HAI PHONG PRIVATE UNIVERSITY

FOREIGN LANGUAGE DEPARTMENT

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GRADUATION PAPER

A STUDY ON TRANSLATION OF MARKETING TERM FROM ENGLISH INTO VIETNAMESE

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Class: NA 904

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Hai Phong - June 2009

BỘ GIÁO DỤC VÀ ĐÀO TẠO

TRƯỜNG ĐẠI HỌC DÂN LẬP HẢI PHÒNG

NHIỆM VỤ TỐT NGHIỆP

Sinh viên: …………………………………Mã số: ………………………..

Lớp: ……………………………………Ngành: …………………………

Tên đề tài: …………………………………………………………………...

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NHIỆM VỤ ĐỀ TÀI

1. Nội dung và các yêu cầu cần giải quyết trong nhiệm vụ đề tài tốt nghiệp
   (Về lý luận, thực tiễn, các số liệu cần tính toán và bản vẽ)

2. Các số liệu cần thiết để thiết kế tính toán

3. Địa điểm thực tập:

CÁN BỘ HƯỚNG DẪN ĐỀ TÀI TỐT NGHIỆP

Người hướng dẫn thứ nhất

Họ và tên:

Học hàm, học vị:

Cơ quan công tác:

Nội dung hướng dẫn:

Người hướng dẫn thứ hai:

Họ và tên:

Học hàm, học vị:

Cơ quan công tác:

Nội dung hướng dẫn:

Đề tài tốt nghiệp được giao ngày……tháng ….. năm 2009

Yêu cầu phải hoàn thành trước ngày……tháng …..năm 2009

Đã nhận nhiệm vụ Đ.T.T.N   Đã giao nhiệm vụ: Đ.T.T.N

    Sinh viên   Cán bộ hướng dẫn: Đ.T.T.N

Hải Phòng, ngày……tháng…...năm2009

HIỆU TRƯỞNG

GS.TS.NGƯT. Trần Hữu Nghị

PHẦN NHẬN XÉT TÓM TẮT CỦA CÁN BỘ HƯỚNG DẪN

1. Tinh thần thái độ của sinh viên trong quá trình làm đề tài tốt nghiệp:

2. Đánh giá chất lượng Đ.T.T.N (So với nội dung yêu cầu đã đề ta trong nhiệm vụ Đ.T.T.N trên các mặt lý luận, thực tiễn, tính toán giá trị sử dụng, chất lượng các bản vẽ)

3. Cho điểm của cán bộ hướng dẫn:

   (Điểm chi bằng số và chữ)

Hải Phòng, ngày …..tháng…..năm 2009

Cán bộ hướng dẫn chính

(Họ tên và chữ kí)

NHẬN XÉT ĐÁNH GIÁ CỦA CÁN BỘ CHẤM PHẢN BIỆN ĐỀ TÀI TỐT NGHIỆP

1. Đánh giá chất lượng đề tài tốt nghiệp về các mặt thu thập và phân tích số liệu ban đầu, cơ sở lý luận chọn phương án tối ưu, cách tính toán chất lượng thuyết minh và bản vẽ, giá trị lý luận và thực tiễn đề tài.

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2. Cho điểm của cán bộ phản biện
   (Điểm ghi bằng số và chữ)

Ngày ……tháng…..năm 2009
Người chấm phản biện

ACKNOWLEDGEMENT

In the process of completing this Graduation Paper, I have received a great deal of help, guidance and encouragement from my teachers and friends.

I would first and foremost like to express my thanks to my supervisor, Mr. Trinh Van Sach, M.A for helping me through this challenging process.

I would also like to express my special thanks to other teachers of Foreign Language Department for their supportive lectures during four years that have provided me with good background to do effectively my Graduation Paper.

Finally, I would like to thank my family, my friends who have offered continuous support, encouraged, and helped me to complete this paper.

Hai Phong, June 2008

Student

Pham Thi Huyen

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PART I: INTRODUCTION

1. Reason of the study

Marketing is an essential part of any business. It does not matter whether or not you own a sole proprietorship, a limited liability corporation, or a state company. Knowing basic marketing terms can help you reach your potential in any industry

Knowing basic marketing terms can come in handy for anyone in the business field. Whether or not you work in the field of marketing, you will find that understanding the advertisements, public relations, and communications segment of your business can enhance your career and simplify your work.

With "open" policies for all countries in the world and the integration process of the globalization, there are more and more foreign investors in Vietnam. This creates chances for economic development. Therefore, teaching and learning English is quite essential, especially in marketing field. However, teaching and learning Marketing terms is not easy for everyone. Students must be requested to acquire a certain level of English in this field. Thus, the development of the Marketing study is an urgent need.

A number of Vietnamese learners get trouble in translating Marketing terms. I myself often become confused with Marketing terms whenever I deal with them. Hence, it is very necessary for me to acquire certain accumulation of linguistic and cultural knowledge in both native language and foreign languages. Moreover, I am also interested in translation skills, especially in translation of Marketing terms. That is the main reason inspiring me to carry out this research. More importantly, studying this theme offers me a chance to have thorough understanding about technical translations.

2. Aims of the study

The study on translation of basic Marketing terms aims to figure out an overview on translation strategies and procedures commonly employed in translation of basic Marketing terms.

In details, my Graduation Paper aims at:

- Collecting and presenting basic English terms in Marketing
- Providing their Vietnamese equivalents or expressions.
- Preliminarily analyzing translation strategies and procedures employed in the translation of these English terms into Vietnamese.
- Providing students majoring in the subject and those who may concern a draft and short reference of Basic English terms in Marketing and their corresponding Vietnamese.

I hope that this study can provide readers with overall comprehension about the information from written text and from visual forms of presentation relates to Marketing terms, help them translate it effectively.

3. Scope of the study

The terms used in Marketing field would require a great amount of effort and time to study. However, due to limitation of time and my knowledge, my study could not cover all the aspect of this theme. I only focus the study on translation and translation strategies in general, and contrastive analysis between specific basic Marketing terms in English and in Vietnamese.

