

COLORATIVE CHALLENGES IN ENGLISH ECONOMIC TERMINOLOGY

TATIANA S. ROSYANOVA

St. Petersburg State University of Economics, Russia
rosyanova@mail.ru

Abstract

The paper focuses on multicomponent English economic terms with colorative components that constitute a large lexis group, creating constant challenges for translators of economic literature. The introductory part briefly outlines the cognitive aspects of terminology research and discusses advantages of descriptive approach toward economic terminology. Then, it is demonstrated that terminology displays emotive and expressive content by means of connotations as well as such tools as colour-related metaphors. The general trend within this terminological group is the diversity of metaphorical associations that influenced term-formation and the diversity of translating keys that can give the right semantic insight to the translator. Finally, colorative term compounds in economic terminology are regarded as a challenge posed in the context of translation.

Key words: English economic terminology, multi-compound terms, metaphor

1. Introduction

The study of terminology within a cognitive anthropocentric approach takes into account the influence of psychological factors affecting the processes of term formation and terminological nomination. In recent years, the papers devoted to the term semantics has shown that expressive and emotive component of meaning makes a significant contribution to the derivation of terminological units, and metaphorical language of science is not in doubt.

We support the view that a descriptive approach toward the terms and terminology that are usually considered to be “not ideal” from the prospects of prescriptive techno-oriented framework is most advantageous. The language of humanities has shown abundant supply of terms with “abnormal” characteristics of expressiveness, emotivity, imagery, metaphorical and figurative connotations besides the logical core meaning. Studying such terms is of particular theoretical interest in the context of learning how professionals are trying to manage, reveal

and explicate their fields of knowledge and find reasons behind terminological structures.

This paper is devoted to the study of English economic terms representing symbolism in their linguistic imagery based on the color-related components and color-perception stereotypes.

The purpose of this study is to contribute to the on-going discussion of different connotative components in the structure of term meanings, in particular those including the figurative (symbolic) colorative component.

The present article focuses on the analysis of color-metaphorization in economic terminology and on the classification of colour-based metaphorical terms with the colorative component “*green*”.

In the prescriptive terminology paradigm, developed historically by the Austrian and Soviet schools, technical terms are monosemic and texts including them are often associated with a precise, specific, and stylistically neutral mode of expression to provide readers with unambiguous information (Nord 1997). Both absence of expressive vocabulary and absence of cultural connotations are prescribed together with formal syntactic constructions. Terminological standards are provided in different technical fields to be used in manuals and documentation, and therefore the idea of terminological norms and unification seems to be quite reasonable. Thus, translators are given standardized glossaries to be freed from creative hesitation and speed up the process of information transfer between the interested parties of the professional communication.

Traditional conventional characteristics of an “ideal term” imply that it is monosemic within a particular professional field, does not have synonyms, is transparent and free from connotations, and its meaning is unambiguous and not dependent on the context (Wright, Budin 2001). When such ideal terms belong to the particular specialized fields of activity, it is quite easy to classify them into categories, to understand the relevant system of knowledge, to compile a subject field thesaurus, and to construct the architecture of the whole sphere of the professional activity in question.

Terminology as a field of research and practice is not an end in itself, if defined as the process of compiling, describing, processing and presenting the terms of special fields, but addresses social needs and tries to optimize communication among interested professionals (Cabr 1999, p. 10).

Terms of humanities across different subject fields do not always meet the traditional requirements and are often polysemic, metaphoric, and context-dependent. In social, economic and legal fields, the definitions for professional concepts vary greatly, too, depending on the historical, cultural, and legal context of the institution or country where the concept is recognized (Rey 1999, p. 131; Pavel, Nolet 2001, p. 19).

Recent studies in the language of law provide numerous examples of terms that are uncomfortable to deal with on the international level due to their polysemic semantic structure and functioning in specialized contexts belonging to different

national jurisdictions (Chroma 2011; Okoniewska 2016; Temmerman 2000). Concepts of national legal systems are far from each other, structures of European languages are various enough not to be covered by only one language group or family, and the whole chorus of nations without formal boundaries of traditional countries seems to reveal tunes and tones of multiple-choice alternatives seeking to be synchronous.

Terminological theory, as it understood from the historical perspective, arose and is even today developed through practical experience, motivated by the need to provide solutions to language-based problems in communication of experts, specialists and communities (Cabr 1999, p. 7). Thus, the contexts of terminological difficulties provide interesting options to be thought of and studied, dynamics of terms and term systems are relevant for analysis in many spheres and variations of term units, especially compounds, are to be focused on.

