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PSEUDO-INTERNATIONAL TERMINOLOGY IN TRANSLATION OF SCIENTIFIC AND TECHNICAL DISCOURSE (BASED ON IT TERMS IN BUSINESS COMMUNICATION)

The current stage of development in translation studies is characterized by increased attention to the challenges of rendering specialized vocabulary, particularly information technology (IT) terminology, in various types of discourse (Karaban, 2004). Economic globalization and the digitalization of business processes contribute to the active integration of IT terminology into modern business communication. Due to the rapid development of the technological sphere, scientific and technical terminology is constantly expanding and updating, which significantly complicates the process of cross-linguistic transfer of specialized concepts (Mentynska, 2021).

The relevance of the study is determined by the lack of unified standards for translating IT terminology, resulting in terminological variation in business texts and creating barriers to effective professional communication. In addition, insufficient attention has been paid to the functioning of IT terminology specifically within business discourse, where terms acquire not only nominative but also pragmatic and communicative functions.

The theoretical basis of the research is formed by the works of Ukrainian and foreign scholars in the fields of terminology, translation theory, and discourse analysis. The principles of overcoming grammatical and lexical difficulties in translating scientific and technical terminology were developed by Karaban (2004). The peculiarities of term functioning in specialized texts and issues of terminology standardization were investigated by Kyiak (2009). Translation transformations and their classification were analyzed in the studies of Bilozerska, Voznenko, and Radetska.

The lexical-genetic and structural characteristics of Ukrainian computer terminology were comprehensively examined by Mentynska (2021).

The aim of the study is to conduct a comprehensive investigation into the peculiarities of translating scientific and technical terminology in the field of information technology and computer software within business discourse. The object of the research is IT terminology in English- and Ukrainian-language business discourse, whereas the subject comprises translation transformations and strategies applied in rendering these terminological units into Ukrainian in business communication texts (Mentynska, 2021).

The conducted analysis demonstrated that computer terminology is genetically heterogeneous and includes approximately 18% of native Ukrainian terms, 58% of borrowed lexical units, and 24% of mixed-type formations. Business discourse itself is structured according to different modes of communication – written, spoken, virtual, and mixed – in which IT terminology performs nominative, explanatory, and argumentative functions.

The practical stage of the research involved the analysis of fifty terminological units extracted from technical documentation, business presentations, and business correspondence. Several dominant translation strategies were identified.

Formal translation techniques include transcoding (transcription, transliteration, zero transcoding, and incrustation) as well as calquing. Terms such as *server*, *browser*, and *processor* are adapted through transcription as *сервер*, *браузер*, and *процесор*. Other examples include *scanner* → *сканер*, *interface* → *інтерфейс*, and *hosting* → *хостинг*. Zero transcoding or incrustation is frequently used in business and IT discourse when preserving the original English form is considered professionally appropriate, for example: *CRM-system*, *online banking*, *cloud computing*, or *FinTech*. Calquing is especially effective for multi-component terms because it preserves the internal semantic structure of the original unit. For instance, *artificial intelligence* is

translated as *шмучний інтелект*, *data protection* as *захист даних*, *decision-making process* as *процес прийняття рішень*, and *digital environment* as *цифрове середовище*.

Meaning-based translation techniques include **lexical-semantic transformations** such as concretization, generalization, and modulation, alongside **lexical-grammatical transformations** including grammatical substitution, addition, omission, transposition, descriptive translation, and explication. These strategies are particularly important when direct lexical equivalents are absent or when translators need to avoid pseudo-international inconsistencies between English and Ukrainian terminology.

Concretization is applied when a broader English term requires a more specific Ukrainian equivalent. For example, the term *device* may be translated as *пристрій*, *гаджет*, or *обладнання* depending on the context. Generalization is used in the opposite situation, when a highly specialized English term is rendered by a broader Ukrainian concept; for instance, *software engineer* may be translated as *ІТ-фахівець* in non-specialized business communication.

Modulation involves changing the semantic perspective of the original expression. For example, *user-friendly interface* is often translated as *зручний для користувача інтерфейс*, where the focus shifts from the adjective to the overall usability of the system. Grammatical substitution can be observed in translations such as *data processing* → *обробка даних*, where the English noun phrase is transformed into a Ukrainian syntactic structure more natural for the target language.

Addition and explication are frequently used to clarify unfamiliar concepts. For instance, *blockchain technology* may be translated descriptively as *технологія блокчейн для захисту та зберігання даних*, while *compliance software* can be rendered as *програмне забезпечення для дотримання корпоративних стандартів*. Omission is sometimes applied to eliminate redundant lexical elements in business communication, especially in repetitive technical descriptions. Transposition, involving

a change in word order or grammatical structure, is common in translating complex English IT constructions into stylistically appropriate Ukrainian equivalents.

The research confirms that translation transformations are rarely used separately in professional practice. Translators most frequently apply combined strategies that integrate lexical, semantic, and grammatical changes simultaneously in order to achieve terminological accuracy, stylistic neutrality, and communicative adequacy in business discourse.

For example, the English term *cloud-based customer relationship management system* may be translated as *хмарна система управління взаємовідносинами з клієнтами*, where calquing, grammatical substitution, and lexical adaptation are applied simultaneously. Similarly, the phrase *real-time data analytics platform* can be rendered as *платформа для аналітики даних у режимі реального часу*, combining transposition, descriptive translation, and semantic modulation.

Thus, the translation of IT terminology within business discourse represents a complex and multidimensional process requiring consideration of both linguistic features of the term and genre-specific characteristics of business communication. Effective translation depends on the translator's professional competence, awareness of technological developments, and ability to apply flexible translation strategies in accordance with the communicative purpose of the text.

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