

DOI: <https://doi.org/10.18454/RULB.2020.21.1.3>**СИСТЕМА ЭКОНОМИЧЕСКОЙ ТЕРМИНОЛОГИИ АЛБАНИЗИРОВАННЫХ ТЕРМИНОВ В СОПОСТАВЛЕНИИ С АНГЛИЙСКИМИ ТЕРМИНАМИ**

Научная статья

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Аннотация

Реализация цели исследования в этой статье стала возможной благодаря поддержке прочной, обоснованной и современной теоретической основы, которая имеет отправную точку для рассмотрения терминологии как системы идентифицированной и автономной области знаний, которая соответствует системе, концептуальной в соответствующей области.

Опора на эту идею, которая основана на связи между концепциями, породила ряд проблем, связанных с экономической терминологией.

Первый шаг в решении задачи систематизации рассматриваемой терминологии состоит в том, чтобы изучить ее как положение дел, и в контексте этого положения дел необходимо увидеть ряд недостатков в построении терминов и их функционировании в акте коммуникации. В частности, здесь могут быть решены две важные проблемы: во-первых, проблема перегрузки терминологии дублирующимися терминами (два термина о каждом термине - дублетами), то есть при работе с избыточными единицами, и во-вторых, проблема неполноты системы, то есть когда мы имеем дело с недостатками единиц.

Поддержка области знаний позволяет полностью (однозначно) определить концептуально-терминологические отношения эквивалентности и наоборот, а также облегчить обнаружение связей между концепциями в целом, отраженные в соответствующих терминах, что имеет особую ценность в терминологической практике, особенно в работе по обработке терминологии и ее отражению в соответствующих словарях.

Ключевые слова: терминология, экономическая терминология, систематизация терминологии, подход, албанские термины, английские термины.

SYSTEMATIZATION OF THE ECONOMIC TERMINOLOGY OF ALBANIZED TERMS COMPARED TO ENGLISH TERMS

Research article

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Abstract

The accomplishment of the aim of the study in this paper has become possible through relying on a sound theoretical base, argued and contemporary approach; which has got as a starting point the observation of terminology as a system of a field that is an identified and independent knowledge, which responds to the conceptual system of the respective field. The reliance on this idea, which on its base has got the relationship between concepts, has created the possibility to raise and to resolve a range of problems that are related to the economics terminology.

As a first step to solve the tasks for systematization of the terminology in question is to study as a state of affairs and in the context of this state of affairs a number of deficiencies in the construction of terms and their functioning in the act of communication must be seen. Specifically, two important problems can be solved here: firstly, the problem of overloading terminology with doublets, i.e., when dealing with excessive units and the problem of system incompleteness, i.e., when dealing with unit deficiencies. Relying on a field of knowledge provides the opportunity to fully (unambiguously) identify equivalence of relationships concept-term and vice versa, as well as more easily to detected connections between concepts in general, reflected in appropriate terms, which are of particular value in terminological practice, especially in the work processing of terminology and its reflection in the respective dictionaries.

Keywords: terminology, economics terminology, systematization of terminology, approach, Albanian terms, English terms.

Introduction

The separation of terminology as an autonomous field of the study of linguistics (lexicology) and as a special lexicon (organized into a system of a particular field of knowledge) in the languages of technologically advanced countries has been accepted since the mid-20th century.

In Albania and Kosovo, terminology-organized work began decades later (after World War II) compared to other Western European countries, to some extent even with Eastern Europe countries. This work is mainly focused on the development of terminology dictionaries, based on terminologies created in different areas of knowledge in Albanian language under the influence of contacts with foreign languages (mainly Russian language), as well as due to the introduction in Albania of modern technologies and the connection with the scientific-technical revolution in almost all spheres of human activity, as in every country in the world.

The idea of relying on an area of knowledge as the basis of the terminology system has also been developed by Albanian terminologists [Dodbiba, Leka, Duro, Pasho, Pllana, Susuri] as well as foreigners [Wüster, Lotte, Felber, Picht] both in extensive works and in special articles. This gives them the opportunity to settle and solve a number of problems related to the systematization of terminology, its standardization in the inter-terminological (within a language) and inter-terminological (inter-linguistic) field.