We agree with the idea that in every country, as several decades ago, the objectives and practice of terminology-oriented research are subject to a wide range of factors, such as the country's political, socioeconomic and linguistic situation (Rondeau and Sager 1986). Economic terminology is nowadays a popular dynamic field, with a lot of transnational borrowings and public discussions in the media. As far as it is important for the society in general, the need to scrutinize it in the whole depth of cognitive and communicative characteristics seems to be undisputable.

Being a part of a world-wide haste, we feel the same attitude towards the terminology classics as it is expressed in the statement that dealing with real communicative needs in the fastest and most effective way has replaced both thought about the principles behind terminological issues and about the ways to address these issues (Cabr 1999, p. 10). That is why the metaphorical language of science as a modern way of forming the scientific concepts and theories appears attractive being independent from standardized harmonies of strict terminological paradigms.

As the researchers underline, metaphorical meaning extension is characteristic of technical vocabulary in all discourse domains. As for the general language, colour-based lexical units are met in different aspects of life, reflecting traditions, customs, beliefs and values of people (Iljinska and Platonova 2011, p. 62). The point is that there is a need for terminologists to collect such terms both in dictionaries and in contexts to scrutinize closely their essential properties and understand their functioning.

The study of colour terms in the lexicon of different languages has been quite popular since the study of Brent Berlin and Paul Kay (Berlin, Kay 1969). Findings of psycholinguists, psychologists and anthropologists in the field of colour perceptions revealed factors of particular importance when considering terminological nominations based on lexical items denoting colours. Thus, the research in various cultures revealed different associative colour-reactions, as there are cultures that do not lexicalize some shades of colours, or even particular well-known colours (N itina, Iljinska, Platonova 2008, pp. 182–186). Iljinska and

Smirnova in a recent study (2014, pp. 93-111) described contemporary phenomena of colour-based metaphorization in technical terminology. Their paper concentrates on the conflicting tendencies in the development of technical vocabulary, standardization and metaphorization, and studies mainly coinage, application and translation of metaphorical terms in scientific and technical discourse.

Let us consider selected psychological theories relevant while dealing with color-containing terminology.

2. Psychological background

It seems essential to take into account at least three directions that form the extra-linguistic basis for metaphorical settings.

Firstly, achievements in cognitive psychology suggest the inclusion of images in the cognitive model of internal representation of information. Visual information, according to Robert L. Solso (1995), is encoded as an inner picture and retrieved by playing this picture out. In addition, psychologists have proven that there are two coding and storage systems: verbal and figurative, and information can be encoded and stored in one of them or both at once. The ability of humans to imagine is a powerful attribute of memory, and the role of images is to increase the power of association (Solso 1995; Paivio 1990, p. 53).

Secondly, exploring memory system helped to identify visual imagery as a strategy known to assist memory. Alain Paivio found in his experiments that participants were far better at retrieving concrete words than they were at retrieving abstract words. Paivio explained his findings by proposing the dual coding hypothesis that concrete words have the advantage of being encoded twice, once as a verbal code and then again as a visual image. As for the abstract words, on the other hand, they are encoded only once, since they can only be stored in the memory in verbal form. According to the psychologist, dual coding offers an advantage over single coding due to the use of two different loops in the working memory (e.g. visuo-spatial and phonological loops). In addition, it is generally found that usually people remember pictures better than they remember words (Haber and Myers 1982; Paivio 1990; Esgate and Groom 2005, p. 15).

Thirdly, as underlined in the study of D. Yun Dai and R. Sternberg, basic mental processes (attention, perception, cognition, and memory) never occur as neutral events containing raw data of whatever is registered or encoded. They are colored with motivational and affective overtones, and it is proved that cognitive and emotional processes are intricately related, structurally as well as functionally, at the brain level; and there are neurochemical mechanisms for the interplay of affect and cognition (Yun Dai and Sternberg 2004, pp. 8-10).

Therefore, visual perception plays a leading role in the obtaining of phenomenological information through the organs of vision. As a part of the anthropocentric approach, perception in general is given great importance, and in

particular the visual perception channel, because in the world of an individual it is the main reference point. Thus, color is of paramount importance to human beings, and cognitive linguistic studies of names bearing color has been quite popular recently, which allow us to conclude that the inner world of humans can be analyzed on the basis of color codes.

Hence, since the presence of imagery codes in memory naturally allows to store information effectively by this method of coding, there is no reason to argue that the same figurative imagery code can be used in a targeted terminology nomination. Memorability of such colorative terms is expected to be higher in comparison with pure rational and logical ones.

The English economic terms discussed in this article show that the use of images, traditional for the particular linguistic community, allow to connect metaphorical resources of language and consciousness for the formation of terms and messages of professional communication.

