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**A STUDY ON COMMON METHODS TO TRANSLATE
MARKETING TERMS FROM ENGLISH TO VIETNAMESE**

GRADUATION PAPER

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HAI PHONG – 2018

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NHIỆM VỤ ĐỀ TÀI TỐT NGHIỆP

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Tên đề tài: A study on common methods to translate Marketing terms from English to Vietnamese

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 các bản vẽ).

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

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3. Địa điểm thực tập tốt nghiệp.

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Nội dung hướng dẫn: A study on common methods to translate Marketing terms from English to Vietnamese

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GS.TS.NGŨT *Trần Hữu Nghị*

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM
Độc lập - Tự do - Hạnh phúc

PHIẾU NHẬN XÉT CỦA GIÁNG VIÊN HƯỚNG DẪN TỐT NGHIỆP

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Họ và tên sinh viên: Chuyên ngành:

Đề tài tốt nghiệp:

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Hải Phòng, ngày ... tháng ... năm

Giảng viên hướng dẫn

(Ký và ghi rõ họ tên)

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM
Độc lập - Tự do - Hạnh phúc

PHIẾU NHẬN XÉT CỦA GIÁO VIÊN CHĂM PHẢN BIỆN

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Đơn vị công tác:

Họ và tên sinh viên: Chuyên ngành:

Đề tài tốt nghiệp:

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1. Phần nhận xét của giáo viên chăm phản biện

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2. Những mặt còn hạn chế

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3. Ý kiến của giảng viên chăm phản biện

Được bảo vệ Không được bảo vệ Điểm phản biện

Hải Phòng, ngày ... tháng ... năm

Giảng viên chăm phản biện

(Ký và ghi rõ họ tên)

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TABLE OF CONTENTS

ACKNOWLEDGEMENT

PART I: INTRODUCTION.....	1
I.1. Rationale of the study.....	1
I.2. Aims of the study.....	2
I.3. Scope of the study.....	2
I.4. Method of the study.....	2
I.5. Design of the study.....	3
PART II: DEVELOPMENT.....	4
CHAPTER 1: THEORETICAL BACKGROUND.....	4
I. TRANSLATION THEORY.....	4
I.1. Definitions.....	4
I.2. Types.....	5
I.3. Translation equivalence.....	7
I.3.1. Definitions.....	8
I.3.2. Types	8
II. ESP IN TRANSLATION.....	10
II.1. Definitions.....	10
II.2. Types.....	11
III. TERMS.....	12
III.1. Definitions.....	12
III.2. Terms in Marketing field.....	13

III.2.1. An overview of Marketing.....	13
III.2.2. Language in Marketing field.....	14
 CHAPTER 2: AN INVESTIGATION INTO ENGLISH- VIETNAMESE TRANSLATION OF MARKETING TERMS AND THEIR VIETNAMESE EQUIVALENCE	
I. TERMS.....	15
I.1. Single terms.....	15
I.1.1. General terms.....	15
I.1.2. Terms with suffixes.....	16
I.1.3. Terms with prefixes.....	18
I.2. Compound terms	19
I.2.1. Terms consisting of noun + noun.....	19
I.2.2. Terms consisting of adjective + noun	22
I.3. Common Marketing abbreviation	26
 II. COMMON METHODS APPLIED IN THE TRANSLATION OF MARKETING TERMS FROM ENGLISH INTO VIETNAMESE	
II.1. Shift or transposition translation	30
II.2. Translation by paraphrase using related words	33
II.3. Translation by paraphrase using unrelated words.....	33
II.4. Translation of abbreviation by using loan words plus explanation.	34
II.5. Literal translation	35
 III. DIFFICULTIES IN TRANSLATING MARKETING TERMS AND SUGGESTED SOLUTIONS	

III.1. Difficulties in Marketing terms translation.....	36
III.2. Suggested solutions.....	37
CHAPTER 3: MAIN FINDINGS.....	38
PART III: CONCLUSION.....	39
I. Strengths and weaknesses of the study.....	39
II. Suggestion for further research.....	39
REFERENCES.....	40
APPENDIX.....	42

PART I: INTRODUCTION

I.1. Rationale of the study

Nowadays economic cooperation among different countries in the world is increasing. In Vietnam, thanks to the open-door policy and the renovation process, we have witnessed great changes and progresses in various fields such as economy, politics, science and technology. We have established economic relations with a lot of countries in the world. Successful economic cooperation requires many factors, of which the heart of business success lies in its marketing. Most aspects of business depend on successful marketing. For a business to succeed, the product or service it provides must be known to potential buyers. Unless business is known in the community and have communication with customers readily available, we have to use marketing strategies to create product or service awareness. Without marketing, our potential customers may never be aware of business offerings and our business may not be given the opportunity to progress and succeed. Using marketing to promote product, service and company provides business with a chance of being discovered by prospective customers. So, what you need to do is always to collect unique news, ideas or optimized methods for business. To get access to the information above, the foreign information will be the best option, because they always follow the trend and know how to introduce new things. But language barriers will make learning more difficult, especially Marketing terms. I hope that this research helps Vietnamese learners to overcome trouble in translating Marketing terms.

I.2. Aims of the study

This graduation is studied to help learners widen their knowledge of Marketing terms and could have general understanding about translating these terms from English into Vietnamese. My study focuses on:

1. Introducing theoretical background of translation.
2. Giving clear and detailed methods of translating Marketing terms so as to find out the effective ways in translation.

I.3. Scope of the study

Marketing terms lie in a system of English for specific purposes (ESP) of English for Business and economics. To translate and study these terms, it requires the learners to invest a great volume of time. However, due to the limitation of time and knowledge of Marketing, I do not afford to find out this them completely. I only focus on studying on translating of Marketing terms by referring terms related to Marketing, its concepts and its equivalence meaning in Vietnamese. I hope that this study partly provides readers with overall comprehension about translating terms related to Marketing and helps Vietnamese learners to translate it effectively.

I.4. Method of the study

In order to fulfill the study, the following methods are fully employed. All of the English-Vietnamese terms used in this study are collected from Marketing terms dictionaries, internet, and Marketing books which give illustrations to help readers have better understanding about Marketing field. Besides, discussion with my supervisor and friends works effectively helping me complete this study. 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. I hope that this study helps learners deal with the problem of translating Marketing terms.

I.5. Design of the study

The study is divided into three parts of which the second part is the most important.

- **Part I** is INTRODUCTION in which rationale, aim of the study, method of the study and design of the study are presented.
- **Part II** is DEVELOPMENT that includes three chapters:
 - ✓ *Chapter 1* is an overview of theoretical background which includes the definition, methods, procedures of translation in general and ESP translation, and definition of term.
 - ✓ *Chapter 2* is an investigation into English-Vietnamese translation of Marketing terms and their Vietnamese equivalents including popular construction of Marketing term , popular methods applied in the translation of Marketing terms, and difficulties in translating marketing terms and suggested solutions
 - ✓ *Chapter 3* is about main findings
- **Part III** is CONCLUSION that indicates strengths and weaknesses of the study as well as some suggestions for further research.