Basic lexicon and comprehensive lexicon of economics

As it is known, the terminology of each field of knowledge, as a system of autonomy, as well as the terminology of economics, consists of one-word terms and word-combinations, among which the latter terms occupy almost 70-80% of the total terminological vocabulary. From this point of view, we would accept all one-word terms as the basic lexicon of the terminology of economics. This can be justified more so by the fact that almost every term shall serve as the foundation for the construction of numerous phrase terms, which mark the breakdown concepts in multiple branching, being introduced in relationships of all kinds, like: *whole/section, gender/type*, etc. Thus from a quick glimpse of a terminology dictionary, though not of a narrow but broad field [26, P. 315-316], it can be observed, that for example in *Albanian auditim* (Eng. *Audit*) are met 30 word-combinations terms, in both languages, like: *auditim i brendshëm (internal auditing)*, *auditim i kontraktuar (contract auditing)*, *auditim i vazhdueshëm (continuous audit)*, *auditim i jashtëm (external auditor)*, *audit kryesor (principal auditor)*, *auditim i bankës (bank audit)*, etc. Likewise can be said about the budget, accounting, credit, etc.; about *buxhet (budget)* there are 24 word-combinations [26, P. 325-326], about *kontabilitet (accounting)* 33 [26, P. 403], about *kredi (spring)*-14, about *kredi (credit)* 39 [26, P. 415], while in the Dictionary [7, P. 6-7] about term *auditim* (Eng. *Audit*) there are 12 word-combinations terms observed, while for the term *kontabilitet (accounting)* 22 [7, P. 26-27].

On the other hand, in the capacity of base vocabulary there will be also included components of word-combinations terms, when from word formation (term formation) point of view are linked in the system with word terms, as well as in itself indicate specific concepts related to the field (subfield) concerned. They express the specific character of the conceptual content, as well as the connection to the system with the one-word terms that motivate them; these are two basic features that motivate their separation as a lexicon of basic terminology.

Working methods

In order to illustrate and argue the ideas in the paper we have relied on the subject extracted from the literature of the two relevant subfields, as well as basic textbooks of economics, accounting, management and finance, and basic works in both languages. [Jakupi, A., Kume, V., Luboteni, G, Lessard, R. D., Shapiro, C. A. etc.].

The lexical material extracted from the various terminology dictionaries (in the field of economics) has also served in particular, [Rexha, N., Gorani, H.] and non-terminological (explanatory, bilingual) [“*The Chambers Dictionary*”, 1993; “*Fjalor i gjuhës së sotme shqipe*”, 1980], in which the terms of the respective field are met.

Inductive support (from examples to arguments and conclusions) and deductive (from preconditions taken from concrete arguments and examples), prevails throughout the paper. This is particularly noticeable in the analysis of phenomena, where confrontation serves as a basis for reaching a conclusion, such as for e.g. *fletëpune* (in Alb.), consisting of one element responds in English to a two-element unit *work sheet* (Engl.) or vice versa, a two-element unit in Albanian (*obligacion i garantuar*), corresponds to a one-element unit in English (*debenture*).

Systematization of the economics terminology

One of the basic problems of standardization of any terminology and in particular, of a field of knowledge is the arrangement of terms, i.e., their arrangement and placement in the system, aiming at the realization of equivalence one term – one concept. The realization of this process is related to the construction of a terminology as a system of forms and contents, where the system of forms (terms) corresponds adequately to the system of contents (concepts). As it is known the creation of this system is affected by the two semantic phenomena observed in it, such as the absolute synonymy, which causes the terminology to be overloaded with signs, and the polysemy (homonymy), which leads to its incompleteness with sufficient signs, which does not correspond to each respective concept. Therefore, the primary task of terminology during processing, to set it up in the system, is, on the one hand, to eliminate synonymy and, on the other hand, to regulate polysemy by differentiating forms for each concept. So, systematization comes out as the main task when processing terminology, which is done on a more equitable basis when approaching language serves as a standardization language, such as English.

Looking at the problem historically, it can be easily observed that in some cases the systematization of the terminology in question also has been done in unorganized manner through interventions made especially by authors of economics textbooks, to introduce standard terms, but this also has been done on organized form by introducing terms created by relevant committees into terminology dictionaries [4, P. 3-176], [26, P. 3-604].