4. Method of the study

This Graduation paper is carried out with view to help learners enlarge their vocabulary and have general understanding about translation and translation of financial and banking terms.

All of English and Vietnamese terms in my graduation paper are collected from: Internet, the dictionary of Marketing terms and reference book. These

data are divided into groups based on their common character, and then I carry out my research on procedures used to translate them into Vietnamese.

5. Design of the study

My graduation paper is divided into three parts, in which the second, naturally, is the most important part

- *Part I* is the INTRODUCTION in which reason of the study, aims of the study, scope of the study, method of the study, design of the study are presented
- *Part II* is the DEVELOPMENT that includes 3 chapters:

  Chapter I is ***theoretical background*** which focuses on the definition, methods, procedures of translation in general and ESP translation, technical translation and definition of term.

  Chapter II is an investigation on Marketing terms and their equivalents including popular construction of Marketing term and popular strategies applied in translating Marketing term into Vietnamese.
- *Part III* is the CONCLUSION which include main findings, strength and weakness of the thesis, suggestions for further studies

PART II: DEVELOPMENT

CHAPTER ONE: THEORETICAL BACKGROUND

Chapter I will introduce an overview of translation theory involved in chapter II. This chapter will help readers have a first look about some issues related to translation and translation of Marketing terms: translation theory with definitions, methods, and its equivalent and translation of marketing terms including translation of ESP, technical translation.

I. TRANSLATION THEORY

I.1 Definitions

Translation has existed in every corner of our life. It is considered as an indispensable part in the field of not only literature, culture and religion but also commercial advertisement, popular entertainment, public administration, immigration and education….Thus, definitions of translation are numerous, and a great numbers of books and articles have been written about this subject. The following are some typical definitions that are basic theoretical background for this study.

"**Translation** is the interpreting of the meaning of a text and the subsequent production of an equivalent text, likewise called a **translation** that communicates the same message in another language. The text to be translated is called the source text, and the language that it is to be translated into is called the target language; the final product is sometimes called the target text." (Wikipedia)

"Translation can be generally defined as the action of interpretation of the meaning of a text, and production of an equivalent text that communicates the same message in another language." (WikiAnswers)

"Translation is the replacement of a text in one language (Source language – SL) by an equivalent text in another language (Target language – TL)" (Catford (1988)).

"Translation is rendering a written text into another language in the way that the author intended the text"

Although these definitions are different in expression, they share common features that they all emphasize the importance finding the closest equivalence in meaning by the choice of appropriate target language's lexical and grammatical structures. Some sorts of movement from one language to another also insist on the different methods of translation which will be taken into consideration in the next part.

I.2 Translation methods

There are various methods by which the text may be translated. The central problem of translating is whether to translate literally or freely. It all depends on some factors such as the purpose of the translation, the nature of readership and the text types.

As stated by Peter Newmark (1988:45) there are eight methods of translation, namely word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation and communicative translation. And basing on the degree of emphasis on the SL and TL, he puts it in a flattened diagram as below.

SL Emphasis   **TL Emphasis**

   Word-for-word translation   Adaptation

     Literal translation   Free translation

       Faithful translation   Idiomatic translation

        Semantic translation   Communicative translation

(1) The methods closest to the source language

a) Word-for-word Translation: in which the SL word order is preserved and the words translated singly by their most common meanings. Cultural words are translated literally. The main use of this method is either to understand the mechanics of the source language or to construe a difficult text as pre-translation process

b) Literal Translation: This is a broader form of translation, each SL word has a corresponding TL word, but their primary meaning may differ. The SL grammatical forms are converted to their nearest target language equivalents. However, the lexical words are again translated out of context. Literal translation is considered the basic translation step, both in communication and semantic translation, in that translation starts from there. As pre-translation process, it indicates problems to be solved.

c) Faithful Translation: This method tries to reproduce the precise contextual meaning of the original within the constraint of the TL grammatical structures. It transfers cultural words and preserves the degree of grammatical and lexical deviation from SL norms. It attempts to be completely faithful to the intentions and the text-realization of the SL writer

d) Semantic Translation: It differs from faithful translation only in as far as it must take more account of the aesthetic value of the SL text, compromising on meaning where appropriate so that no assonance, word play, or repetition jars in the finished version.

(2) The methods closest to the target language

a) Adaptation: This method is the freest form of translation. It is frequently used for plays (comedies) and poetry: themes, characters, plots preserved, SL culture converted to TL culture and text is rewritten. Dung Vu (2004) points

out that: "Adaptation has a property of lending the ideas of the original to creative a new text used by a new language mare than to be faithful to the original. The creation in adaptation is completely objective in content as well as form".

b) Free Translation: Free translation is the translation which is not close to the original, but the translation just transmits meanings of the SL in her/his own words. It reproduces the matter without the manner, or the content without the form of the original. Usually it is a paraphrase much longer than the original. Therefore, the advantage is that the text in TL sounds more natural. On the contrary, the disadvantage is that translating is too casual to understand the original because of its freedom

c) Idiomatic Translation. Idiomatic translation is used for colloquialism and idioms whose literalism is the translation, by which the translator does not transfer the literalism of the original, uses the translation of colloquialisms and idioms.

d) Communicative translation: This method attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership. "…But even here the translator still has to respect and work on the form of the source language text as the only material basic for his work" (Peter Newmark, 1982:39)

I.3 Equivalence in translation

The dictionary defines equivalence as being the same, similar or interchangeable with something else. In translation terms, equivalence is a term used to refer to the nature and extent of the relationships between SL and TL texts or smaller linguistic units.

The problem of equivalence is one of the most important issues in the field of translating. It is a question of finding suitable counterparts in target language for expressions in the Source language.