PART II: DEVELOPMENT

CHAPTER 1: THEORETICAL BACKGROUND

I. Translation theory

I.1. Definitions of translation

The significance of translation in our daily life is extensively multidimensional. Not only does translation pave the way forward for global interaction, but allows nations to forge interactive relationships when it comes to making advancements in technology, politics, etc. Awareness of translation importance, many writers has written about the definitions of translation. The following shows typical concepts that are theoretical background.

“Translation is the expression in another language (target language) of what has been expressed in one language (source language), preserving semantic and stylistic equivalencies” (Bell R T,1991)

“Translation is an operation performed on languages: a process of substituting a text in one language for a text in another” (Catford, J 1965)

“Translation is to be understood as the process whereby a message expressed in a specific source language is linguistically transformed in order to be understood by readers of the target language ” (Houbert,1998)

“Translation is basically a change of form (change from one state or form to another, to turn into one’s own or another language)” (Merriam-Webster dictionary, 1974)

“It is rendering the meaning of the text into another language in the way that author intended the text” (P.New Mark, 1981)

Definitions of translation are numerous, and a great numbers of books and articles have been written about this subject. It is said that all above definitions also show that translation consists of transferring the meaning of the source language into the receptor language.

1.2. Types of translation

The world of translation is a vast and varied one. There are different translation techniques, diverse theories about translation and eight different translation services types: word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation and communicative translation (P.Newmark, 1981)

1. Word for word translation

The method of translation in which the SL (Source language) 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.

e.g: There is a book on the table.

In Vietnamese: Có một cuốn sách ở trên bàn.

2. Literal translation

This is a broader form of translation, each SL word has a corresponding TL (target language) 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 pretranslation process, it indicates problems to be solved.

e.g: This programe is sponsored by Walls.

In Vietnamese: Chương trình này do hãng Walls tài trợ

3. Faithfull translation

It attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures. It transfers cultural words and preserves the degree of grammaatical and lexical deviation from SL norms. It attempts to be completely faithful to the intentions and the text realisation of the SL writer.

e.g: We could see the Mekong river winding its way through the plains below

In Vietnamese: Chúng tôi có thể nhìn thấy con sông Mê Kông uốn khúc qua những cánh đồng bên dưới

4. Semantic translation

Semantic translation 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 finished version. It does not rely on cultural equivalence make very small concessions to the readership .While “faithful” translation is dogmatic, semantic translation is more flexible.

e.g: Love me, love my dog

In Vietnamese: Yêu nhau yêu cả đường đi

5. Communicative translation

It attempts to render the exact contextual meaning of the original in such a way that both language and content are readily acceptable and comprehensible to readership.

e.g: Safety. In the United State , the Food and Drug Administration (FDA) applies controls before authorizing the launch of a new drug on the American market.

In Vietnamese: Sự an toàn. Ở Mỹ, Cục Quản Lý Dược và Thực Phẩm áp dụng sự kiểm soát nghiêm ngặt trước sự cho phép đưa ra thị trường Mỹ một sản phẩm mới.

6. Adaptation translation

This is the freest form of translation mainly used for plays and poetry: themes/ characters/plots preserved, SL culture converted to TL culture and text is rewritten.

e.g: Sometimes I am happy

Sometimes I am sad

I can feel my heart

Telling me I feel bad

(Melody Angel 27 September 2004 “ the grand piano”)

In Vietnamese: Có những lúc trong tôi là hạnh phúc

Có những lúc sầu muộn lại đong đầy

Trái tim tôi tâm sự với tôi đây

Tôi thấy xấu, buồn đau và khổ ải!

7. Free translation

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

e.g: That guy is as poor as a church mouse.

In Vietnamese (“Anh ta nghèo như con chuột ở nhà thờ” => hình ảnh con chuột ở nhà thờ thì xa lạ với bối cảnh văn hóa của người Việt Nam)

Should translate: Anh ta nghèo rớt mùng tơi.

8. 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.

e.g: a small lake sinks the great ship

In Vietnamese: Có chí thì nên

1.3. Translation equivalence

1.3.1. Definitions of equivalence in translation

Equivalence means “equal value” of the SL and TL text (sense and content related identity)

The equivalence perception of readers, translators, researchers

The concept of equivalence is viewed differently by the

- 1) reader/listener → assume equivalence (instinctive view)
 - 2) translator → creates equivalence (more or less conscious view,
 - 3) researcher → investigates equivalence (complex, differing views)
- (Albert 1988)

Besides, Vinay and Darbelnet (1995) view equivalence-oriented translation as a procedure which 'replicates the same situation as in the original, whilst using completely different wording'. They also suggest that, if this procedure is applied during the translation process, it can maintain the stylistic impact of the SL text in the TL text. According to them, equivalence is therefore the ideal method when the translator has to deal with proverbs, idioms, clichés, nominal or adjectival phrases and the onomatopoeia of animal sounds.

1.3.2. Types of equivalence in translation

1. Functional –based approach

Nida's (1964) view on equivalence

It is not the identity of situationally relevant features that is the main criterion for equivalence, but rather the identity of the receiver's reaction. There are 2 main types of equivalence: "formal equivalence" and "dynamic equivalence"

Formal equivalence

If the translator attributes priority to the SL text, and tries to render the SL text as faithfully as possible, not only in its content but also in its form including 1) grammatical units, 2) consistency in word usage, 3) meanings in terms of the source context to faithfully give back the grammatical units:

- 1) verbs are translated into verbs, and nouns into nouns,
- 2) the boundaries of the sentences remain unchanged,
- 3) punctuation, paragraphing, etc. also stay the same.

Dynamic equivalence

It is "the closest natural equivalent" of the SL text and to produce a "natural" translation, the translator has to bear in mind 3 important factors:

1. The receptor L and culture as a whole, ⇒ adaptation on the level of

1.1 grammar: simple task, dictated by the structure of the L

1.2 lexicon: demanding task, may happen on 3 levels:

a) terms for which there are readily available parallels (e.g. river, tree, stone, knife, etc.)

b) terms which identify culturally different objects but with somewhat similar functions (e.g. book)

- c) terms which identify cultural specialities (e.g. synagogue, homer, cherubim).
- 2. The context of the particular message (intonation, rhythm of sentences, style)
- 3. The receptor-L audience (translation should produce the same effect in the receptor L readers as the original piece did in the SL audience)

2. Meaning –based approach

Koller (1979) considers five types of equivalences:

- 1) Denotative equivalence: the source language and target language words have the same denotations.
- 2) Connotative equivalence: also referred to as stylistic equivalence, provides additional values besides denotative and is related to the lexical choices between near synonyms.
- 3) Text –normative equivalence: the source language and target language words are used in the same or similar context in their respective languages.
- 4) Pragmatic equivalence: also called communicative equivalence, is readership-orientated . It is the equivalence in which the source language and target language words have the same effect on the readers.
- 5) Formal equivalence: produces an analogy of form in the translation by either exploiting formal possibilities of target language or creating new forms in target language

3. Form-based approach

Baker (1992) introduced four types of equivalence:

- 1) Equivalence at word level: Baker defines the term “word” and states that one word can have different meanings in different languages, and she also relates meaning of words with morpheme. Baker introduces problems at word level and above level before suggesting some strategies to deal with them.
- 2) Grammatical equivalence: Grammatical rules can vary across the language, and this may cause some trouble in finding a direct correspondence in the TL.
- 3) Textual equivalence refers to the equivalence between a SL text and a TL text regarding to information and cohesion. Whether the cohesive relations between TL and SL should be maintained is up to three main factors: the target audience, the purpose of the translation and the text type.

