Translation Methods of Economic Neologisms in Internet Discourse

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Abstract: This study examines the methods used to translate economic neologisms in internet discourse into Uzbek, focusing on their adaptation in professional and academic settings. The research aims to identify the most effective translation strategies, including loan translation, semantic expansion, and hybrid adaptation, while considering linguistic and cultural factors. The study employs a qualitative descriptive method, analyzing various economic neologisms and their translation techniques based on existing translation theories. Data is collected from English-language internet sources and compared with their Uzbek equivalents to evaluate translation accuracy and contextual appropriateness. The findings reveal that loan translation and naturalization are the most commonly used methods, allowing for better comprehension among Uzbek speakers while preserving the original term's meaning. However, in cases where direct equivalents do not exist, functional and descriptive equivalents are applied to maintain clarity. The study highlights the challenges in translating rapidly emerging economic terminology and suggests a structured approach to developing standardized economic terms in Uzbek.

Keywords: Economic Neologisms, Translation Methods, Uzbek Language, Loan Translation, Semantic Expansion, Hybrid Adaptation

Introduction

Language socialization is a lifelong process where we learn to use language in socially appropriate ways. Therefore, focusing on social skills, translators must enhance their social capabilities to understand the cultures embedded in various texts. The translation unit is not limited to the words and sentences of the text but also encompasses the developed culture within the text. Understanding the culture of the text requires studying the processes of encoding the message, which is part of the translator's task.

Due to the rapid and continuous development of modern information technology significant changes have occurred in English language, marked by the emergence of new words and phrases denoting new objects, terms, phenomena, and concepts. The Internet discourse has become a rich source of neologisms that deserve special attention, as interpreting them often presents significant challenges and requires extensive study.

Translation, especially in addressing cultural issues, is associated with various fields of research to characterize the application of translation theory. Understanding the cultural aspects of original texts, grasping the core message of the text, and effectively conveying such messages are essential for bridging the gaps between different cultures. In this sense,

translation is grounded in real-life practices that require the application of syntactic and semantic strategies as well as social approaches to convey diverse cultures.

Research Method

The great linguist and translator L.S. Barkhudarov defines "Translation is the process of transforming the content plan, that is, the meaning of a speech work in one language, into a speech work in another language without altering its meaning". When discussing the process of translation, L.S. Barkhudarov explains that the term "process" is interpreted in a purely linguistic sense, in connection with translation, i.e., as the transformation of a text from one language to another or as an interlingual transformation.

Meanwhile, in the 1980s, Newmark whose study is also discussing about translation of neologisms explained that "translation is rendering a meaning of a text into another language in the way that the author intended the text".

With advancements in the field of neology, considerable focus has been directed towards the lexicographic characterization and translation aspects of neologisms. The interest of linguists engaged in translation theory is related to the challenge of rendering new vocabulary into another language, which is increasingly encountered in spoken language, media texts, and the pages of literary works.

An attempt has been made to conduct a global analysis of the challenges in translating neologisms. Significant contributions in this area have been made by scholars such as V.G. Gak, V.V. Ganin, L.S. Barkhudarov, V.N. Komissarov, A.D. Schweitzer and P.Newmark. However, the emergence of new models for creating lexical units, along with their rapid creation and dissemination, necessitates further research into the problems of translating new words.

Translating neologisms is considered one of the most challenging tasks for translators. It is evident that English dictionaries cannot instantly register all the new words, phrases, neologisms that enrich the language by ten thousand each year. Consequently, translators must rely on context to convey the meaning of neologisms into the target language rather than seeking them in less reliable sources, such as online dictionaries. This implies that translators may need to invent new words themselves, adhere to certain word-formation rules, or explain English neologisms through descriptive methods.