The comparison of texts in different languages inevitably involves a theory of equivalence. According to Vanessa Leonardo "Equivalence can be said to be the central issue in translation although its definition, relevance, and applicability within the field of translation theory have caused heated controversy, and many different theories of the concept of equivalence have been elaborated within this field in the past fifty years." Here are some elaborate approaches to translation equivalence:

- Translation equivalence is the similarity between a word (or expression) in one language and its translation in another. This similarity results from overlapping ranges of reference.
- Translation equivalence is a corresponding word or expression in another language.

Nida argued that there are two different types of equivalence, namely formal equivalence - which in the second edition by Nida and Taber (1982) is referred to as *formal correspondence* - and *dynamic equivalence*. Formal correspondence "focuses attention on the message itself, in both form and content", unlike dynamic equivalence which is based upon 'the principle of equivalent effect' (1964:159). In the second edition (1982) or their work, the two theorists provide a more detailed explanation of each type of equivalence.

Formal correspondence consists of a TL item which represents the closest equivalent of a SL word or phrase. Nida and Taber make it clear that there are not always formal equivalents between language pairs. They therefore suggest that these formal equivalents should be used wherever possible if the translation aims at achieving formal rather than dynamic equivalence. The

use of formal equivalents might at times have serious implications in the TT since the translation will not be easily understood by the target audience (Fawcett, 1997). Nida and Taber themselves assert that 'Typically, formal correspondence distorts the grammatical and stylistic patterns of the receptor language, and hence distorts the message, so as to cause the receptor to misunderstand or to labor unduly hard' (ibid: 201).

Dynamic equivalence is defined as a translation principle according to which a translator seeks to translate the meaning of the original in such a way that the TL wording will trigger the same impact on the TC audience as the original wording did upon the ST audience. They argue that 'Frequently, the form of the original text is changed; but as long as the change follows the rules of back transformation in the source language, of contextual consistency in the transfer, and of transformation in the receptor language, the message is preserved and the translation is faithful' (Nida and Taber, 1982:200).

Newmark (1988) defined that: "The overriding purpose of any translation should be achieved 'equivalence effect' i.e. to produce the same effect on the readership of translation as was obtained on the readership of the original". He also sees equivalence effect as the desirable result rather than the aim of any translation except for two cases: (a) If the purpose of the SL text is to affect and the TL translation is to inform or vice versa; (b) If there is a pronounced cultural gap between the SL and the TL text.

Koller (1979) considers five types of equivalence:

• Denotative equivalence: the SL and the TL words refer to the same thing in the real world. It is an equivalence of the extra linguistic content of a text.

• Connotative equivalence: This type of equivalence provides additional value and is achieved by the translator's choice of synonymous words or expressions.

- Text-normative equivalence: The SL and the TL words are used in the same or similar context in their respective languages.

- Pragmatic equivalence: With readership orientation, the SL and TL words have the same effect on their respective readers.

- Formal equivalence: This type of equivalence produces an analogy of form in the translation by either exploiting formal possibilities of TL, or creating new forms in TL

Although equivalence translation is defined with different point of view of theorists, it is the same effective equivalence between SL and TL.

II. Translation of ESP

II.1. Definition of ESP

English for specific Purpose (ESP) is a worldwide subject. Hutchinson and Waters (1987) note that two key historical periods breathed life into ESP. First, the end of the Second World War brought with it an " ... age of enormous and unprecedented expansion in scientific, technical and economic activity on an international scale · for various reasons, most notably the economic power of the United States in the post-war world, the role (of international language) fell to English". Second, the Oil Crisis of the early 1970s resulted in Western money and knowledge flowing into the oil-rich countries. The language of this knowledge became English.

The general effect of all this development was to exert pressure on the language teaching profession to deliver the required goods. Whereas English had previously decided its own destiny, it now became subject to the wishes, needs and demands of people other than language teachers (Hutchinson & Waters, 1987, p.7).

The second key reason cited as having a tremendous impact on the emergence of ESP was a revolution in linguistics. Whereas traditional

linguists set out to describe the features of language, revolutionary pioneers in linguistics began to focus on the ways in which language is used in real communication. Hutchinson and Waters (1987) point out that one significant discovery was in the ways that spoken and written English vary. In other words, given the particular context in which English is used, the variant of English will change. This idea was taken one step farther. If language in different situations varies, then tailoring language instruction to meet the needs of learners in specific contexts is also possible. Hence, in the late 1960s and the early 1970s there were many attempts to describe English for Science and Technology (EST). Hutchinson and Waters (1987) identify Ewer and Latorre, Swales, Selinker and Trimble as a few of the prominent descriptive EST pioneers.

The final reason Hutchinson and Waters (1987) cite as having influenced the emergence of ESP has less to do with linguistics and everything to do psychology. Rather than simply focus on the method of language delivery, more attention was given to the ways in which learners acquire language and the differences in the ways language is acquired. Learners were seen to employ different learning strategies, use different skills, enter with different learning schemata, and be motivated by different needs and interests. Therefore, focus on the learners' needs became equally paramount as the methods employed to disseminate linguistic knowledge. Designing specific courses to better meet these individual needs was a natural extension of this thinking. To this day, the catchword in ESL circles is learner-centered or learning-centered.

As for a broader definition of ESP, Hutchinson and Waters (1987) theorize, "ESP is an approach to language teaching in which all decisions as to content and method are based on the learner's reason for learning". Anthony (1997) notes that, it is not clear where ESP courses end and general English courses begin; numerous non-specialist ESL instructors use an ESP approach in that

their syllabi are based on analysis of learner needs and their own personal specialist knowledge of using English for real communication.

II.2 Types of ESP

David Carter (1983) identifies three types of ESP:

- English as a restricted language
- English for Academic and Occupational Purposes
- English with specific topics.

The language used by air traffic controllers or by waiters are examples of English as a restricted language. Mackay and Mountford (1978) clearly illustrate the difference between restricted language and language with this statement:

... The language of international air-traffic control could be regarded as 'special', in the sense that the repertoire required by the controller is strictly limited and can be accurately determined situational, as might be the linguistic needs of a dining-room waiter or air-hostess. However, such restricted repertoires are not languages, just as a tourist phrase book is not grammar. Knowing a restricted 'language' would not allow the speaker to communicate effectively in novel situation, or in contexts outside the vocational environment (pp. 4-5).