- 4) Pragmatic equivalence refers to implication of the TL text. The duty of a translator is to recognize the implied meaning of SL text, and then reproduce in such a way that readers of the TL can understand clearly without any misunderstandings.

Although equivalence translation is defined with different points, it is the same effective equivalence between SL and TL.

II. ESP in translation

II.1. Definition of ESP

English for specific purposes (ESP) is a subset of English as a second or foreign language. It usually refers to teaching the English language to university students or people already in employment, with reference to the particular vocabulary and skills they need. As with any language taught for specific purposes, a given course of ESP will focus on one occupation or profession, such as Technical English, Scientific English, English for medical professionals, English for waiters, English for tourism, etc.

(Wikipedia)

According to Strevens (1988: 1-2), a definition of ESP needs to distinguish between four absolute and two variable characteristics:

Absolute characteristics of ESP :

ESP consists of English language teaching which is:

1. Designed to meet specific needs of the learners.
2. Related in content (i.e., in its themes and topics) to particular disciplines, occupations and activities.
3. Centered on the language appropriate to those activities, in syntax, lexis, discourse, semantics, etc.

In Strevens' (1988) view, ESP may be, but is not necessarily:

1. Restricted as to the language skills to be learnt (e.g.: reading only, speech recognition only, etc.).
2. Taught according to any pre-ordained methodology (i.e., ESP is not restricted to any particular methodology – although communicative methodology is very often felt to be the most appropriate).

To clarify the meaning of ESP, Dudley-Evans (1988:4) gave an extended definition in terms of “absolute” and “variable” characteristics.

According to Dudley-Evans & St John(1998)

1. ESP may be related to or designed for specific disciplines
2. ESP may use, in specific teaching situations, a different methodology from that of general English
3. ESP is likely to be designed for adult learners, either at a tertiary level institution or in a professional work situation. It could, however, be for learners at secondary school level
4. ESP is generally designed for intermediate or advanced students
5. Most ESP courses assume some basic knowledge of the language system, but it can be used with beginners.

II.2. Types of ESP

There are many types of ESP. 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)
- 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'.

Besides, David Carter (1983) identifies three types of ESP:

1. English as a restricted language : Only used for specific contents, knowing this type of English may not help to communicate effectively outside the specific context
2. English for Academic and Occupational purposes
 - 2.1 Academic purposes (EAP) e.g: English for medical studies
 - 2.2 English for occupational purposes (EOP) e.g: English for Technicians

3. English with specific topics: Uniquely concerned with anticipated future English needs e.g: Scientists requiring English for postgraduate studies or attending conferences

During the research process of definition and types of ESP, it shows that Marketing terms belong to EBE (English for Business and Economics)

III.TERMS

III.1. Definitions of terms

Terminology is the study of terms and their use. Terms are words and compound words or multi-word expressions that in specific contexts are given specific meanings, these may deviate from the meanings the same words have in other contexts and in everyday language. A term is, "a word or expression that has a precise meaning in some uses or is peculiar to a science, art, profession, or subject." Terminology is a discipline that studies, among other things, the development of such terms and their interrelationships within a specialized domain. Terminology differs from lexicography, as it involves the study of concepts, conceptual systems and their labels (terms), whereas lexicography studies words and their meanings.(wikipedia)

Besides, linguists have proposed up to various definitions of terminology.

Terminology is the study of and the field of activity concerned with the collection, description, processing and presentations of terms, i.e. lexical items belonging to specialized areas of usage of one or more languages. (Gibbon, 1998).

In "Russian encyclopedia"(1976:473-474) " Terminology is a word or combination of words that denotes the concept precisely and its relationship with other concept in a specific area. Terminology is a specialized and restricted expression on things, phenomena, characteristic and the relationship in a specific profession".

Quite a few senior Vietnamese linguists have also proposed other definition of terminology as follows. "Terminology is a part of special words of language. It consists of certain words and phrases that are the exact names of a variety of concepts and objects, which belongs to the professional field" (Nguyen Thien Giap 1986: 223)

III.2. Terms in Marketing field

III.2.1. An overview of Marketing

Marketing refers to the activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people. People who work in marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure.

The management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing. They are Product, Place, Price and Promotion

Product refers to an item or items a business intends to sell. When examining a product, questions should be asked such as, what product is being sold? What differentiates the product from its competitors? Can the product be marketed with a secondary product? And are there substitute products in the market?

Price refers to how much the product is likely to cost. When establishing price, considerations need to be given to cost the unit cost price, marketing costs and distribution expenses.

Place refers to distribution of the product. Key considerations include whether the product is going to be sold through a physical store front, online or made available through both distribution channels.

Finally, promotion refers to the integrated marketing communications campaign. Promotional activities may include advertising, personal selling, sales promotions, public relations, direct marketing, sponsorship and guerrilla marketing. Promotions are likely to vary being dependent on what stage of product life cycle the product is currently in. Marketers must be aware that consumers associate a product's price and distribution with its quality, and would be prudent to take this into account when devising the overall marketing strategy.

For example, new Apple products are developed to include improved applications and systems, are set at different prices depending on how much capability the customer desires, and are sold in places where other Apple products are sold. In order to promote the device, the company featured its debut

at events and is highly advertised on television.

Marketing is based on thinking about the business in terms of customers needs and their satisfaction. Marketing differs from selling because “Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. It is not concerned with the values that the exchange is all about. And it does not, as marketing invariable does, view the entire business process as consisting of a tightly intergrated effort to discover, create, arouse and satisfy customer needs”. In other words, marketing has less to do with getting customers to pay for your products as it does developing a demand for that product and fulfilling the customer’s needs.

III.2.2. Language in Marketing field

Language has a powerful influence over people and their behaviour. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important.