Result and Discussion

Some of theorist uses different terms to mention translation procedure. According to Newmark, procedures are used to translate the sentences and the smaller units of language. It used to overcome the problem of translation at the level of word, phrase and sentence. Meanwhile, Molina and Amparo Hurtado Albir use the term 'technique' as the way to translate the micro unit of a text. The translation technique describes and affect to the smaller sections of the translation. Based on Newmark, there are sixteen procedures to translate the sentence and the smaller unit of the language including the neologisms. Those translation procedures can be seen as follow:

1. **Transference** is transferring word from SL to TL text. It is known as loan word or transcription. There are some words that commonly transferred; names of all living things and dead people, geographical and topographical names (including newly independent countries), name of periodical and newspaper, title of literary works such as plays and films, private companies and institution, etc. This method is commonly used when translating economic neologisms, where new terms emerge frequently. Below are examples of economic neologisms translated from English to Uzbek using transference: The term *Startup – Стартап*, widely used in entrepreneurship and business contexts, is directly transferred into Uzbek with minor phonetic adjustments, retaining its original meaning. The term *"cryptocurrency"* is directly transferred to Uzbek as *криптовалюта*, reflecting the modern digital economic concept while preserving its form. *Fintech* – this neologism, which combines "financial" and "technology," is adopted as *финтех* in Uzbek, signifying technological innovations in financial services. The term *"blockchain"*, essential in digital economics and cryptocurrencies, is directly borrowed into Uzbek as *блокчейн* with no significant alteration. *Coworking - Коворкинг*. The shared workspace concept is expressed as коворкинг in Uzbek, maintaining its international familiarity.Transference is particularly useful for economic neologisms because it preserves the term's universal recognition and ensures consistency in international discussions. It also helps to avoid confusion when no suitable equivalent exists in the target language.

2. **Naturalization** refers to the procedure of adapting a borrowed term to fit the linguistic and phonological rules of the target language. In Uzbek, this involves modifying the spelling or pronunciation of economic neologisms to support with the Uzbek language norms, while still maintaining their original meaning. *Outsourcing – Аутсорсинг*. The practice of delegating certain business functions to external organizations. *Leasing – Лизинг.* The process of renting property or equipment for a long-term period. *Hedging – Хежинг.* A strategy to mitigate financial risks. *Dumping – Демпинг.* A policy of artificially lowering prices to outcompete others in the market. *Accelerator – Акселератор.* A platform or organization designed to speed up the development of new business ventures.

3. **Cultural Equivalent** is an approximate translation procedure where SL cultural word is translated by the TL cultural word. Cultural equivalents adapt the terms to reflect the target culture, often replacing foreign concepts with culturally familiar terms. *Microfinance - Микромолиялаштириш.* Represents small-scale financial services in English, adapted into Uzbek to reflect services for small businesses or individuals, a concept familiar to the Uzbek economy. *Green Economy* – in Uzbek, *"Эко иқтисодиёт"* captures the focus on environmentally friendly and sustainable economic practices. *E-commerce* – the term is translated as *"Электрон тижорат"*, reflecting the concept of online trading in a culturally relevant way. *Cashless Economy* – adapted as *"Нақдсиз иқтисодиёт"* to align with local efforts to digitize financial transactions.

4. **Functional Equivalent** is applied to cultural word, requires the use of a culture-free word, sometimes with a new specific term or adds a particular term. Functional

equivalents convey the meaning and purpose of a concept rather than directly translating or borrowing the term, ensuring the target audience fully understands its function. *Tax Haven* - instead of directly borrowing, the term is adapted to *"Солиқ имтиёзлари ҳудуди"* in Uzbek, which emphasizes a region where businesses benefit from tax advantages. *Shared Economy* – translated as *"Ҳамкорлик иқтисодиёти"* focusing on the functionality of shared resources and services between individuals or organizations. *Debt Restructuring* – adapted as *"Қарзни қайта ташкил этиш"* to describe the process of reorganizing debt repayment terms in a way that makes it functional for local understanding. *Bailout* – rendered as *"Қутқарув молиялаштириши"* describing the process of financial assistance to struggling businesses or banks. *Shadow Economy* – adapted as "Норасмий иқтисодиёт" referring to economic activities that are outside official regulations, capturing its functional meaning. These translations demonstrate how economic neologisms are rendered into Uzbek in a way that retains their original functional purpose while being clear and culturally relevant.