The second type of ESP identified by Carter (1983) is English for Academic and Occupational Purposes. In the 'Tree of ELT' (Hutchinson & Waters, 1987), ESP is broken down into three branches: a) English for Science and Technology (EST), b) English for Business and Economics (EBE), and c) English for Social Studies (ESS). Each of these subject areas is further divided into two branches: English for Academic Purposes (EAP) and English for Occupational Purposes (EOP). An example of EOP for the EST

branch is 'English for Technicians' whereas an example of EAP for the EST branch is 'English for Medical Studies'.

Hutchinson and Waters (1987) do note that there is not a clear-cut distinction between EAP and EOP: "· people can work and study simultaneously; it is also likely that in many cases the language learnt for immediate use in a study environment will be used later when the student takes up, or returns to, a job" (p. 16). Perhaps this explains Carter's rationale for categorizing EAP and EOP under the same type of ESP. It appears that Carter is implying that the end purpose of both EAP and EOP are one in the same: employment. However, despite the end purpose being identical, the means taken to achieve the end is very different indeed. I contend that EAP and EOP are different in terms of focus on Cummins' (1979) notions of cognitive academic proficiency versus basic interpersonal skills. This is examined in further detail below.

The third and final type of ESP identified by Carter (1983) is English with specific topics. Carter notes that it is only here where emphasis shifts from purpose to topic. This type of ESP is uniquely concerned with anticipated future English needs of, for example, scientists requiring English for postgraduate reading studies, attending conferences or working in foreign institutions. However, I argue that this is not a separate type of ESP. Rather it is an integral component of ESP courses or programs which focus on situational language. This situational language has been determined based on the interpretation of results from needs analysis of authentic language used in target workplace settings.

II.3 Marketing ESP translation:

Marketing ESP translation is recently very important because most Marketing documents are written in English language which needs to understand deeply. And, it is impossible to contrast a complete translation

that captures the universal meaning of the SL in the Marketing text without the full understanding about Marketing terms which is an issue relevant to technical translation. Thus, this part of the study is based on the theoretical background of technical translation.

II.4 Definition of technical translation

Sofer (1991) as follow distinguishes technical translation from literal translation: "The main division in the translation field is between literal and technical translation". According to him, literal translation covers such areas fiction, poetry, drama and humanities in general and is done by writers of the same kind in the TL, or at least by translators with the required literary aptitude. Meanwhile, technical translation is done by much greater number of practitioners and is an ever-going and expanding field with excellent opportunities.

Newmark (1981) differently distinguishes technical translation from institutional translation: "Technical translation is one of the part of specialized translation; institutional translation, the areas of politics, commerce, finance, government etc… is the other." He goes on to suggest that technical translation is potentially non-cultural and universal because the benefits of technology are not confined to one speech community. The terms in technical translation, therefore should be translated. On the contrary, institutional translation is cultural, so, in principle, the terms are transferred unless they are connected with international organization. Though having different approaches to technical translation, two authors view it as specialized translation with its essential element – "special terms".

II.5 Translation in the area of Marketing terms

Marketing term is one of the popular specific fields, like other languages, its terminologies can change over time. If we translate in the Marketing field, we must find the correct terminology used in the translation. Therefore, it

would be very helpful for our translation if we are constantly updating glossaries related to the field as a whole, as well as specific Marketing topics. Besides, translation of marketing terms is quite complex, we are required translational skills and domain knowledge to include the fields of Marketing. Moreover, we need to know more deeply about its word building, so the next – term in Marketing field will show more in details.

II.6 Terms in marketing field

From Wikipedia "A marketing term is a term invented to promote the sales of a product. It is often an invented word".

When writing technical articles, it is usually the case that a number of technical terms specific to the subject matter will be presented. Technical terminology is the specialized vocabulary of a field. These terms have specific definition within the field; which is not necessarily the same as their meaning in common use. (Wikipedia)

A term is a word or expression that has a particular meaning or is used in particular activity, job, profession, etc (Longman Dictionary of Contemporary English, 1991)

Term is the variation of language in a specific condition (Peter Newmark) and he stated that the central difficulty in translation is usually the new terminology. Even then, the main problem is likely to be that of some terms in the source text which are relatively context-free, and appear only once. If they are context-bound, you are more likely to understand them by gradually eliminating the less likely versions.

The characteristics of terms

There is distinction between technical and descriptive terms. The original SL writer may use a descriptive term for a technical object for three reasons:

- The objective is new, and not yet has a name

- The descriptive term is being used as a familiar alternative, to avoid repetition.
- The descriptive term is being used to make a contrast with another one.

Normally, you should translate technical and descriptive terms by their counterparts and, in particular, resist the temptation of translating a descriptive by a technical term for showing off your knowledge, there by sacrificing the linguistic force of the SL descriptive term. However, if the SL descriptive term is being used either because of the SL writer's ignorance or negligence, or because the appropriate technical term does not exist in the SL, and in particular if an object strange to the SL but not to the TL culture is being referred to, then you are justified in translating a descriptive by a technical term.

CHAPTER TWO: AN INVESTIGATION ON MARKETING TERMS AND THEIR VIETNAMESE EQUIVALENT

I. THE POPULAR CONSTRUCTION OF MARKETING TERM

The term that make up the language of marketing are quite available and its word building are also based on different ways but majority of Marketing terminologies are in single terms and compound terms. This study will provide you some of them using in the Marketing term.

I.1. Single terms

Most single terms in Marketing field can be broken down into one or more word parts such as: prefixes, root, suffixes,…etc. Also, the single term is mostly formed by the help of prefixes and suffixes, and that any given term may contain one or all of these parts.