A marketing term is a term invented to promote the sales of a product. It is often an invented word (Wikipedia). Some terminologies used in Marketing field might be similar with other fields like science, information technology,... Many terminologies can be used with the same meaning with other fields. However, there are some special technical terminologies that only make sense in the context of Marketing sector. Therefore, to translate these idiomatically, we should be aware of the language base and the knowledge about trade (commerce), business, economics and other relevant aspects.

CHAPTER 2: AN INVESTIGATION INTO ENGLISH-VIETNAMESE TRANSLATION OF MARKETING TERMS AND THEIR VIETNAMESE EQUIVALENCE

The terms that make up the language of marketing are quite available and their words building are also based on different ways but majority of marketing terminologies are in single terms and compound terms. This study will provide readers some of the most common Marketing terms.

I. TERMS

I.1. Single terms

Single terminologies are those that consist of just one word which can be found in a text.

I.1.1. General terms

The Four Ps: Will anyone buy what you're selling?

Marketing experts say that there are four factors that influence purchasing decisions. These four factors are known as the marketing mix or the four Ps:

- **Product:** What are you going to sell?
- **Price:** How much can you charge for your product?
- **Place:** Where will people buy your product?
- **Promotion:** How will people find out about your product?

5 Marketing concepts: production concept, product concept, selling concept, Marketing concept, social marketing concept

The Production Concept: It holds that consumers will prefer products that are widely available and inexpensive. Managers focusing on this concept concentrate on achieving high production efficiency, low costs, and mass distribution

The Product Concept: This orientation holds that consumers will favor those products that offer the most quality, performance, or innovative features. Managers focusing on this concept concentrate on making superior products and improving them over time

The selling concept: If customers are left to themselves, they will not make the effort to buy a company's products. Therefore, it dictates, companies must be aggressive in pushing their sales.

The marketing concept: a firm's goals can be best achieved through identification and satisfaction of the customers' stated and unstated needs and wants.

The societal marketing concept: emphasizes social responsibility and aims to provide value to customers while sustaining and even benefiting both their and society's well-being. Using the societal concept of marketing often helps a business ethically improve their image with customers, shareholders and the general public

1.1.2. Terms with suffixes

Noun-forming by a root plus suffix "er/or". In Vietnamese these suffixes refer to "người"

English	Explanation	Vietnamese
Buyer	A customer is someone who buys goods or services, especially from a shop	Người mua
Consumer	A consumer is a person who buys things or uses services	Người tiêu dùng
Customer	A customer is someone who buys goods or services, especially from a shop	Khách hàng
Influencer	An individual who has the power to affect purchase decisions of others	Người ảnh hưởng
Manufacturer	A manufacturer is a business or company which makes goods in large quantities to sell	Nhà sản xuất

User	A user is a person or thing that uses something such as a place, facility, product, or machine	Người dùng
Retailer	A retailer is a person or business that sells goods to the public	Người bán lẻ
Decider	The person who actually makes the decision in the organisational buying process; the decider is often difficult to identify because he or she may not necessarily be the one who has have the formal authority to buy	Người quyết định (trong hành vi mua)
Wholesaler	A wholesaler is a person whose business is buying large quantities of goods and selling them in smaller amounts, for example to shops	Người bán buôn
Initiator	The initiator of a plan or process is the person who was responsible for thinking of it or starting it	Người khởi đầu
Innovator	An innovator is someone who introduces changes and new ideas	Nhóm (khách hàng) đổi mới
Early adopter	Early adopter refers to an individual or business who uses a new product or technology before others	Nhóm (khách hàng) thích nghi nhanh
Gatekeeper	member of a decision-making unit or social group who acts to prevent or discourage a purchase by controlling the flow of information and/or access to people in the buying center	Người gác cửa (trong hành vi mua)

Noun-forming by a root plus suffix “tion”

English	Explanation	Vietnamese
Location	A location is the place where something happens or is situated.	Địa điểm
Transaction	A transaction is a piece of business, for example an act of buying or selling something	Sự giao dịch
Segmentation	Segmentation is the dividing of something into parts which are loosely connected	(chiến lược) phân thị trường
Observation	Observation is the action or process of carefully watching someone or something	Quan sát

1.1.3. Terms with prefixes “non” plus a root

English	Vietnamese
Non Price (non price competition)	Các yếu tố ngoài giá cả (cạnh tranh phi giá cả)
Non profit (non-profit organization)	Phi lợi nhuận (tổ chức phi lợi nhuận)
Non business (non-business expenditure)	Phi kinh doanh (chi tiêu phi doanh nghiệp)
Non monetary (non-monetary investment)	Phi tiền tệ (đầu tư phi tiền tệ)
Non packaged (non-packaged goods)	Không được đóng gói (hàng không đóng gói)
Anti competitive (anticompetitive practice)	Chống cạnh tranh (thủ đoạn chống cạnh tranh)
Anti dumping (anti-dumping laws)	Chống phá giá (luật chống phá giá)
Anti monopoly (anti-monopoly policy)	Chống độc quyền (chính sách chống độc quyền)

I.2. Compound terms

A compound term is a combination of two or more words that function as a single unit of meaning: compound noun, compound adjective, compound verb. The below examples are compound terminologies which are commonly used in marketing field

I.2.1. Terminologies consisting of NOUN+ NOUN

English	Explanation	Vietnamese
Brand acceptability	the extent to which consumers recognize and welcome a brand	Chấp nhận thương hiệu
Brand royalty	the tendency of consumers to continue buying a particular brand instead of trying a different one	Trung thành thương hiệu
Brand equity	It describes a brand's value. That value is determined by consumer perception of and experiences with the brand	Giá trị thương hiệu
Brand marks	Brand marks are visual images, elements or symbols used to identify a brand and contribute to building and maintaining its image. Examples of marks include a company's logo, coloring, design or picture.	Dấu hiệu của thương hiệu
Brand name	The brand name of a product is the name the manufacturer gives it and under which it is sold	Tên thương hiệu /nhãn hiệu
Channel management	a process where the company develops various marketing techniques as well as sales strategies to reach the widest possible customer base	Quản lí kênh phân phối

Communication channel	A communication channel or simply channel refers either to a physical transmission medium such as a wire, or to a logical connection over a multiplexed medium such as a radio channel in telecommunications and computer networking.	Kênh truyền thông
Distribution channel	A distribution channel is a chain of businesses or intermediaries through which a good or service passes until it reaches the end consumer. It can include wholesalers, retailers, distributors and even the internet itself	Kênh phân phối
Price discrimination	Price discrimination is a pricing strategy that charges customers different prices for the same product or service	Định giá phân biệt
Location pricing	The same product is priced differently at different locations even though the cost of offering at each location is the same	Định giá theo vị trí và không gian mua
Information search	The process by which a buyer seeks to identify the most appropriate supplier(s) once a need has been recognized. The information search process may vary based upon variables such as organizational size and buying situation	Tìm kiếm thông tin
List price	the regular price of a product before any discount is given or allowances made	Giá niêm yết
Marketing channel	Marketing channels are the ways that goods and services are made available for use by the consumers	Kênh tiếp thị
Marketing concept	A philosophy, focus, orientation or concept which emphasises the proper identification of marketing opportunities as the basis for marketing planning and corporate growth	Quan điểm tiếp thị

