

The Comparative Analysis of English Economic and Business Terms and Their Lithuanian Translation Equivalents

Valerija Marina, Jelena Suchanova

Abstract. The article presents the comparative analysis of English business and economic terms contained in the Dictionary of Economics and the text-books on business and management and their Lithuanian translation equivalents. The study was mainly based on the theory of linguistic relativity stating that the same message is handled differently in different languages. All the terms analyzed were divided into separate groups according to their structural and semantic peculiarities as well as the way of denoting the same concept. Major difficulties encountered in translating English economic and business terms, their sources and ways of facilitating the comprehension of the most difficult terms are also identified. Special emphasis is made on the analysis of metaphoric English terms and their possible translation as a means of developing more flexible thinking habits based on associations and alternative approaches to reality.