I.1.1. Single terms are formed by the help of prefixes:

There are many types of Marketing prefixes, for limited time, I only focus on some popular Marketing prefixes:

- **Positive prefix:** "anti", denoting "against" and in Vietnamese this term means "chống"

English	Vietnamese version	Example
Anti Competitive	Chống cạnh tranh không lành mạnh	Anti-Competitive Pricing Strategies: Chiến lược giá cả chống cạnh tranh một cách không lành mạnh
Anti Dumping	Chống bán phá giá	Anti-Dumping Laws: Luật chống bán phá giá
Anti Monopoly	Chống độc quyền	Anti-Monopoly Regulation : Qui định chống độc quyền
Anti Trust	Kiểm soát độc quyền	Anti-Trust Legislation Pháp chế kiểm soát độc quyền

- **Nagative prefix:** "Non"; "un", meaning "not" and in Vietnamese they means "không", "vô" or "phi"

English	Vietnamese version	Example
Non Business	Phi kinh doanh	Non-Business Marketing Tiếp thị phi kinh doanh
Non Cumulative	Không dồn lại	Non-Cumulative Quantity Discount: Chiết khấu không dồn lại
Non Profit	Phi lợi nhuận	Non-Profit Marketing: Tiếp thị phi lợi nhuận
Non Durable	Không lâu bền	Non-Durable Goods Hàng tiêu dùng không lâu bền
Non Manipulative	Không hấp dẫn	Non-Manipulative Selling Techniques: Kỹ thuật bán hàng không hấp dẫn
Non Monetary	Phi tiền tệ	Non-Monetary Price Giá cả phi tiền tệ
Non Packaged	Không được đóng gói	Non-Packaged Goods Hàng không đóng gói
Non Price	Các yếu tố ngoài giá cả	Non-Price Competition Cạnh tranh phi giá cả
Non probability	Không xác suất	Non-probability Sample Mẫu không xác suất
Non Selling	Phi bán hàng	Non-Selling Activities Các hoạt động phi bán hàng
Non Store	Không qua cửa hàng	Non-Store Retailing Hình thức bán lẻ không qua cửa hàng

Undifferentiated	Không phân biệt	Undifferentiated Marketing Tiếp thị không phân biệt
Unplanned	Không theo kế hoạch	Unplanned Cannibalisation Thôn tính không theo kế hoạch
Unsegmented	Không phân khúc	Unsegmented Marketing Tiếp thị không phân khúc

I.1.2. Single terms are formed by the help of suffixes:

a. *Noun – forming suffixes:* "er"; "or"; "y"; "tion"

English	Vietnamese
Buyer	Người mua
Consumer	Người tiêu dùng
Customer	Khách hàng
Adopter	Nhóm (khách hàng)
Gatekeeper	Người kiểm soát thông tin
Purchaser	Người mua (trong hành vi mua)
Manufacturer	Nhà sản xuất
Retailer	Nhà bán lẻ
Wholesaler	Nhà bán sỉ
Initiator	Người khởi đầu
Innovator	Nhóm (khách hàng) đổi mới
Auction	Đấu giá

Distribution	Phân phối
Distribution	Phân phối
Location	Vị trí và không gian mua
Segmentation	(Chiến lược) phân khúc thị trường
Transaction	Giao dịch
Strategy	Chiến lược

I.2. Compound terms

Marketing terms are majority in compound terms which are formed by joining two or more words together. It is important to be able to recognize how such compounds are formed in order to understand what they mean. Below are the discussions how these Marketing compound nouns are formed:

a. Compound nouns:

Noun + Noun

English	Vietnamese
Brand competition	Cạnh tranh thương hiệu
Brand awareness	Nhận thức thương hiệu
Brand equity	Giá trị thương hiệu
Brand loyalty	Trung thành thương hiệu
Brand name	Tên thương hiệu
Cash discount	Giảm giá vì trả tiền mặt
Cash rebate	Phiếu giảm giá

Channel level	Cấp kênh
Communication channel	Kênh truyền thông
Service channel	Kênh dịch vụ
Channel management	Quản trị kênh phân phối
Demand elasticity	Co giãn cầu
Income elasticity	Co giãn (của cầu) theo thu nhập
Price elasticity	Co giãn (của cầu) theo giá
Distribution channel	Kênh phân phối
List price	Giá niêm yết
Mail questionnaire	Phương pháp điều tra bằng bảng câu hỏi gửi thư
Market coverage	Mức độ che phủ thị trường
Marketing channel	Kênh tiếp thị
Marketing concept	Quan điểm tiếp thị
Marketing information system	Hệ thống thông tin tiếp thị
Marketing intelligence	Tình báo tiếp thị
Problem recognition	Nhận diện vấn đề
Product Concept	Quan điểm trọng sản phẩm
Production concept	Quan điểm trọng sản xuất
Sales concept	Quan điểm trọng bán hàng
Public Relation	Quan hệ công chúng

Quantity discount	Giảm giá cho số lượng mua lớn
Relationship marketing	Tiếp thị dựa trên quan hệ
Sales information system	Hệ thống thông tin bán hàng
Sales promotion	Khuyến mãi
Brand acceptability	Chấp nhận thương hiệu
Brand mark	Dấu hiệu của thương hiệu
Brand preference	Ưa thích thương hiệu

Adjective + Noun

Breakeven analysis	Phân tích hoà vốn
Breakeven point	Điểm hoà vốn
Breakeven price	Giá bán hoà vốn
Demographic environment	Yếu tố (môi trường) nhân khẩu học
Direct marketing	Tiếp thị trực tiếp
Economic environment	Yếu tố (môi trường) kinh tế
Exclusive distribution	Phân phối độc quyền
Functional discount	Giảm giá chức năng
Horizontal conflict	Mâu thuẫn hang ngang
Geographical pricing	Định giá theo vị trí địa lý
Intensive distribution	Phân phối đại trà
Middle majority	Nhóm (khách hàng) số đông

Natural environment	Yếu tố (môi trường) tự nhiên
Physical distribution	Phân phối sản phẩm tới người tiêu dung
Primary data	Thông tin sơ cấp
Sealed bid auction	Đấu giá kín
Seasonal discount	Giảm giá theo mùa
Secondary data	Thông tin thứ cấp
Selective attention	Quan tâm có sàng lọc
Selective distortion	Chỉnh đốn
Selective distribution	Phân phối có sàng lọc
Selective retention	Khắc họa
Survival objective	Mục tiêu tồn tại
Technological environment	Yếu tố (môi trường) công nghệ
Vertical conflict	Mâu thuẫn hàng dọc

V + Noun

Pull Strategy	Chiến lược (tiếp thị) kéo
Push Strategy	Chiến lược (tiếp thị) đẩy
Purchase decision	Quyết định mua

II. COMMON MARKETING ABBREVIATIONS

Abbreviations are words or phrases that have been abbreviated. They are used in written and spoken communication in Marketing field to save time and space. Abbreviations sometimes represent the first letter of several words or the first letters of just one word. This study will provide you with some of the most common accepted abbreviations using in Marketing terms.