Marketing decision support system	Any computerised system of changing raw data (sales, stock levels, etc) into information that can be used by management in decision making	Hệ thống hỗ trợ ra quyết định
Marketing information system	A marketing information system (MkIS) is a set of procedures, frameworks and technology for the continuous gathering of information that might affect the promotion and selling of a product or service	Hệ thống thông tin tiếp thị
Marketing intelligence	Information gathered from sources external to the firm for use in decision-making	Tình báo tiếp thị
Demand elasticity	A measure of the degree to which any change in the price of a product will affect the demand for it	Co giãn cầu
Income elasticity	The income elasticity of demand measures the relationship between a change in the quantity demanded for a particular good and a change in real income	Co giãn (của cầu) theo thu nhập
Price elasticity	Price elasticity of demand is a measure of the change in the quantity demanded or purchased of a product in relation to its price change	Co giãn (của cầu theo giá)
Mail questionnaire	A form of questionnaire which is mailed to targeted individuals, which has a collection of questions on a particular topic asked to them as a part of interview or survey which is used for conducting research on that topic.	Phương pháp điều tra bằng bảng câu hỏi gửi thư
Market coverage	The ratio of total prospects in an area to the number of prospects who can be effectively targeted or approached	Mức độ che phủ thị trường

I.2.2. Terms consisting of ADJECTIVE+NOUN:

These compounds consist of an Adjective and a noun of which Adjective takes functions as Classifier and the Noun (thing)

English	Explanation	Vietnamese
Demographic environment	The demographic factors like gender or ethnicity of the market are useful to segment the target population for impactful marketing	Yếu tố (môi trường) nhân khẩu
Direct marketing	Direct marketing is a form of advertising in which companies provide physical marketing materials to consumers to communicate information about a product or service. Direct marketing does not involve advertisements placed on the internet, on television or over the radio. Types of direct marketing materials include catalogs, mailers and fliers	Tiếp thị trực tiếp
Early adopter	early customers of a given company, product, or technology	Nhóm (khách hàng) thích nghi nhanh
Economic environment	economic environment refers to all the external economic factors that influence buying habits of consumers and businesses and therefore affect the performance of a company	Yếu tố (môi trường) kinh tế
Exclusive distribution	Situation where suppliers and distributors enter into an exclusive agreement that only allows the named distributor to sell a specific product.	Phân phối độc quyền

	For example, Apple had an exclusive distribution deal with AT&T to provide the iPhone to consumers.	
Functional discount	a price allowance given to a firm performing some part of the marketing function for other members of the channel of distribution; also called Trade Discount	Giảm giá chức năng
Geographical pricing	Geographical pricing is adjusting an item's sale price based on the buyer's location	Định giá theo vị trí địa lý
Hozirontal conflict	A horizontal conflict refers to a disagreement among two or more channel members at the same level. For example, suppose a toy manufacturer has deals with two wholesalers, each contracted to sell products to retailers in different regions	Mâu thuẫn hàng ngang
Vertical conflict	conflict occurring between two or more different hierarchical members of a channel of distribution. For example, a retail distributor may refuse to carry a manufacturer's product because of low sales, further decreasing the manufacturer's total sales	Mâu thuẫn hàng dọc
Intensive distribution	Intensive distribution is a form of marketing strategy under which a company tries to sell its product from a small vendor to a big store	Phân phối đại trà
Internal record system	It is a system under which marketing information is stored, retrieved	Hệ thống thông tin nội bộ

Natural environment	The natural environment is important factor of the macro- environment. This includes the natural resources that a company uses as inputs that affects their marketing activities.	Yếu tố(môi trường) tự nhiên
Physical distribution	Physical distribution is the group of activities associated with the supply of finished product from the production line to the consumers	Phân phối vật chất
Political-legal environment	The political and administrative system in a country dictates policies formulation its implementation and control of business The legal environment refers to the principles, rules and regulations established by the government and applicable to people	Yếu tố (môi trường) chính trị pháp lí
Seasonal discount	A discount is offering of a product or a service at a price lesser than the marked or the original price. A seasonal discount is a discount which is offered on seasonal goods or at particular seasons. For example, there are discounts on products like automobiles, electronics etc. which are offered during festive seasons like Diwali, New year etc.	Giảm giá theo mùa
Selective attention	tendency of a consumer to pay attention only to messages that address a need or interest or are consistent with the consumer's attitudes, opinions, and beliefs	Sàng lọc
Selective distortion	A tendency to interpret information in ways which reinforce existing attitudes or beliefs	Chỉnh đốn

Selective distribution	Type of product distribution that lies between intensive distribution and exclusive distribution, and in which only a few retail outlets cover a specific geographical area	Phân phối sàng lọc
Selective retention	the perceptual process in which people subconsciously are most apt to remember information that confirms their previously held attitudes	Khắc họa
Social- cultural environment	A set of beliefs, customs, practices and behavior that exists within a population. International companies often include an examination of the socio-cultural environment prior to entering their target markets.	Yếu tố (môi trường) văn hóa – xã hội
Technological environment	External factors in technology that impact business operations. Changes in technology affect how a company will do business	Yếu tố (môi trường) công nghệ
Timing pricing	The strategy of making buy or sell decisions of financial assets (often stocks) by attempting to predict future market price movements	Định giá theo thời điểm mua
Captive-product pricing	Captive product pricing is used when the value of the main product is very low, but the value of the supporting product, which is necessary for working of main product is high.	Định giá sản phẩm bắt buộc
Diseriminatory pricing	A pricing strategy that charges customers different prices for the same product or service.	Định giá phân biệt

I.3. Common Marketing abbreviations

An abbreviation is a shortened form of a word or phrase. It consists of a group of letters taken from the word or phrase. Abbreviation terms are words or phrases that have been abbreviated. They are used in written or spoken communication in weather field to save time and space. Abbreviation terms sometimes represent the first letter of several words or the first letter of just one word. .There are some the most common accepted abbreviation terms used in marketing field in following (Wikipedia)

Abbrevition	Full form	Vietnamese
AIDA	Attention/Awareness, Interest, Desire, Action	Thu hút, thích thú, khao khát ,hành động
BANT	Budget, Authority, Need, Timeline	Ngân sách, thẩm quyền, nhu cầu, mốc thời gian
BR	Bounce Rate	Tỷ lệ thoát (tỷ lệ bỏ trang)
BEA	Break-even analysis	Phân tích hòa vốn
CMO	Chief Marketing Officer	Giám đốc marketing
CMS	Content Management System	Hệ thống quản lí nội dung
COS	Content Optimization System	Hệ thống tối ưu hóa nội dung

