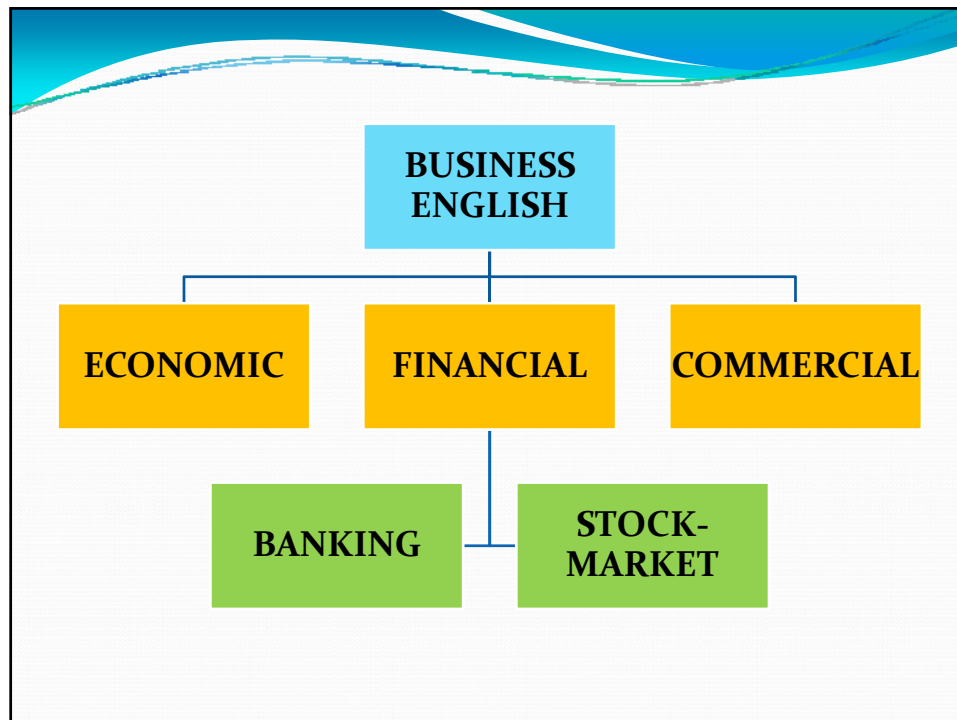


TRANSLATING BUSINESS ENGLISH

MAIN CHARACTERISTICS OF PROFESSIONAL LANGUAGES

- Referential function
- Depend on a common language or other languages
- Are homonymic
- Show figures of speech
- Share use with the general language



SYNTACTIC AND DISCURSIVE ASPECTS

- Exemplification: **such as, for example, including, is typified by**, etc.
- Direct explanation introduced by verbs such as **means, is known as, is taken to mean, concerns**, etc.
- Formal definition.
- Noun chains modifying the main noun: **roof aerials, factory playing fields, safety belts, frost damage**.
- Comparison.
- Modal verbs.
- Conditional sentences.

LEXICAL ASPECTS (I)

- False friends: **commodity** (mercadería).
- Colloquial lexis and semitechnical language.
- Vocabulary from colloquial register (financial texts): **hedge** instead of **protection**.
- Figures of speech: metaphors, similes and metonymy: **bull and bear**, **The White House**.
- Puns, as in newspapers headlines.
- Abbreviations, acronyms, and apocopes, as in currency abbreviations.

LEXICAL ASPECTS (II)

- Lexical neologisms:
 - Foreign words: **broker**, **marketing**, **CD-ROM**, **holding**, **CPU**, **ranking**, **toner**.
 - Loan words: **chequear** (check), **escáner** (scanner), **resetear** (reset), etc.
 - Calques: **balanza comercial** (balance of trade), **bonos del tesoro** (Treasury bonds), **flujo de caja** (cashflow).
 - Equivalences: **conocimiento de embarque** (bill of lading), **mercado alcista** (bull market), **tiburón** (raider), **grupo de presión** (lobby).
- Polysemy.
- Lexical collocations.

ECONOMIC LANGUAGE

- More formal and academic than Financial language.
- Majority of vocabulary with Latin root: **adverse selection** (selección adversa) or **múltiple correlation coefficient** (coeficiente de correlación múltiple).
- Easier translation.

FINANCIAL LANGUAGE

- Influence of *The Economist*.
- Tendency to colloquial and popular language: **front-loading loans** y **back-loading loans**, **haircut**, **bed-and-breakfast deal**, **evergreen loan**.
- Anglo-saxon vocabulary control: **hedge**, **swap**, **rating**.
- Expressiveness in images: **mainstream**, **upstream** y **downstream**.
- Fun in puns: **concert party**, **fan club**.

FINANCIAL LANGUAGE

Acronyms and short forms	Examples
Tom	Tomorrow
Deb	Debenture Debit
EYES	Equity Yield Enhancement Securities
CHIPS	Clearing House Inter-Bank Payment System
STRIPS	Separate Trading of Registered Interest and Principal Securities

FINANCIAL LANGUAGE

- Expressions referred to animals: **bull**, **bear**, **bear's hug**, **bear's squeeze**, **CATS** (Certificate of Accrual on Treasury Securities or Computer Assisted trading System), **dead cat bounce**, **bulldog**, **from the horse's mouth**, **racing certainty**.
- Adjectives of transparent meaning: **naked bonds**, **naked debentures**, **dirty**.

FINANCIAL LANGUAGE

- Use of colours.

Blue	The Big Blue, Blue chips
Red	Red interest, Red tape
Green	Green shoe, Green back
Black	Black market, Black night
Yellow	Yellow press, Yellow dog contract
Pink	Pink-sheet market
White	White-collar job, White knight

- Communicative clarity.

COMMERCIAL LANGUAGE

- Balance between Latin and Anglo-saxon vocabulary.
- Norman origin words.