Abbreviation	Full form	Vietnamese
ANOVA	Analysis of Variance	Phân tích phương sai
ASC	Advertising Standards Council.	Uỷ ban Tiêu chuẩn Quảng cáo
APEC	Asia-Pacific Economic Co-operation	Hợp tác kinh tế Châu Á-Thái Bình Dương
ARS	Automatic Replenishment System.	Hệ thống cung ứng tự động
ATM	Automatic Teller Machine	Máy rút tiền tự động
BEA	Break-Even Analysis.	Phân tích hoà vốn
BEP	Break-Even Point.	Điểm hoà vốn
BIP	Business Intelligence Program	Chương trình quản trị kinh doanh thông minh
CBD	Central Business District.	Khu buôn bán trung tâm
CPA	Critical Path Analysis.	Phân tích đường găng
CPT	Cost-Per-Thousand	Chi phí của một nghìn lần quảng cáo
DPI	Disposable Personal Income.	Thu nhập khả dụng
ENP	Expected Net Profit.	Lợi nhuận ròng dự tính

EOQ	Economic Order Quantity.	Lượng đặt kinh tế
FIS	Free-in-Store.	Kho ngoại quan
FMCG	Fast Moving Consumer Goods.	Ngành hàng tiêu dung tiêu thụ nhanh
FOB	Free-on-Board.	Giá giao hàng tại cảng (người mua hàng phải chịu chi phí vận chuyển đầu cuối)
CIF	Cost, Insurance and Freight.	Giá giao hàng tại nơi nhận (người bán chịu trách nhiệm vận chuyển)
GNP	Gross National Product	Tổng sản phẩm quốc dân
JIT	Just-In-Time Inventory System.	Hệ thống quản lý kho hàng đúng lúc
MBO	Management by Objectives	Quản lý theo mục tiêu
MKIS	Marketing Information System.	Hệ thống thông tin Marketing
MRO Supplies	Maintenance, Repair and Operating supplies.	Dịch vụ bảo dưỡng, sửa chữa và duy trì hoạt động
MRSA	Market Research Society of Australia.	Hiệp hội nghiên cứu thị trường Úc
PDM	Physical Distribution Management	Quản lý phân phối hàng hoá
PLC	Product Life Cycle	Vòng đời của sản phẩm
PR	Public Relations	Quan hệ công chúng
R and D	Research and Development.	Nghiên cứu và phát triển

RDC	Regional Distribution Centre.	Trung tâm phân phối vùng
ROA	Return on Total Assets	Tỷ số lợi nhuận ròng trên tài sản
ROI	Return on Investment.	Lợi nhuận trên vốn đầu tư
RPM	Resale Price Maintenance.	Ấn định giá bán lại
SBU	Strategic Business Unit.	Đơn vị kinh doanh chiến lược
SKU	Stock-Keeping Unit.	Mã sản phẩm
TARPS	Target Audience Rating Points.	Số điểm đánh giá của khách hàng mục tiêu
TPC	Trade Practices Commission.	Uỷ ban thông lệ thương mại
UPC	Universal Product Code.	Mã sản phẩm chung
USP	Unique Selling Proposition.	Chương trình bán hàng đặc biệt

II. Popular Strategies and procedures applied in the translation of Marketing terms into Vietnamese

III.1. Shift or transposition translation

This is one of the most popular strategies applied in translation of the compound term. Transposition is a translation procedure involving a change in the grammar from SL to TL. One type, the change in the word order is named "Automatic translation", and offers translators no choice. Thus, the compound "Brand competition" is translated as "Cạnh tranh thương hiệu" in Vietnam equivalence. It is clear that the position between two nouns has changed when it is translated into Vietnamese. The other term "Service channel" is known as "Kênh dịch vụ" in Vietnamese. There is also change in the order of these words, in English the word "Service" stand before the

noun "Channel", however, when it is translated into Vietnamese, the word "Service" comes after the noun. Looking at these terms, it is realizable that automatic shift is applied in translating flexibly, and all words in these terms are naturally converted from English into Vietnamese without adding any expression. Thank for automatic shift strategy application, translators can feel more simple and unconfused when dealing with some redundant or additional words during the translation process of these terms. The following examples are also translated with the application of this strategy:

English	Vietnamese
Marketing intelligence	Tình báo tiếp thị
Marketing channel	Kênh tiếp thị
Public Relation	Quan hệ cộng đồng
Direct marketing	Tiếp thị trực tiếp
Exclusive distribution	Phân phối độc quyền
Functional discount	Giảm giá chức năng
Intensive distribution	Phân phối đại trà
Marketing concept	Quan điểm thiếp thị
Physical distribution	Phân phối vật chất
Survival objective	Mục tiêu tồn tại
Target market	Thị trường mục tiêu
Apter sales service	Dịch vụ hậu mãi
Adaptive selling	Chiến thuật bán hàng kiểu thích nghi

Acceptable price range	Hạn mức giá có thể chấp nhận được
List price	Giá niêm yết
Short-run Average Cost	Chi phí trung bình trong ngắn hạn

The other case of "shift translation" called "Rank-shift translation", also involves the change in the grammar from SL to TL, however, the TL add or omit word comparing with the SL. You can compare between the term "Product concept" in English and "Quan điểm trọng sản phẩm" in Vietnamese. We firmly recognized that all word in this term are also transferred from English to Vietnamese, thus the term "Product concept" must be translated as "Quan điểm sản phẩm" with no word meaning as "trọng" as above.