CPC	Cost-per-Click	Chi phí cho mỗi lần nhấp chuột
CPL	Cost-per-Lead	Chi phí cho 1 form điền thành công
ANOVA	Analysis of Variance	Phân tích phương sai
ARS	Automatic Replenishment system	Hệ thống cung ứng tự động
CPI	Consumer Price Index	Chỉ số giá tiêu dùng
CR	Conversion Rate	Tỷ lệ chuyển đổi
CRM	Customer Relationship Management	Quản lí quan hệ khách hàng
CRO	Conversion Rate Optimization	Tối ưu hóa tỷ lệ chuyển đổi
CTA	Call-to-Action	Kêu gọi hành động
BEP	Break-even point	Điểm hòa vốn
UV	Unique Visitor	Khách truy cập tuyệt đối
SMM	Social Media Marketing	Tiếp thị mạng xã hội

FDI	Foreign Direct Investment	Đầu tư trực tiếp nước ngoài
SLA	Service Level Agreement	Cam kết chất lượng dịch vụ
BIP	Business intelligence program	Chương trình quản trị kinh doanh thông minh
CPA	Critical Path Analysis	Phân tích đường găng
DPI	Disposable personal Income	Thu nhập khả dụng
ENP	Expected Net Profit	Lợi nhuận ròng dự tính
FIS	Free-in-store	Kho ngoại quan
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
R and D	Research and Development	Nghiên cứu và phát triển
ROA	Return on Total Assets	Tỷ lệ 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
TARPS	Target Audience Rating Points	Số điểm đánh giá của khách hàng mục tiêu
QR Code	Quick respond Barcode	Mã phản hồi nhanh
MRO	Maintenance Repair Operating	Sản phẩm công nghiệp thuộc nhóm cung ứng
LAC	Long-run Average Cost	Chi phí trung bình trong dài hạn
S.W.O.T	Strength, Weaknesses, Opportunities, Threats	Điểm mạnh, điểm yếu, cơ hội, mối đe dọa
CAC	Customer Acquisition Cos	Tổng chi phí để bán được hàng.
CLV	Customer Lifetime Valune	Giá trị khách hàng bền vững
MRR	Monthly Recurring Revenue	Doanh thu định kỳ hàng tháng
ROI	Return On Investment)	Tỷ lệ lợi nhuận thu được

II. COMMON METHODS APPLIED IN THE TRANSLATION OF MARKETING TERMS FROM ENGLISH INTO VIETNAMESE

II.1. Shift or transposition translation

A shift (Catford) or transposition (Vinay and Darbelnet) involves a change in the grammar/part of speech from SL to TL. This method is employed effectively in the translation of most of the compound terms from English into Vietnamese. There are two types of translations including transposition with the automatic change in word order from SL to TL (automatic translation) which is mainly employed in the translation of compound terms in the form of simple and unmarked nominal group. For example, “strategic plan” is translated as “kế hoạch chiến lược”. The second type of translation is rank-shift which is applied in the translation of the compound terms that normally do not have the Vietnamese equivalent to the lexical units of the English compound terms. In this case these compound terms are equivalent to a clause in Vietnamese. For example, the Vietnamese equivalent of “voidable contract” is “hợp đồng có thể bị coi là vô giá trị”. These kinds of transpositions are further examined with the illustration of the marketing terms as follows.

Automatic translation

This transposition procedure needs the change in the position of the adjective or modifying element due to the different sequence of experiential structure of nominal group between English and Vietnamese. The basic ruler for the translation of the compound terms is:

English: Classifier + Thing

Vietnamese: Thing + Classifier

For example : Classifier (adjective) + Thing

When translating compound terms of this type from English into Vietnamese there normally seems to be no difficulty in choosing the lexical equivalents as the meaning of the Thing and Classifier are clear. The only thing for the translators to do is to rearrange the lexical items and sequence of English compounds in Vietnamese. Take the compound term Intensive distribution as an example.

Based on the experiential structure of the nominal group proposed by Halliday (1994), “distribution “is the Thing which stands in the second position, whereas “Intensive “ - the Classifier specifying the Thing by indicating the quality of the Thing stands in the first position. In Vietnamese, the Thing” distribution” is equivalent with “phân phối” and “Intensive”- The Classifier is equivalent with “đại trà” . As a result of the translation process from English into Vietnamese, the content of the compound term “Intensive distribution “is realized as” phân phối đại trà”. 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. Thanks to automatic shift strategy application, translators can feel simpler and unconfused when dealing with some redundant or additional words during the translation process of these terms. Some examples of this type can be translated as follows:

English	Vietnamese
Direct marketing	Tiếp thị trực tiếp
Exclusive distribution	Phân phối độc quyền
Functional discount	Giảm giá chức năng
Physical distribution	Phân phối vật chất
Survival objective	Mục tiêu tồn tại
Adaptive selling	Chiến thuật bán hàng kiểu thích nghi
Accaptable price range	Hạn mức giá có thể chấp nhận được
Profesional services	Dịch vụ chuyên nghiệp
Promotional mix	Sự kết hợp các chính sách khuyến mãi

Rank –shift translation

This produces involves the replacement of a virtual lexical gap by a grammatical structure. To convey the transferred meaning properly, in some cases, it is essential to change the grammatical structure of certain items in the SL text, for instance , a phrase or a word in SL will correspond to a clause in TL and vice versa. In marketing terms, there are many terms created in the form of nominal groups which do not have direct equivalents in Vietnamese but correspond to Vietnamese clauses or in some cases they are equivalent with Vietnamese verbal group. Therefore, it is necessary to employ the translation procedure rank-shift for the translation of these terms. Taking an example “ Image pricing” to indicate this strategy.

Source language (English) : Image pricing

Target language (Vietnamese) : Định giá theo hình ảnh

In SL, “Image pricing” is composed by two nouns, but the noun “image ” becomes Adjective when this term is translated into TL. Therefore, by the way of changing in the grammar of the word from SL to TL, translator will easily deal with these terms.. The following is the collection of marketing terms that are translated into Vietnamese with the same strategy:

English	Vietnamese
Channel management	Quản trị kênh phân phối
Loss-leader pricing	Định giá lỗ để kéo khách
Markup pricing	Định giá cộng lời vào chi phí
Customer-segment pricing	Định giá theo phân khúc khách hàng
Mass-customization marketing	Tiếp thị cá thể hóa theo số đông
Cash discount	Giảm giá vì trả tiền mặt

II.2. Translation by paraphrase using related words

Paraphrase is one of many ways that facilitates translators to produce the adequate lexical equivalents. It is stated by Baker, M (1932: 38) that this strategy tends to be used when the concept expressed by the source item, particularly the item in question is semantically complex.

This strategy is said 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 the target language. In the English version, the translator tends to paraphrase vietnamese words and collocations with related words so as to keep the denotation as well as the connotation meaning.