5. **Descriptive Equivalent** is different with functional. Descriptive equivalent describes the word from SL into TL because the word in SL has no equivalence in TL. For example, *Angel Investor* – adapted as *"Бошланғич бизнесни қўллаб-қувватлайдиган сармоядор"* describing an investor who provides financial support to startups at an early stage. *Financial Derivatives* - described as *"Молиявий қийматларга асосланган иккиламчи молиявий инструментлар"* referring to financial instruments derived from the value of underlying assets. *Trade Deficit* - rendered as *"Давлатнинг импорт қилинаётган товарлари экспортидан ортиқ бўлган ҳолати"* describing the condition where a country's imports exceed its exports. *Green Bonds* – explained as *"Атроф-муҳитга зарар етказмаслик мақсадида лойиҳаларни молиялаштириш учун чиқарилган облигациялар"* referring to bonds issued to fund environmentally friendly projects.

6. **Synonymy** is used if the word in SL has no one-to one equivalent. The translator can use another word in the TL, because the word itself is not too important and not affected to the context of text. *Economic Growth - Иқтисодий ўсиш / Иқтисодий ривожланиш*. Both are used interchangeably to describe the process of an economy expanding or developing. *Financial Crisis – Молиявий инқироз / Иқтисодий таназзул* are used as synonyms to describe a period of financial instability or recession. *Taxation – Солиқ солиш / Солиқ тизими*. The terms are synonymous, referring to the process of levying taxes. *Foreign Investment – Чет эл инвестицияси / Ташқи сармоя*. Both are synonymous terms describing investments coming from abroad. *Subsidy – Субсидия/ Давлат ёрдами* both refer to financial support provided by the government.

7. **Through Translation** is used to translate such a common collocation, names of organizations, phrase or compounds literally. It is also known as calque. *Free Market – Эркин бозор.* The English term is translated literally, preserving the structure and meaning. *Digital Economy – Рақамли иқтисодиёт. "Digital"* is translated as *"рақамли"* and *"economy"* as *"иқтисодиёт"*. *Sustainable Development – Барқарор ривожланиш*. A calque translation of *"sustainable"* as *"барқарор"* and *"development"* as *"ривожланиш"*. *Supply Chain – Таъминот занжири. "Supply"* is translated as *"таъминот"* and *"chain"*

as *"занжир"*. *Financial Literacy – Молиявий саводхонлик*. *"Financial"* is translated as *"молиявий"* and *"literacy"* as *"саводхонлик"*.

8. **Shifts or Transposition involves structural or grammatical changes**, such as changing the word class (e.g., noun to verb) or sentence structure, to ensure naturalness and accuracy in the target language. The noun phrase *"Economy growth"* is shifted into a possessive structure in Uzbek: *"иқтисодиётнинг"* (of the economy) + *"ривожланиши"* (growth). *Inflation Rate – Инфляция даражаси*. *"Rate"* is translated as *"даражаси"* (level), which shifts the grammatical structure but retains the meaning. The noun phrase *"Taxation system"* is rendered as *"солиқ тизими" (tax system)*, simplifying the complex English noun form. *Debt Restructuring –* A transposition shifts the noun phrase into a verbal construction: *"қарзни" (debt)* + *"қайта тузиш" (restructuring)*. *Currency Exchange – Валюта айирбошлаш*. The noun phrase is shifted to a verb-based structure in Uzbek: *"валюта" (currency)* + *"айирбошлаш" (exchange)*.

9. **Modulation involves** changing the perspective or cognitive approach to convey the same idea in a way that is more natural or culturally appropriate in the target language. *Cash Flow – Нақд пул айланмаси*. The term *"flow"* is modulated into *"айланма" (circulation)*, which conveys the movement of cash more directly in Uzbek. *Purchasing Power – Харид қобилияти*. The abstract *"power"* is modulated into *"қобилият" (ability)*, offering a perspective that aligns with Uzbek linguistic preferences. *Hidden Economy – Яширин иқтисодиёт*. The term *"hidden"* shifts to *"яширин" (secret)*, emphasizing the concealed nature of this economic activity in a way that is culturally intuitive. *Emerging Markets – Ривожланаётган бозорлар*. The term *"emerging"* is modulated into *"ривожланаётган"* (developing), aligning with how Uzbek speakers understand markets in progress. *Global Supply Chain – Жаҳон таъминот занжири*. *"Chain"* is modulated into *"занжир"* (chain), but the perspective shifts slightly to emphasize the interconnectedness globally.