The other example:
Distribution channel………………….Kênh phân phối (transposition)
Noun   Verb

We can see that in SL, "Distribution channel" is composed by two nouns, but the noun "Distribution" becomes Verb when this term is translated into TL. Therefore, by the way of changing in the grammar of the word from SL to TL, translator can make his work become more sufficient and standard.

Taking another example to find out what I confirm. The term "Relationship Marketing", is translated as "Tiếp thị dựa trên mối quan hệ" In Vietnamese equivalence. Normally, the word "dựa trên" is known as "based on". In SL SL text it is formed by N + N (relationship + marketing) but in the TL text it is formed by N + A (Tiếp thị + dựa trên mối quan hệ). Hence, this strategy helps readers to find the prominent way of translation in case of Marketing terms.

English	Vietnamese
Loss-leader pricing	Định giá lỗ để kéo khách
Auction-type pricing	Định giá trên cơ sở đấu giá
Cash discount	Giảm giá vì trả tiền mặt
Markup pricing	Định giá cộng lời vào chi phí
Alternative Close	Kết thúc bằng lựa chọn
At-Home TV Shopping	Hình thức mua bán qua truyền hình
Modified rebuy	Mua lại có thay đổi
Quantity discount	Giảm giá cho số lượng mua lớn
Advertising Copy	Nội dung chứa trong một mẫu quảng Cáo

III.2. Translation by paraphrase using related word

This strategy tends to be used when the concept expressed by the source item is lexicalized in the target language but in a different form, and when the frequency with which a certain form is used in the source text is significantly higher than would be natural in TL. SL "Non-price competition", for instance, is known as "cạnh tranh phi giá cả" in TL, Taking consideration of the word "non-price", it can be seen that the prefix "non" indicate negative meaning, and it is known as "không" in Vietnamese. In contrast, this Marketing term is not translated as "cạnh tranh không giá cả". Hence the word "non-price" in English is lexicalized when it is transferred into Vietnamese. If this term is transferred word by word from English into Vietnamese, translation result may become more redundant. In order to avoid poorly in translation, related word are used in transference in case of this term.

Source language	Target language
Anti Competitive Pricing Strategies	Chiến lược giá cả chống cạnh tranh một cách không lành mạnh

This strategy can also be used when translating an English word or concept that exist in Vietnamese, or when the Vietnamese term for its include all the meaning conveyed by the English term for the same concept.

Source language	Target language
Ad Hoc Marketing Research	Nghiên cứu những tình huống đặc thù trong marketing
Attitude Tracking	Việc đo lường mức độ thoả mãn thông qua thực tế cảm nhận của khách hang
Adaptive Selling	Chiến thuật bán hàng kiểu thích nghi
Agribusiness	Marketing thức ăn và những sản phẩm có nguồn gốc thực vật
Captive-product pricing	Định giá sản phẩm bắt buộc
Laggard	Nhóm khách hàng lạc hậu
Acceptable price range	Hạn mức giá cả có thể chấp nhận được

III.3. Translation by paraphrase using unrelated word

If the concept expressed by the source item is not lexicalized at all in the TL, the paraphrase might be based on modifying a super ordinate or simply on unpacking the meaning of the source item, particularly if the item in the

question is semantically complex. For example, SL **"account"**, in general translation, means "an amount of money deposited with the bank", but in the Marketing field, this term is understood as "a regular customer who does a lot of business with a company, especially a company working in advertising, marketing or public relations and in Vietnamese TL, it is "**khách hàng quen"**. It is clear that this term is translated by using unrelated word based on unpacking the meaning of the source item.

Analyzing similar term might illustrate what I mention, the term **"Gatekeeper"**, in general, is often known as "The person keep the gate", or "người gác cổng" in Vietnamese equivalent. However, in Marketing translation, it means "person who can control the flow of information to members of the buying centre" and it is translated as **"người kiểm soát thông tin"**.

The following is the list of Marketing term which are translated into Vietnamese by this Strategy:

English	Vietnamese
List price	Giá niêm yết
Account	Khách hàng quen
Gatekeeper	Người kiểm soát thông tin
Air-time	Khoảng thời gian dành quảng cáo trên phương tiện truyền thông
All-We-Can-Afford Method	Một phương pháp định ngân sách cho hoạt động marketing dựa vào khả năng chính của công ty.
Going- rate pricing	Định giá theo giá thị trường

Maintenance Repair Operating	Sản phẩm công nghiệp thuộc nhóm cung ứng
5Ms: Mission, Money, Message, Media, Measurement	5 quyết định trong việc phát triển và quản lý các chương trình quảng cáo: mục tiêu, kinh phí, thông điệp, phương tiện, đánh giá
New task	Mua mới

III.4 Translation by using loan word loan word plus explanation

This strategy is particularly common in dealing with culture-specific items, modern concept and buzzwords. Using loan word is dramatically strong method applied for the word which have foreign origin or have no equivalence in TL. Taking following example:

English	Vietnamese
MPR: Marketing Public Relation	Quan hệ cộng đồng tiếp thị
MRO Maintenance Repair Operating	Sản phẩm công nghiệp thuộc nhóm cung ứng
AIO statement (Attitude, Interest, Opinion)	Công thức AIO (Biểu lộ thái độ, sự quan tâm, ý kiến về sản phẩm)
PEST analysis: political, economic, social, technological	Phân tích PEST: chính trị, kinh tế, xã hội, công nghệ
OEM Original Equiment Manufacturer	Nhà sản xuất thiết bị gốc
SAC Short-run Average Cost	Chi phí trung bình trong ngắn hạn

5Ms: Mission, Money, Message, Media, Measurement	5 quyết định trong việc phát triển và quản lý các chương trình quảng cáo: mục tiêu, kinh phí, thông điệp, phương tiện, đánh giá
4Ps: produit, Prix, Place, Promotion	Công thức 4P: Cấu trúc sản phẩm, Định giá sản phẩm,Phân phối, khuyến mãi

It can be seen from this illustration that the term is represented by using the first letter of words, in English, it is known as "abbreviation" "MPR" is often used as a loan word in Vietnamese, not because it has no equivalent but because it is a term widely and popularly used in international transactions.