For instance, in the term “Non-Montary Price”, if word for word translation strategy is applied, the word “Non-montary” will be translated as “không tiền tệ- giá cả không tiền tệ”. However, , the accurate Vietnamese equivalent of this term is “phi tiền tệ- giá cả phi tiền tệ”. The word “non-montary” in English is lexicalized when it is transferred into Vietnam. It can be seen that the word “phi ” has been used to flexibly to avoid poorly in translation and become academics. The following is the collection of marketing terms that are translated into Vietnamese with the same strategy:

Non-business marketing	Tiếp thị phi kinh doanh
Non – profit marketing	Tiếp thị phi lợi nhuận
Non-price competition	Cạnh tranh phi lợi nhuận
Non-selling activities	Những hoạt động phi bán hàng
Anti Monopoly	Chống độc quyền
Anti Dumping	Chống bán phá giá
Unsegmented	Không phân khúc

II.3. Translation by paraphrase using unrelated words

This strategy is used when the source item is not lexicalized at all in the target language, but the translator wants to paraphrase so the paraphrase may be based on modifying a superordinate or simply on unpacking the meaning of the source item particularly if the item in question is semantically complex.

For example :

Source text (English) : by-product pricing (định giá sản phẩm)

Target text (Vietnamese in Marketing terms) : định giá sản phẩm thứ cấp

The following is the list of Marketing terms which is translated into Vietnamese by this strategy

English	Vietnamese
Market share	Thị phần
New task	Mua mới
List Price	Giá niêm yết
Going-rate pricing	Định giá theo giá thị trường
Product-building pricing	Định giá trọn gói
Learning curve	Hiệu ứng thực nghiệm, hiệu ứng kinh nghiệm

II.4. Translation of abbreviation by using loan words plus explanation

Another strategy which is particularly useful in dealing with culture-specific items is the strategy of using a loan word. This also helps in the case of very modern, newly introduced concepts. The loan word can, and very often even should, be followed with an explanation. The reader does not have problems with understanding it and his attention is not distracted by other lengthy explanations. There is some objection to this strategy in Vietnam, as many translators prefer to select new words in Vietnamese rather than borrow English words. However, this strategy is very useful when the translator deal with

concepts or ideas that are new to Vietnamese audience, culture- specific items. This strategy is applied for translating abbreviation in marketing terms. For instance PEST analysis stands for political, economic, social, technological which is translated into Vietnamese “Phân tích PEST: chính trị , kinh tế, xã hội, công nghệ. It can be seen that using the initials of this term makes it more convenient and shorter for readers to remember and understand.

II.5. Literal translation

Literal translation might be that it consists in the one for one substitution of the word forms of the target language for the word forms of the source language. This translation method is applied in translating Marketing terms popularly. For example:

Source language (English): sales information system

Target language (Vietnamese): hệ thống thông tin bán hàng

Vietnamese translate word for word for this term, provide new meaning for equivalent words. The following list includes Marketing terms which belong to this method:

English	Vietnamese
Functional discount	Giảm giá chức năng
Personal interviewing	Phòng vấn trực tiếp
Need	Nhu cầu
Original Equipment Manufacturer	Nhà sản xuất thiết bị gốc
Post-purchase behavior	Hành vi sau mua
Public Relations	Quan hệ cộng đồng
Purchase decision	Quyết định mua
Advertising Planning Process	Quy trình lập kế hoạch quảng cáo

III. DIFFICULTIES IN TRANSLATING MARKETING TERMS AND SUGGESTED SOLUTIONS

III.1. Difficulties in marketing terms translation

Being a translator is about much more than simply being bilingual, it is about being able to interpret and transcribe a message suitably, according to its purpose and target audience, taking into account not only language aspects, but also social and cultural factors. In order to successfully and accurately complete a translation, a very specific set of skills is required to overcome language barriers. Indeed, working as a professional in the translation industry is not as simple as it may sound.

Especially, the translator's responsibility when working with marketing texts is quite significant. These texts, if they do not recreate the sense and style of the original, lose their essence. Marketing translations may generate large increases in a company's revenue or may be the cause of crippling losses.

The translation of marketing texts, whether a brochure of simple advertising text or a full marketing campaign, requires skills that are completely different to those needed to translate technical texts. The translation of this type of text must not be started until everyone involved in the process is profoundly familiar with the product or service offered and has good market knowledge. But above all, it requires a lot of common sense to know when a sentence needs to be "recreated" rather than "translated", according to cultural equivalents regarding word play, comments on colors and even jokes in some cases. The duty of the translator will then be to add an attractive element to the actual content of the message so that the product/service can be marketed successfully in the target market(s) of the translation.

Communicating a message in a concise and clever manner, is nearly always extremely difficult. The task of the translators is to get inside the minds of those who have written the text, those who read it and also those of the listeners. Therefore, in addressing the project, the translator should, first of all, decide whether the message should have the same tone as the original or if it should be different in order to be more appropriate for the target market, in order to obtain the desired effect in the target text. A mistranslated slogan may result in negative publicity or being meaningless in the target language.

Moreover, there is linguistic difference between English and Vietnamese. The two languages have various differences in terms of vocabulary and grammatical rules. Therefore, it is difficult to choose the right word. For example, it is simple for translators to apply word for word strategy to this term “Marketing Access Barriers” and easily bring out its Vietnamese equivalent as “các rào cản thâm nhập thị trường”. In this example, the translator only has to translate each word and use automatic translation strategy to change the order of the term. However, with the term like “account” which is a specific marketing term, the translator cannot just look over its usual meaning as “tài khoản” but considers the marketing meaning “khách hàng quen” instead. Translators need to work hard to accumulate both English and Vietnamese vocabulary to a level that the translator is capable of choosing the right word in any case to produce translation. It is crucial for translators to fully understand all the denotations and connotations of a word.

III.2. Suggested solutions

English translation is a complex process where language is not sufficient, it requires a certain level of social knowledge and specialized knowledge in the mother tongue. Moreover, Marketing is a new term from the beginning of the 20th century and is a concept that is not easy to define .A word can have many different meanings or words have many different meanings, or words has the same meaning but different in using. Therefore, it is necessary for a translator to to master the knowledge of language, especially focus on skill of translation and vocabulary.

There are many ways to enhance knowledge about marketing terms. Finding more information about marketing field in books ,newspapers, magazines, the Internet(both English and Vietnamese version) is very good. Improving reading comprehension by practicing reading and translation every day, because translating day by day is the best way to help you consolidate grammar and vocabulary better and better. A specialized dictionary is a useful tool for translation. Although translating marketing terms is not easy, patience will help every translator overcome this obstacle.

