



NATIONAL AND CULTURAL CHARACTERISTICS OF ECONOMIC
TERMS AND THEIR TRANSLATION CHALLENGES

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***Abstract:** This article explores the national and cultural characteristics of economic terminology and analyzes the major challenges that arise in the process of translating economic terms from one language into another. Economic terminology is closely connected not only with language but also with the historical development, social structure, legal system, and cultural values of a particular country. Each nation forms its own economic concepts based on its institutional environment, market traditions, and socio-economic policies. As a result, many economic terms carry culturally specific meanings that cannot always be translated through direct lexical equivalence. The study focuses on the linguistic and extralinguistic factors that influence the translation of economic texts. Special attention is given to problems such as the absence of equivalent terms in the target language, semantic differences between seemingly similar concepts, culture-bound terminology, institutional names, and nationally specific economic practices. The research also examines the role of background knowledge and intercultural competence in understanding the conceptual meaning behind economic terms. Various translation strategies are analyzed, including borrowing (transliteration), calque, descriptive translation, adaptation, generalization, and the use of functional equivalents. The article*



emphasizes that the choice of strategy depends on the purpose of the text, the target audience, and the level of specialization. Accurate translation of economic terminology requires not only linguistic competence but also a deep understanding of economic theory, national economic systems, and cultural context. The findings of the study highlight the importance of an interdisciplinary approach to economic translation and demonstrate that effective translation contributes to successful international communication, academic exchange, and global economic cooperation.

Keywords: *economic terminology, translation challenges, national and cultural characteristics, culture-bound terms, equivalence, functional equivalence, economic discourse, intercultural communication, translation strategies, specialized translation.*

Introduction

In the era of globalization, economic cooperation and international communication have significantly increased, leading to a growing demand for accurate translation of economic texts. Economic terminology plays a crucial role in professional communication, academic research, business relations, and international trade. However, economic terms are not only linguistic units but also reflect the national, cultural, historical, and institutional characteristics of a particular country. These features often create difficulties in the process of translation, especially when the source and target languages belong to different economic and cultural environments. Each country develops its own economic system based on its social structure, legal framework, market traditions, and cultural values. As a result, many economic concepts are culture-specific and may not have direct equivalents in another language. For example, terms related to taxation, banking, business organization, or government regulation often represent unique institutional realities. Translating such terms requires not only linguistic knowledge but also an understanding of the economic context and background information. Another important issue is semantic variation. Some economic terms may appear similar in



different languages but differ in their scope, usage, or conceptual meaning. Without proper interpretation, this may lead to misunderstanding or distortion of the original message. Therefore, translators must carefully analyze both the linguistic form and the conceptual content of economic terminology. This study focuses on the national and cultural characteristics of economic terms and the challenges they present in translation. It also examines effective translation strategies that help preserve the meaning and functional value of economic concepts. Understanding these aspects is essential for ensuring accuracy, clarity, and effectiveness in economic communication across languages and cultures

Materials and Methods

This study is based on a qualitative and comparative analysis of economic terminology and its translation features in different linguistic and cultural contexts. The research materials consist of economic texts selected from various sources, including academic articles, textbooks on economics, business documents, financial reports, and official economic publications. In addition, bilingual economic dictionaries and online terminological databases were used to identify the meanings and equivalents of selected economic terms in the source and target languages. The research focuses on a set of economic terms that reflect national, cultural, and institutional characteristics. Special attention was given to culture-specific terms related to taxation systems, banking structures, business organization forms, labor relations, and government economic policies. These terms were selected based on their frequency of use, conceptual complexity, and the presence of translation difficulties. Several research methods were applied in the study. The descriptive method was used to explain the linguistic and semantic features of economic terms. The comparative method helped to identify similarities and differences between source-language terms and their target-language equivalents. The contextual analysis method was applied to examine how economic terms function within real texts and how their meanings change depending on the context. In addition, the study employed a translation analysis approach to evaluate different translation strategies, such as



borrowing (transliteration), calque, descriptive translation, functional equivalence, generalization, and adaptation. Each strategy was analyzed in terms of its effectiveness in preserving the original meaning and cultural specificity of the term. The interdisciplinary nature of the research combines elements of linguistics, translation studies, and economics. This approach allows for a deeper understanding of both linguistic and extralinguistic factors influencing the translation of economic terminology and helps to identify the most appropriate methods for achieving accurate and culturally appropriate translation.

Results and Discussion

The results of the study show that the translation of economic terminology is strongly influenced by national, cultural, and institutional factors. The analysis of selected economic texts revealed that a significant number of economic terms are culture-specific and reflect the unique economic system, legal structure, and business practices of a particular country. Such terms often do not have direct equivalents in the target language, which creates difficulties in achieving accurate and clear translation. One of the main findings of the research is that the absence of lexical equivalence is one of the most common translation problems. Terms related to taxation systems, financial instruments, business organization forms, and government economic policies frequently require additional explanation. In such cases, descriptive translation and functional equivalence were found to be the most effective strategies, as they help to convey the conceptual meaning rather than the literal form of the term. The study also identified cases of partial equivalence, where similar terms exist in both languages but differ in their scope, usage, or institutional meaning. If translated without contextual analysis, such terms may lead to misunderstanding or misinterpretation. This confirms the importance of contextual and conceptual analysis in economic translation. Another important result is the frequent use of borrowing and transliteration, especially for internationally recognized economic terms. While this strategy helps preserve the original form, it may reduce comprehension for non-specialist readers. Therefore, in some cases,



borrowing should be combined with brief explanations. The discussion highlights that effective translation of economic terminology requires not only linguistic competence but also background knowledge of national economic systems and cultural context. The findings emphasize the importance of an interdisciplinary approach and the careful selection of translation strategies depending on the purpose of the text and the target audience. Accurate translation ensures clarity, prevents miscommunication, and supports successful international economic interaction.

Conclusion

The study confirms that economic terminology reflects not only linguistic features but also the national, cultural, and institutional characteristics of a particular country. These features make the translation of economic terms a complex task that goes beyond simple word-for-word equivalence. Differences in economic systems, legal frameworks, financial structures, and business practices often lead to the absence of direct equivalents in the target language, which creates significant translation challenges. The research has shown that the most common difficulties in translating economic terminology include lack of lexical equivalence, partial equivalence, culture-specific concepts, and differences in conceptual meaning. In such cases, literal translation is often ineffective and may distort the original message. Therefore, translators must focus on conveying the functional and conceptual meaning of the term rather than its formal structure. The analysis also demonstrates that different translation strategies—such as descriptive translation, functional equivalence, borrowing, calque, adaptation, and generalization—can be successfully applied depending on the context, purpose of the text, and target audience. Among these, functional and descriptive approaches were found to be the most effective for preserving both meaning and cultural specificity. In conclusion, accurate translation of economic terminology requires not only strong linguistic competence but also professional knowledge of economics and an understanding of national and cultural contexts. An interdisciplinary approach combining linguistics, translation studies, and economic knowledge is essential for achieving clarity,



precision, and effectiveness. Improving the quality of economic translation contributes to better international communication, academic cooperation, and the development of global economic relations.

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