As we have noted above, the problem of systematizing terminology, where standardization work takes first place, stands out in particular the economics terminology of Albanian language, as the language of a developing country. However, the comparison of terminology in this field, in the light of English terminology of the respective field, serves to highlight some problems of standardization of Albanian language related to standardization, in order to find solutions for specific issues that can arise from encountering terminologies of both languages [4], [7], [12].

Albanization of general terminology and economics terminology

The work on Albanization of terminology in general has been carried out in the context of an organized activity for purification and enrichment of the literary-standard Albanian language, as two processes that are always linked together (Kostallari, A). For Albanization of terms, the criteria that to be “Albanized non-international scientific terms” is maintained [4, P. 3-474]. However, along with efforts to Albanization of non-international terms, it has been intended, where possible, to Albanize some in terminology of banking, finance and accounting, management and computing, as well as marketing (*banka, financa dhe kontabilitet, manxhment dhe informatikë, si edhe marketing*), where we come across a number of foreign terms that have been declining and from this point of view, the tendency to use Albanian terms is noticeable. This phenomenon is an

obvious indicator of the gradual work on defining the terminology of the economics and its construction with Albanian terms, as these areas form the basis of the economy.

Issues of Albanization of this terminology have been long observed and continue to be observed even nowadays. The paths through which this terminology has passed are presented with zigzagging and contradictions. This is particularly reflected in the contradiction between the work done by terminology practitioners to systematize, integrate and translate it (mainly reflected in dictionaries and coding works) and the work (effort) to put it into use (especially in Kosovo, in textbooks and lecturing practice).

The work on Albanization of economics terminology is related to the state of lexicon in two main directions:

- 1) Non-terminological and terminological lexicon are not directly related to this field,
- 2) Terminology lexicon of the relevant field.

While the lexicon of the first group is readily available from other fields, thus inheriting more or less its good or bad aspects, regarding the degree of Albanization and unity, the lexicon of the second group generally reflects the work done in the goals of this field.

The good sides of the second group of lexicon also testify for the work of the authors of the texts for new creations and dealing with some familiar terms that are already widely used, such as: *baraspesh/ë-a* (equilibrium), *dytësor* (secondary), *udhëheqës / drejtues* (leader), *lëkundje* (oscillation), *luhatje* (fluctuation), *qëndrueshmëri* (stability), for the foreign term: *ekuilibër* (equilibrium), *sekondar* (secondary), *lider* (leader), *oscilim* (oscillation), *fluktucion* (fluctuation), *stabilitet* (stability) etc.

From the standpoint of the possibility of foreign terms to be Albanianized or not, three solutions are given:

1) The foreign term used often and for a long time is difficult to be removed from the language: *ekuilibër-ri* (balancing), *gravitet-i* (gravity), *kompensim* (compensation), *lider* (leader), *primar* (primary);

2) Terms with very specific meanings, like: *audit* (audit), *auditor* (auditor), *certifikatë* (certificate), also can be removed with difficulties from the language;

3) Terms of the broad and more general meaning can be removed more easily than the terms narrower meaning, like: *asimilim* (*përvetim*)/assimilation, *dekompozim* (*shpërbërje*)/ decomposition, *disimilim* (*shpërvetim*) /dissimulation, *seleksionim* (*përzgjedhje*)/selection, *transpirim* (*djersitje*) transpiration, etc.

Unlike other vocabulary layers of the field, whose lexical units are borrowed readily from the respective fields, the particular lexicon is for the most part the object of the work of relevant specialists and textbook authors. They create new terms from the Albanian sources or raise in level of terms common word both for naming new concepts and for the replacement of foreign terms, such as: *vërtetesë* (certificate), *shtys/ë-a* (impulse, pulse), *lakor/e-ja* (curve), etc.

It is not a rare case that textbook authors or specialists in the field of economics, creating new terms independently, burden this terminology with double terms, in most cases in Albanian: *degradim-i – zhgradim-i* (degradation), *dispersion-i – shpërhapje/e-a* (dispersion), *bankënot/ë – kartëmonedhë* (banknote), *rigjenerim-i – ripërfitim-i* (regeneration), *benefit – përfitim* (benefit), *alokoj – përndaj* (allocate), etc.