CHAPTER III: MAIN FINDINGS

Marketing material is not only supposed to convey a message but also to persuade the reader. Therefore, Marketing translations are particularly challenging because they need a higher level of creativity compared to technical or medical translation. When we have to translate material such as books, researchers or presentations speaking about marketing, this is a problem: since marketing is a technical field where terms are originally created in English this means that often there is no exact equivalent in other languages. Thus, a marketing translator needs to know how to promote the products of the company he is working for. There are also certain cultural issues that should be taken into account. A talented marketing translator should know how to adapt his language and style in order to attract the customers. Having extensive knowledge about target culture is a must. Therefore, one method my study wants translators should focus much on translating Marketing terms, it is translation by paraphrase using unrelated word. For example : if translating “ going-rate pricing” normally, it means “ định giá tỷ lệ” . This translation is completely difficult to understand in Marketing field. It should be translated “ định giá theo giá thị trường”.

Moreover, this method is also a good way to translate slogans. Slogans translation has to change in the target language . Slogan of Allstate insurance company is “ You’re in good hands”, if Vietnamese translators use word-by-word methods for this slogan, it means“ Bạn trong những bàn tay tốt”. This sentence is incomprehensible, it should be translated “ Bạn đang chọn đúng người phục vụ”.

In brief, after the investigation, some significant findings have been discovered are common methods applied in the translation of Marketing terms from English into Vietnamese, especially translation by paraphrase using unrelated words is interesting but challenging. Thus, translators should be flexible and creative in vocabulary features.

PART III: CONCLUSION

I. Strengths and weaknesses of the study

The study has provided some basic knowledge about popular methods applied in translating Marketing terms. It is an attempt to make an investigation and exploration into the equivalence between English and Vietnamese translation of Marketing terms. However, translation is an extensive sector, and Marketing is a new term from the beginning of the 20th century and is a concept that is not easy to define. There are still other matters which are not less important my study has not mentioned. Because of my lack of time and limitation in knowledge, my study can not show more examples and inquire each method deeply and comprehensively. Hopefully, this study would receive sympathy from readers.

II. Suggestion for further research

Vietnam will be integrating into the world economy. Thus, Marketing plays the important role in each country. Therefore, hope that more and more studies in the future will research this them deeply and widely. It can be that not only strategies in translation of Marketing terms but also the English – Vietnamese translation of texts in materials for Marketing field. From that, Vietnamese learners take advantage of these studies to translate English Marketing documents fastest and most effectively.

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Appendix (Exercise)

Exercise 1. Use some of the below compound adjectives to fill the gaps in the sentences

Top-quality brand-new down -market price-sensitive
Up-market cost-effective up-to-date

1. It is an product, designed for people with sophisticated and expensive tastes.
2. The company has recently introduction more methods of production in order to cut down on expenditure.
3. It is aproduct, there has never been anything like it on the market before.

Exercise 2. Which of the other word partnerships will fill the gaps in the following sentences?

Looking at these “marketing” word partnerships

Market: niche, segmentation, share, leader, penetration, research

Market: buyers’, target, closed, open

Market penetration is the extent to which a company gains a share of the market.

A buyer’s market is a market in which the supply of goods is plentiful. Buyers can, therefore, influence sellers to complete with one another in forcing down prices.

- 1..... is the division of the market based on geography , social class and consumer behaviour.
2. A is a small part a specialised market.
- 3.Ais a country or area which a monopolist ha declared to be out of bounds to all producers except himself.
- 4.....is the proportion of the total demand for a product supplied by a particular manufacturer.
- 5.An..... is a country or area in which, by agreement, several manufacturers are free to complete with each other in selling their product.

Answer

Exercise 1:

1. up- market
2. cost-effective
3. brand-new

Exercise 2:

1. market segmentation
2. niche market
3. closed market
4. market share
5. open market

Internet source: <http://www.linguarama.com/ps/marketing-themed-english.htm>

Appendix (Translation sample)

Source language:

Push- pull marketing strategies.

Promotional strategies to get your product or service to market can be roughly divided into two separate camps - push and pull. 'Push strategy' describes the work a manufacturer of a product needs to perform to get the product to the customer. This may involve setting up distribution channels and persuading middlemen and retailers to stock your product. The push technique can work particularly well for lower value items such as fast moving consumer goods (FMCGs), when customers are standing at the shelf ready to drop an item into their baskets and are ready to make their decision on the spot. This term now broadly encompasses most direct promotional techniques such as encouraging retailers to stock your product, designing point of sale materials or even selling face to face. New businesses often adopt a push strategy for their products in order to generate exposure and a retail channel. Once your brand has been established, this can be integrated with a pull strategy. 'Pull strategy' refers to the customer actively seeking out your product and retailers placing orders for stock due to direct consumer demand. A pull strategy requires a highly visible brand which can be developed through mass media advertising or similar tactics. If customers want a product, the retailers will stock it - supply and demand in its purest form, and this is the basis of a pull strategy.

Internet source:

<http://marketing-made-simple.com/push-pull-marketing-strategies/>

Target language:

Chiến lược tiếp thị đẩy - kéo

Chiến lược quảng cáo đưa sản phẩm hoặc dịch vụ ra thị trường được chia thành hai phần - đẩy và kéo. “Chiến lược đẩy” mô tả công việc mà nhà sản xuất sản phẩm cần thực hiện để đưa sản phẩm đến khách hàng. Điều này có thể liên quan đến việc thiết lập kênh phân phối và thuyết phục người trung gian và nhà bán lẻ lưu trữ sản phẩm. Kỹ thuật đẩy có thể hoạt động đặc biệt tốt cho các mặt hàng có giá trị thấp hơn như hàng tiêu dùng di chuyển nhanh (FMCG), khi khách hàng đang đứng ở các gian hàng, sẵn sàng thả một món hàng vào giỏ và sẵn sàng đưa ra quyết định ngay tại chỗ. Thuật ngữ này hiện bao quát rộng rãi hầu hết các kỹ thuật quảng cáo trực tiếp như khuyến khích các nhà bán lẻ lưu trữ sản phẩm của bạn, thiết kế điểm bán hàng hoặc thậm chí bán hàng trực tiếp. Các doanh nghiệp mới thường áp dụng chiến lược đẩy cho sản phẩm của họ để đưa ra quảng cáo và kênh bán lẻ. Khi thương hiệu của bạn đã được thiết lập, điều này có thể được tích hợp với chiến lược kéo. ‘Chiến lược kéo’ đề cập đến khách hàng đang tích cực tìm kiếm sản phẩm và nhà bán lẻ có sẵn sản phẩm trong kho do nhu cầu của khách hàng. Một chiến lược kéo đòi hỏi một thương hiệu có tầm nhìn cao có thể phát triển thông qua quảng cáo truyền thông đại chúng hoặc chiến lược tương tự. Nếu khách hàng muốn có một sản phẩm, các nhà bán lẻ sẽ trữ nó - cung và cầu theo hình thức thuần túy nhất, và đây là cơ sở của một chiến lược kéo.