

UNIT 02B: BUSINESS

General report on candidate performance:

The quality of the translations were, generally, rather weak, with many candidates having problems understanding parts of the source text, especially where some more specialist terms or concepts were present (e.g. *year-on-year [sales]*).

Even where the candidates understood the original text they had difficulty in rendering the ideas appropriately and offered translation solutions which were not accurate, for example, due to inappropriate terminological or lexical choices and/or followed the original too closely and, as a result, did not read naturally in the target language.

There were also many examples of awkward language and style faults, which suggest insufficient writing skills in the target language, for example, not many candidates broke down very long sentences to improve readability.

Paragraphs 1 and 3 of the source text caused problems to many candidates, with the lines 1-2 and 11-12 and 15-18 proving most challenging.

Most of the candidates dealt rather well with the transfer of names and titles, for example, correctly identifying the Polish title of *'Back to the Future'*, although *DeDolorean time machine* caused some problems with some candidates incorrectly assigning it possessive case (*'DeDoloreana'*).

ASPECT 1: Comprehension, Accuracy, Transfer of names, dates and figures, lexis.

Incorrect versions	Suggested solutions	Comments	Seriousness of mistake Very serious: *** Serious: ** Not too serious: *
'[Lego] przejęło Ferrari'	<i>[Lego] wyprzedziło Ferrari</i>	Incorrect decoding of <i>overtook Ferrari as took over Ferrari.</i>	***
'Sprzedaż spadała systematycznie o 30% każdego roku'	<i>Sprzedaż w skali roku or sprzedaż rok do roku spadła o 30%</i>	Incorrect decoding of <i>sales were down 30% year on year' as sales had been falling systematically by 30% every year.</i>	***
'portfolio'	<i>asortyment produktów, oferta firmy</i>	Calque.	**
'Zbikowane oczka'	<i>Oczy w postaci czarnych kropek</i>	Miscomprehension (b/t <i>crazy eyes</i>) as in this context <i>dotty</i> means <i>being formed of dots.</i>	**

Examples of good performance:

By 2003 it was in big trouble rendered as 'Przed upływem 2003 roku spółka znalazła się w poważnych tarapatach'.

rebuilding it, brick by brick rendered as 'odbudował ją cegiełka po cegiełce, klocek po klocek'

ASPECT 2: Quality of the Target Language (grammar, syntax, cohesion, coherence, organisation of work, orthography, punctuation, accentuation, register).

Incorrect versions	Suggested solutions	Comments	Seriousness of mistake <i>Very serious:</i> *** <i>Serious:</i> ** <i>Not too serious:</i> *
'Beatles'ów'	<i>Beatlesów</i>	Incorrect use of apostrophe.	**
'zyski firmy wzrosły czterokrotnie przewyższając zyski Apple'	<i>zyski firmy wzrosły czterokrotnie, przewyższając zyski Apple or zyski firmy wzrosły czterokrotnie i przewyższyły zyski Apple</i>	Missing comma affects accuracy of the translation, as the sentence becomes ambiguous.	**
'zlecono', 'uznano'	<i>zlecili, uznali</i>	Impersonal constructions cause cohesion issues, as it's not immediately clear that these refer to consultants in the previous sentence - personal constructions would make the link between sentences clearer.	*
'4-centymetrowych'	<i>czterocentymetrowych</i>	Spelling.	**

Recommendations to candidates:

Translation of business texts requires the ability to understand business-related concepts and render specialized terminology correctly. That is why candidates are encouraged to read subject matter literature, both in the SL and in the TL to gain the awareness of the domain language and vocabulary. Studying parallel texts is also highly recommended.

To improve or maintain your native language competency, which will help you ensure that your translation reads like an original, you should read as much as possible in your target language.

Revising punctuation and spelling rules (familiarising yourself with differences between the SL and TL conventions) before the exam will help you ensure high editorial quality of your translation.

When translating, try to offer translation solutions which convey the message idiomatically (rather than reproduce words and structures). Reorganise sentences if it helps readability. Always proofread your text as if you did not know the original and make sure it conveys the ideas clearly.