homogeneous sentence members and homogeneous subordinate clauses.

Compression is not characteristic of legal texts. Abbreviations, parentheses, and numerical designations are not typical. Numerals are generally rendered in words. Additionally, demonstrative and personal pronouns and other secondary nomination means, which function as formal means of regressive cohesion in scientific texts and increase information density, are not used. Tautological cohesion predominates, meaning the repetition of the same noun in each subsequent phrase. Some legal terms have an archaic connotation, and their use in the text creates the color of a high style («removal from office,»«inviolable dwelling,» etc.). This emotional nuance of legal texts is connected with their high status in society and reflects people's attitudes towards them. Thanks to high-style vocabulary, this emotional information is conveyed to the recipient. The elevated tone is especially noticeable in the preamble of the Basic Law (cf. the preambles of the American Declaration of Independence, the Basic Law of Germany, and the Constitution of Ukraine), where the high style is also conveyed by syntactic and graphic means (text layout on the page).

Conclusions for the translator. When translating legal texts, the dominant systemic features are those that convey cognitive information with prescriptive intent and the emotional nuance of a high style, namely:

1. Legal terms, some of which have an archaic connotation, are rendered using unambiguous equivalents; the units of translation are words and phrases.
2. The absolute present tense, as the dominant verb form, is conveyed by functionally equivalent means; the unit of translation is the morpheme.
3. Passive constructions are rendered with grammatically equivalent correspondences, some of which involve syntactic transformations.
4. The generalizing semantics of the subject are conveyed by variant correspondences; the unit of translation is the word.

5. The background of the neutral written literary norm in its bureaucratic variety is conveyed by a set of lexical and syntactic means functionally equivalent to those of the original (equal variant correspondences, transformations); the units of translation are words and phrases.
6. The completeness and variety of syntactic structures, types of logical connections, the predominance of structures with meanings of condition and cause, and the abundance of homogeneous sentence members and homogeneous subordinate clauses - the systemic frequency of these means is reproduced in translation; all rules of formal logic in structure construction must be followed.
7. The absence of compression and the presence of tautological cohesion are maintained in translation.
8. The presence of not only lexical means of high style but also syntactic and graphic ones - the degree of this nuance is reproduced in translation using equivalent and variant correspondences, and if these correspondences are impossible, by positional compensation.

Here are a few examples for better understanding:E.g. Ukrainian: «Цей договір укладено між ТОВ «Альфа» (далі - «Компанія») та Іваном Петровичем (далі - «Замовник»).» English: «This agreement is made between Alpha LLC (hereinafter referred to as the «Company») and Ivan Petrovich (hereinafter referred to as the «Client»).»

E.g. Ukrainian: «Кожен громадянин має право на освіту. Держава забезпечує доступність та безоплатність дошкільної, повної загальної середньої, професійно-технічної та вищої освіти в державних навчальних закладах.» English: «Every citizen has the right to education. The state ensures the availability and free provision of preschool, complete general secondary, vocational and technical, and higher education in state educational institutions.»

E.g. Ukrainian: «Суд постановив стягнути з відповідача на користь позивача суму в розмірі 5000 гривень як відшкодування збитків.» English: «The court has ruled to recover from the defendant in favor of the plaintiff the amount of 5000 hryvnias as compensation for damages.»

E.g. Ukrainian: «Житло є недоторканним. Ніхто не має права проникати до житла чи іншого володіння особи без її згоди.» English: «Housing is inviolable. No one has the right to enter a person's home or other property without their consent.»

- ## Translation of Contracts

Contract (Agreement) – a document that establishes, alters, or terminates the civil rights and obligations of two or more parties. International contracts are concluded in English, and to familiarize all parties with the content of the contract, a professional translation is provided.

A contract consists of four compositional parts:

1. **Preamble**;
2. **Essential terms of the contract**, containing information about the subject of the contract, the order and terms of its execution, conditions;
3. **Additional terms of the contract**;
4. **Miscellaneous terms**.

The preamble (introductory part) should contain:

– the name of the contract;
– the date of signing the contract;
– the place of signing;
– the corporate names of the parties;
– the conditional designations of the parties to the contract;
– the exact indication of the position and full name of the representatives of the parties to the contract;
– the basis of the representatives' authority.

The «Essential terms of the contract» section contains the following provisions:

– предмет договору – Subject of the Contract;
– права та обов'язки сторін – Rights and Obligations of the Parties;
– термін виконання зобов'язань – Dates of delivery;
– місце виконання зобов'язань – Place of Obligation Performance;
– спосіб виконання зобов'язань – The Mode of Obligation Performance;

– ціна та загальна сума договору – Price and Total Amount of the Contract;
– порядок і форма розрахунків – Terms of Payment.

The composition of this section may include additional subsections, the choice of which depends on the type of contract. For example, the text of a sales contract may include:

– якість товару – Quality of the Goods;
– пакування та маркування – Packing and Marking;
– здавання та приймання товарів – Delivery and Acceptance of Goods;
– рекламації – Claims;
– арбітраж – Arbitration;
– форс-мажор – Force-majeure.

The miscellaneous terms of the contract include:

– the legislation governing the relationships between the parties;
– the number of copies of the contract;
– the procedure for making corrections to the text;
– the signatures of the parties.

The employment contract has a special structure. It includes the following compositional parts:

– the subject of the employment contract;
– the rights and obligations of the parties;
– the working time and rest time regime;
– the remuneration of the employee;
– the liability of the parties;
– the termination of the employment contract;
– guarantees and compensations;
– the types and conditions of social insurance;
– special conditions.