10. **Recognized translation** refers to terms or expressions that have an established or widely accepted equivalent in the target language due to their frequent use in specific contexts. *Monetary Policy – Пул-кредит сиёсати*. An officially recognized translation commonly used in financial and economic discussions. *Interest Rate – Фоиз ставкалари*. Recognized translation commonly used in banking and financial sectors. *Foreign Exchange (Forex) –* the term has a recognized equivalent, with *"валюта бозори"* frequently used alongside *"Форекс"*. *Tax Revenue – Солиқ тушумлари*. A recognized term in Uzbek used in official documents and economic discourse. *Free Trade Agreement – Эркин савдо битими*. A recognized translation in Uzbek international trade discourse.

11. **Translation labeling** involves providing a borrowed term or neologism in the target language with an explanatory or clarifying label, often used when the term is new and not widely understood yet. Leasing – the term *"лизинг"* is labeled with *"мол-мулкни ижарага олиш"* to clarify its meaning in the Uzbek context. *Dumping – "Демпинг"* is labeled with *"нархларни сунъий пасайтириш"* to explain its meaning as price reduction for market dominance. *Options Trading –*the term *"опцион савдоси"* is labeled with *"қимматли қоғозлар бўйича шартномавий савдо"* to clarify its usage. *Private Equity –*

"Шахсий капитал" is labeled with *"ёпиқ инвестиция фонди"* to clarify its role in private investments. E-commerce *–"Электрон тижорат"* is labeled with *"интернет орқали савдо"* to provide additional context.

12. **Compensation** is used when a certain aspect of meaning, style, or nuance cannot be directly translated and is instead conveyed elsewhere in the text or through other means. The term *"Tax haven"* refers to jurisdictions offering low or no taxes. Since a direct equivalent does not exist in Uzbek, *"солиқ имтиёзлари ҳудуди"* (a region with tax privileges) compensates for the meaning. *"Downsizing"* is a compact English term for reducing the workforce. In Uzbek, this is compensated with a descriptive phrase: *"ходимларни қисқартириш сиёсати"* (policy of workforce reduction). The term *"Leveraged buyout"* is compact but complex. In Uzbek, *"қарзга асосланган харид"* (purchase based on debt) compensates by explicitly explaining the process. The term *"Liquidity trap"* refers to a specific economic situation. In Uzbek, it is compensated with *"пул айланмаси тўсиғи"* (blockage in money circulation) to capture the concept. The term *"Financial derivatives"* is not directly translatable into Uzbek. The phrase *"қимматли қоғозлар деривативлари"* (securities derivatives) compensates for this with contextual adaptation.

13. **Componential Analysis** is splitting up a common lexical unit into its sense components and the result often one to two, three or four translations. *Digital Currency –* Componential analysis of *Digital – "Рақамли"* (relating to digital systems or technology). *Currency – "Валюта"* (money used in economic transactions). Together, it forms *"Рақамли валюта"* to describe a type of currency existing in digital form. *Credit Default Swap (CDS) –* Componential analysis of *Credit – "Кредит"* (loan or borrowing). *Default – "Мажбуриятни бажармаслик"* (failure to meet an obligation). *Swap – "Шартнома"* (agreement or contract). Combined, this creates *"Кредит мажбуриятини суғурта қилиш шартномаси"* to explain the concept as a financial derivative. *Inflation Targeting –* Componential analysisof *Inflation – "Инфляция"* (general rise in prices). *Targeting – "Мақсадли бошқариш"* (specific management towards a goal). Combined as *"Инфляцияни мақсадли бошқариш"* which explains the economic policy of controlling inflation within set goals. Green Economy – Componential analysis of Green – "Ёшил" (symbolizing eco-friendliness or sustainability). Economy – "Иқтисодиёт" (economic activity). This results in *"Ёшил иқтисодиёт"* referring to an environmentally sustainable economy. Capital Gains Tax - Componential analysis of *Capital Gains – "Капитал даромадлари"* (profits from capital investments). *Tax – "Солиқ"* (a financial levy). This translates as *"Капитал даромадлари солиғи"* a tax on profits from investments.