This situation, on the one hand, burdens the terminology but, on the other hand, creates the opportunity to select the most appropriate terms between these pairs. However, the task of integrating terminology should not be viewed as the activity of authors or specialists in choosing and defining one term or another. This work must be carried out based on scientific terminological principles and criteria of accuracy, clarity, motivation, systematization, etc.

By addressing the problem of Albanization we are given the opportunity to make a more or less complete presentation of all foreign terms with Albanized equivalents. Here are included both those Albanized terms that are actually embedded alone, and have been put into use in the economics literature, by meeting along with them, as appropriate with foreign equivalents or terms reflected in terminological dictionaries [4, P. 3-176]; [7, P. 3-70]; [26, P. 1-297], but which have not yet been applied in textbooks, in lecturing practice etc. Giving alongside their English equivalents gives them the opportunity to make some reassessments of the Albanized terms in the Albanian language, since, as we have stated several times, English terminology serves as a standardization model. On the other hand, the introduction of Albanized terms in line with the English equivalent terms gives the possibility to draw some conclusions about the further work with the use of foreign terms in the Albanian terminology of economics.

Foreign terms in Albanian	Albanian terms	English terms
absorbim-i	përthithj/e-ja	absorption
alokoj	përndaj	allocate
audit	rishqyrtim	audit
auditor	rishqyrtues	auditor
bajpas-i	anëkales/ë-a	by-pass
balancim-i	baraspeshim-i	balancing
bankënot/ë	kartëmonedhë	banknote
benefit	përfitim	benefit
blank	bardh	blank
bos	shef (superior)	boss
broker	ndërmjetës	broker
centrim-i	qendërzim-i	centring
certifikatë	vërtetesë	certificate
deformim-i	shformim-i	deformation
degradim-i	zhgradim-i	degradation
densitet-i	dendësi-a	density

dimension-i	përmas/ë-a	dimension
disbalanc/ë-a	pabaraspesh/ë-a	disbalance, unbalance
dislokim-i	shpërvendosj/e-a	dislocation
dispersion-i	shpërhapj/e-a	dispersion
distributor-i	shpërndarës-i	distributor
diversifikim	shumëllojshmëri (ndryshmim)	diversity
draft	paraprojekt	draft
efort	përpjekje	effort
eksitim-i	ngacmim-i	excitation
eksplozion-i	plasje/e-a	explosion
ekuilib/ër-ri	baraspesh/ë-a	equilibrium, balance
ekuilibrim-i	baraspeshim-i	balancing
erozion-i/ erodim-i	gërryerj/e-a	erosion
fidbek	përgjigje (për një rezultat)	feedback
finicion-i	përmbarim-i	finishing
fleksibël	(kurs) i epushëm	flexible
fleksibilitet	epshmëri	flexibility
fluktucion	luhatje	fluctuation
fluktucion-i	luhatj/e-a	fluctuation
fulltajm	me orar të plotë	full-time
gravitet-i	rëndes/ë-a	gravity
illiquid	(i,e) paaftë të shlyej	illiquid
impuls-i	shtys/ë-a	impulse, pulse
indikator-i	dëftor-i	indicator
informal	joformal	informal
kolaps bankar	rrënim bankar	banking collapse
kolateral	garanci-shtesë	collateral
kompensim	përplotësim	compensation
koncentrim-i	përqendrim-i	concentration
konvertibilitet	kthyeshmëri	convertibility
kredi e konfirmuar	kredi e pohuar	confirmed credit
kurb/ë-a	lakor/e-ja	curve
leasing	qira(dhënie)	financiare leasing
lider	udhëheqës (drejtues)	leader
likuiditet	aftësi shlyerjeje	liquidity
lizingjet	qiramarrjet, qiradhënie	leases
market	treg	market
nominal-e	(vlerë) emërore	nominal
opcion	zgjedhje (mundësi)	option
oshilacion-i	lëkundje	oscillation
overdraft banke	tejtërheqje bankare	bank overdraft
overdraft	mbitërheqje (tejtërheqje)	overdraft
presion-i	trysni-a	pressure
primar	parësor	primary
regjistri i pagave	lista e pagave	payroll register
relaks	çlodhem (shtendosem)	relax
resurs	burim (pasuri)	resource
revizion	rishikim	revision
rigjenerim-i	ripërfitim-i	regeneration
rikuperim	riaftësim	recovery
rimbursim	thesim	reimbursement
sekondar	dytësor	secondary
sens-i	kah-u	sense
skonto	zbritje, ulje	discount
stabël	(i) qëndrueshëm	stable
stabilitet	qëndrueshmëri	stability
tender	ofertë sipërmarrjeje	tender
term	afat, periudhë	term
transmetim-i	tejçim-i	transferring, transmission
volatilitet	fluturakësi	volatility
yield	dhënsshmëri	yield