The translation of a contract is typically carried out in six stages:

1. **Preparation for translation**: in collaboration with the client, the purpose for which the document is being translated, the deadlines for its completion, and the need for additional materials are determined;
2. **Reading the source**: familiarization with the source text, identifying the main parts, and verifying the data;
3. **Term definition**: establishing the terms;
4. **Work on the text**: creating a draft translation;
5. **Editing**: the document is edited in accordance with the requirements of the official-business style;
6. **Verification**: the subject is compared with the original to check for and correct factual, grammatical, and stylistic errors.

The difficulties of translating a contract can be conditionally divided into the following groups:

1. Stylistic – the translation is performed in accordance with the requirements of the official-business style and is characterized by brevity, accuracy, and lack of emotional coloring;

2. Structural – the structure of the translated text must fully replicate the structure of the original, including the correspondence of the number of paragraphs and sentences;

3. Grammatical – typical grammatical structures and clichés, stable phrases, as well as false linguistic constructions are used in the translation of contracts;

4. Lexical – the texts of contracts use general legal and specialized vocabulary, devoid of emotional coloring and belonging to the official-business style.

Here are a few examples for better understanding:

Ukrainian: **Договір купівлі-продажу**	English: **Purchase Agreement**
Стаття 1. Предмет договору Продавець зобов'язується передати у власність Покупця товар, а Покупець зобов'язується прийняти та оплатити товар на умовах цього договору.	**Article 1. Subject of the Agreement** The Seller undertakes to transfer the goods to the Buyer's ownership, and the Buyer undertakes to accept and pay for the goods under the terms of this Agreement.
Стаття 2. Якість товару Продавець гарантує, що товар відповідає стандартам якості, встановленим у цьому договорі.	**Article 2. Quality of the Goods** The Seller guarantees that the goods comply with the quality standards specified in this Agreement.
Стаття 3. Умови оплати Покупець здійснює оплату товару протягом 30 днів з моменту отримання рахунку-фактури.	**Article 3. Payment Terms** The Buyer shall make payment for the goods within 30 days of receiving the invoice.
Стаття 4. Права та обов'язки сторін Продавець має право вимагати своєчасної оплати товару, а Покупець має право на отримання товару належної якості.	**Article 4. Rights and Obligations of the Parties** The Seller has the right to demand timely payment for the goods, and the Buyer has the right to receive goods of appropriate quality.

5. Pronominal Adverb

A **pronominal adverb** represents a combination of one of the simple adverbs of place (here, there, less frequently – where, when) and a preposition. They are used almost exclusively in legal documents, most often to avoid the repetition of names of objects or conditions of the transaction mentioned earlier in the document; less frequently – as a self-reference to the document itself. Below are the main pronominal adverbs encountered in official business documentation:

- thereabout, thereafter, thereagainst, thereat, thereby, therefore, therefrom, therein, thereinafter, thereof, thereon, thereto, theretofore, thereunder, thereunto, thereupon, therewith, therewithal;
- hereabout, hereafter, hereat, hereby, herein, hereinafter, hereinbefore, hereinto, hereof, hereon, hereto, heretofore, hereunto, hereunder, hereupon, herewith;
- whereabouts, whereas, whereafter, whereat, whereby, wherefore, wherefrom, wherein, whereinto, whereof, whereon, whereto, whereunder, whereupon, wherever, wherewith, wherewithal.

Types and Functions of Pronominal Adverbs

1. **There- Adverbs**: These adverbs are generally used to refer to something previously mentioned in the document. For example:

thereabout: near that place or time

thereafter: after that

therein: in that place or situation

thereupon: immediately after that

2. **Here- Adverbs**: These adverbs refer to something within the document itself, often indicating sections, clauses, or conditions:

hereby: by this document

herein: in this document

hereinafter: later in this document

herewith: with this document

3. **Where- Adverbs**: These adverbs are used to introduce relative clauses that refer to the context or conditions under which something happens:

whereby: by which means

wherein: in which

whereof: of which

whereupon: after which

Examples in Context with Translations

Example 1:

Therein

Usage: «The conditions stated herein must be fulfilled before the contract becomes effective.»

Translation: «Умови, зазначені в цьому документі, мають бути виконані перед тим, як контракт набере чинності.»

Example 2:

Hereby

Usage: «The parties hereby agree to the terms and conditions set forth in this agreement.»

Translation: «Сторони цим документом погоджуються на умови, викладені в цій угоді.»

Example 3:

Whereby

Usage: «This clause sets forth the process whereby disputes shall be resolved.»

Translation: «Цей пункт викладає процедуру, за допомогою якої будуть вирішуватися спори.»

Importance in Legal Writing

The use of pronominal adverbs in legal documents helps in:

Avoiding Repetition: By replacing repetitive phrases with concise adverbs, the text remains clear and precise.

Ensuring Accuracy: Legal documents require exact wording; pronominal adverbs contribute to maintaining legal accuracy.

Enhancing Clarity: These adverbs make legal documents easier to read by establishing clear references.

ASSIGNMENTS FOR SELF-CONTROL

1. What documents belong to the legislative substyle? Who are the authors and recipients of such texts?
2. What types of information are contained in legislative texts?
3. By what means is cognitive information conveyed in legislative texts?
4. By what means is operational information conveyed in legislative texts?
5. By what means is emotional information conveyed in legislative texts?
6. To which translation group do legislative texts belong?
7. Provide a translational characteristic of documents of natural and legal persons.
8. What is a contract?
9. What structure does an employment contract have?
10. What compositional parts does a contract consist of?
11. Name the difficulties of translating contracts.

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