14. **Reduction and Expansion** involve either shortening or elaborating the meaning of the term to make it clear and culturally appropriate in the target language. Reduction simplifies the translation by removing less relevant details or compressing the term into a shorter or more concise equivalent. *Big Data - Катта маълумотлар* refers to massive datasets processed and analyzed. Reduction: Translated as *"Катта маълумотлар"* omitting any detailed explanation about its technical aspects. *Shared Economy - Улашув иқтисодиёти.* describes collaborative consumption models. Reduction: Simplified to

"Улашув иқтисодиёти" without elaborating on how resources are shared.

Expansion provides additional details in the translation to make the term's meaning clearer in the target language. *Hedging - Қимматли қоғозлар рискларини камайтириш стратегияси* (a financial strategy to reduce risk). Expansion: Translated as *"Қимматли қоғозлар рискларини камайтириш стратегияси"* adding an explanation of its function and context. *Freelancing -Мутахассисларни мустақил тарзда иш билан таъминлаш шакли* (independent work). Expansion: Translated as *"Мутахассисларни мустақил тарзда иш билан таъминлаш шакли"* describing the working arrangement in detail.

15. **Paraphrasing** involves rephrasing the original term to convey its meaning using different words or structures, often for better clarity or cultural adaptation. *Digital Economy* –refers to an economy based on digital technologies. Translated as *"Рақамли технологияларга асосланган иқтисодиёт"* rephrasing to highlight its foundation on digital technologies. *Gig Economy* – refers to a labor market characterized by short-term contracts or freelance work. Translated as *"Қисқа муддатли шартномаларга асосланган иш тизими"* explaining the structure of the work system. *Sustainability* - refers to practices that maintain ecological and economic balance. Translated as *"Узоқ муддатли барқарорликка эришиш тизими"* rephrasing to emphasize the long-term goal. *Carbon Tax* –A tax imposed on carbon emissions. Translated as *"Атроф-муҳитга зарарли чиқиндилар учун солиқ тўлови"* elaborating on its environmental purpose.

    Paraphrasing allows the translator to maintain the original meaning of economic neologisms while adapting them to the cultural and linguistic context of the Uzbek language. It provides clarity by rephrasing technical terms or unfamiliar concepts in a more accessible way.

16. **A couplet** is a translation strategy that combines two or more techniques, such as transcription and explanation, to effectively convey the meaning of a term. Digital Nomad – Calque + Explanation. *"Рақамли кўчманчи"* is a calque (loan translation), with an explanation added as *"рақамли технология орқали ишлайдиган одам"* (a person working through digital technology). *Venture Capital* Transcription + Explanation. The term *"Венчур капитали"* is transcribed, with the meaning explained as *"юқори хатарли инвестиция"* (high-risk investment). *Freelance* –Transcription + Paraphrase. *"Фриланс"* is transcribed, while *"мустақил ишлаш шакли"* (independent work form) provides additional context. *Microloan* –Calque + Paraphrase. *"Микрокредит"* is a calque, and *"кичик миқдордаги қарз маблағи"* (a small amount of borrowed money) is a paraphrase. *Sharing Economy* –Calque + Explanation. *"Бўлишиш иқтисодиёти"* is a calque, and the explanation *"ресурслардан биргаликда фойдаланиш"* (shared use of resources) clarifies the concept.

    Couplets are particularly useful for translating complex economic neologisms, as they combine different strategies (like transcription, calque, and explanation) to ensure clarity and comprehension for Uzbek speakers.

Conclusion

Analyzing the methods for translating English neologisms in internet discourse reveals that new formations in modern English are reflected in the language. Neologisms are rapidly incorporated into human speech through substitution with other words, enabling us to conclude that the dynamic nature of language is effectively captured through this process. The translation of economic neologisms into Uzbek requires a combination of methods, including loan translation, borrowing, and hybrid adaptation. Developing standardized economic terminology in Uzbek will enhance clarity and consistency in professional and academic discourse.

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