From the examples above, especially looking at the Albanian terms, since they comprise a considerable amount of diverse formations, it would be necessary, if only briefly we analyze their structural-semantic way of construction. In both languages

the majority of these examples are met as illustrative subjects, then here we could only give a brief glimpse of the ways of constructing these formations in general Albanian language.

- By the semantic manner, i.e., by re-comprehension of ordinary words, by which a relatively significant number of units are created: *pajime (equipment)*, *shpatull (shoulder)*, *grykëz (neck)*, *plasje (burst)*, *klapë (parenthesis)*, etc.

- With the word-formation way by which units are created with affixes, but having as a production topic words that are met in Albanian. Here, in particular, the formations in composition, which appear as calque or loan translation should be mentioned: *urdhërakëtim* – (collection order), *urdhërtransferim-i* (transfer order), *mbitërheqje (tejtërheqje) (overdraft)*, *tejtërheqje bankare (bank overdraft)*, *përplotësim (compensation)*, *shpërvendosje-a (dislocation)*, *teletransferim – i (wire transfer)*, etc.

- With the word-combinations forming path, by which units are created in large numbers, since these constructions are more preferable for Albanization of foreign terms, like: *aftësi pagimi (solvency)*, *aftësi shlyerjeje (liquidity)*, *paafësi shlyerjeje (illiquidity)*, etc.

It should be noted that the English language foreign terms equivalents that are used in the Albanian language prove that the adaptation of economics terminology in English is a negligible phenomenon, since it is generally consolidated and standardized terminology. New formations may largely belong to the very narrow subfields of economics terminology. Based on the construction aspect they are mainly English based or with elements that have international reach.

Conclusions

The base terms of economics terminology have been viewed from the level of both languages, the Albanian language and the English language, taken one by one, as well as compared with one another. It is important to emphasize that the English Language has been seen with precedence as a Language with an International extend, whereas the terminology of economy in it as a special glossary that serves as a standardization sample not only for the Albanian language, but for other languages as well.

On the other hand, the relying on the inductive way (from the examples of the arguments and conclusions) and on the deductive one (from the accepted preconditions on the arguments and concrete examples) has led to the facing of the problems in both languages, in their appearance and solution. Thus, a one-worded structure in Albanian *urdhërakëtim-i*, *urdhërpagim-i*, *urdhërtransferim-i* is challenged which responds to a two-worded structure in English – *collection order*, *order of payment (payment order)*, *transfer order*, or, the other way round, a unit with two elements in Albanian – *paafësi pagimi*, *marrëveshje midis sipërmarrësve (bashkim interesi)*, *detyrimet e zotuarat* that responds to a unit with one element in English – *insolvency*, *pool*, *commitments*.

Therefore, the joint work of Specialists and Linguists for the overcoming this situation, through its evidencing, undertakings of joint action through boards of examiners, panels, advertisements, in the press etc., for the setting into circulation the standard terms, mainly those with an Albanian base, but by leaving also foreign terms according to the occasion, in particular those with International expansion, is of exceptional importance.

In the English language, the process of inclusion in it the autochthon (English) terms in this field, is by now surmounted, and this terminology generally appears standardized. Although here, as well, the appearance of new concepts makes the inclusion of foreign terms necessary, particularly when they are with a Greek-Latin base. Nevertheless, the English language in this case serves the Albanian language as a reference base, particularly, as not to fall into extremist purist actions, when, by the keenness to make everything Albanian, an attempt is made to albanize, as such terms as are albanized, when in English Greek-Latin formats are preserved.

Конфликт интересов

Не указан.

Conflict of Interest

None declared.

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