III.5 Literal translation

Source Language	Target Language
Marketing Access Barriers	Các rào cản thâm nhập thị trường
Action Plan	Kế hoạch hành động
Added Value	Giá trị cộng them
Vertical Marketing System	Hệ thống marketing theo chiều dọc
Advertising Agency	Công ty quảng cáo
Advertising Budget	Ngân sách quảng cáo
Advertising Media	Phương tiện quảng cáo
Advertising Message	Thông điệp quảng cáo
Advertising Objectives	Mục tiêu quảng cáo

Advertising Planning Process	Quy trình lập kế hoạch quảng cáo
Advertising specialty	Đặc phẩm quảng cáo
Horizontal conflict	Mâu thuẫn hang ngang
Net work	Mạng lưới
Personal interviewing	Phỏng vấn trực tiếp
Promotion	Chiêu thị
Want	Ước muốn

The terms above are added to new meanings to reflect new concept. Their rules based on the nearest connection about any aspects. These notions are used in Vietnam and Vietnamese provide new meaning for equivalent words with the same rule.

The word "barrier" with its common meaning, refers to anything built or serving to bar passage so Vietnamese equivalence is "hàng rào". And when it is used in Marketing field, like "Marketing Access Barriers", it is added new meaning as factors such as tariffs and legal restrictions which reduce the size of a market by preventing potential customers from purchasing a particular product so Vietnamese equivalence is "Các rào cản thâm nhập thị trường"

III.6.Translation by addition

Addition is the translation in which additional information is supplied in a TL in order to help the reader understand it exactly. For example the term "**Mail questionnaire**" can be translated into **"Bảng câu hỏi gửi thư",** but if it is translated as **"Phương pháp điều tra băng câu hỏi gửi thư"** it will be more clearly, and the reader will be able to understand it more deeply when meeting it in Marketing document.

The following is the collection of Marketing terms which are translated by this strategy:

English	Vietnamese
Demographic environment	Yếu tố môi trường nhân khẩu học
Early adopter	Nhóm khách hàng thích nghi nhanh
Economic environment	Yếu tố môi trường kinh tế
Mail questionnaire	Phương pháp điều tra bằng bảng câu hỏi gửi thư
Location pricing	Định giá theo vị trí và không gian mua
Natural environment	Yếu tố môi trường tự nhiên
Political legal environment	Yếu tố môi trường chính trị pháp lý
Push Strategy	Chiến lược tiếp thị đẩy
Quantity discount	Giảm giá cho số lượng mua lớn
Segmentation	Chiến lược phân khúc thị trường
Grade	Cấp độ chất lượng sản phẩm

CHAPTER THREE: MAIN FINDINGS

Through the chapter two – An investigation on Marketing term and their equivalent studying on the popular construction of Marketing term and specially the popular strategies applied in translating Marketing term, we find that different translation procedures are employed to translate technical terms in Marketing field, such as: Shift or transposition translation, translation by paraphrase using related word, translation by paraphrase using unrelated word, translation by using loan word loan word plus explanation, literal translation and translation by addition.

Among them, we should pay attention in translation by using loan word or loan word plus explanation because during translating Marketing document from English into Vietnamese we often meet the words which have foreign origin or have no equivalent in TL or are popularly used in international transactions. In this case when translating we often use them as a loan word in Vietnamese.

For example:

- SWOT analysis is the most important step in process of analyzing your competitors.

- Phân tích SWOT là bước quan trọng nhất trong quá trình phân tích các đối thủ cạnh tranh của bạn

Source Language	Target Language
SWOT analysis: strength, weakness, opportunities, threats	Phân tích điểm mạnh, điểm yếu, các cơ hội và các mối đe dọa của đối thủ cạnh tranh

PART III: CONCLUSION

This chapter provides a conclusion for this thesis. Firstly, the strengths and weaknesses of the thesis are discussed. Secondly, suggestions for further research and a final comment are made.

1. Strength and weakness of the thesis

Though there are many books on translation so far, few of them discuss English-Vietnamese translation and particularly. This thesis, however discuss in detail the issues with relevant examples. It is organized in a way that helps readers find it easy to get general ideas about it.

Nevertheless, there are some limitations in this study that may affect the final results. First, due to the limited time of research, this thesis just study on the basic Marketing terms which are often met in Marketing document, and on some popular strategies applied in translating Marketing terms, and the terms in the study are not all analysised in particular context or at more deep level. Hence, the analysis can hardly provide a comprehensive approach to the issue. Second, due to the research's limited knowledge in the realm of linguistics and translation studies, mistakes in the course of analysis are unavoidable. Finally, a part of terms selected for analysis are somewhat not updated, which might affect comprehensiveness of the study in terms of translation quality.

2. Suggestion for the further research and final comments

In the time to come, Vietnam will further integrate into the world economy and culture. Marketing therefore becomes increasingly important; and interpretation concerning Marketing field is more interesting. This progress requires translations of high quality. Thus, more studies should be carried out so that translating Marketing document become easier. These studies should touch up on translation from different perspectives, especially the impacts of the translations on their readers because it is the readers that are the final and most important assessors of translations.

In conclusion, I would like to contribute to the study of English-Vietnamese translations in universities and on the media this thesis. In my opinion, it can be considered a companion of all people who are seeking to improve their English-Vietnamese transition skills as well as the quality of their translations. Hopefully, readers of this thesis can find it useful in their future work and study or at least see it as a reference worth looking at.

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