3. Metaphorical meaning extension in economic terminology

English is a major exporter of neologisms in the field of economics all over the world due to the international nature of contemporary economic activity. Wide integration of economic neologisms into all spheres of Russians' modern life represents additional challenges to the translators and imposes new requirements to their competence.

Colored terms are usually of significant difficulty in translation, as they contain connotative aspects of terminological meaning. This article tackles the specificity of English colorative compounds *green* with figurative meanings as a part of multicomponent economic terms and their transfer to Russian language. Nevertheless, we see this research not only as a comparative English-Russian economic terminology study but also as a wider cross-cultural view of the color-containing terminological metaphors to be scrutinized closely and thought of in the course of linguistic endeavour.

The language of imagery and metaphors can be understood as a linguistic category. The imagery refers to the ability of language sign to express non-linguistic content through a holistic visual representation of the image. Imagery is interpreted as a full component of the semantics of the word. Within the framework of this particular study imagery or figurativeness is considered as components of the term semantics (by the example of multicomponent terms containing term-component *green* in their formal structure). The adjective *green* acts as a term-component in terminological units related to different areas of the economics. In earlier papers we have discussed economic terminology with other colored components, such as *red, orange, yellow, blue, purple, white, grey, black, brown, golden* (Rosyanova, 2012, 2013).

As for emotive language in general, it reveals what a sender thinks and how he or she thinks (Watson, Hill 2012: 92). Thus, colored terminology establish links

between terms and emotional personality of professionals working within the field.

The selection of terminology for the present study was based mainly on four dictionaries: Dictionary of Marketing Terms (2000), Longman Dictionary of Business English (1993), the new English-Russian explanatory dictionary “Marketing and trade” (2003), the New English-Russian explanatory dictionary “Management and Labor Economics” (2004), as well as the specialized marketing texts. The article presents illustrative examples from professional websites [marketingweek.co.uk], [labor.ny.gov], [tropical-rainforest-animals.com /green-investment].

Let us discuss the multicomponent terms with the component *green* as illustrative examples, defined in specialized dictionaries and functioning in the professional publications. The adjective *green* acts as a term component in terminological units related to different areas of economics.

We classified the following thematic groups of terms to analyze the functioning of the term component *green*: terms associated with environmental issues, terms related to money, terms related to management and labor economics, terms associated with legal and social permission.

3.1 Terms associated with environmental issues

Ecologization of public life in developed countries and promotion of respect for natural resources has given rise to a special subject area in marketing, generating the emergence of relevant terms.

The formation of the “environmental marketing” (i.e. “green marketing”) concept is caused by the growing interdependence of economic and environmental issues, changing priorities and values of citizens. The essence of environmental marketing is to meet needs and interests of people, providing a higher consumer value in the form of environmental safety. In the concept of ecological marketing there is an emphasis shift from “consumer society” to the creation of an economic model that would be aimed at improving the life quality of the whole society in general.

Green marketing according to the dictionary definition is: 1) activities to promote environmentally clean production. 2) marketing of goods with the indication of their properties to contribute to the protection of the environment, conservation of resources (e.g., applications for goods such as “recyclable”, “biodegradable”, “odorless”) [NEREDMT 2003: 297]. According to another dictionary entry, the term *green marketing* is defined as “promotion of environmentally safe or beneficial product” [DMT 2000: 259].

In English marketing terminology, respectively, there are terms that reflect the green marketing concept and create a paradigm of two-component terminological units (see Table 1). The structuring component of the paradigm presented is the dependent term-component, i.e. an adjective *green*.

Table 1. A selection of terms related to “green marketing”

№	Term	Explanation	Russian equivalents
1	<i>Green marketing</i>	environmental marketing, green marketing	экологический маркетинг, зеленый маркетинг
2	<i>Green goods</i> (Syn: green products)	environmentally friendly products, environmentally friendly goods	экологически чистые продукты, экологически чистые товары
3	<i>Green consumers</i>	environmentally oriented, friendly consumers	«зеленые» потребители (экологически ориентированные)
4	<i>Green shoppers</i>	environmentally oriented, healthy life stylish buyers	«зеленые» покупатели (экологически ориентированные)

In the examples above there are no clear detailed descriptions of categories such as *green goods* (or *green shoppers* either) into smaller distinctive categories, so translators are to make their decisions about the appropriate linguistic means to express the exact meaning of the metaphorical terms vague from the very beginning.

The very category of products defined by the term *green goods* thus is of larger character that is needed for the exact translation. It seems that the only rational way to translate such terms is to use the literal approach, and to let the English adjective *green* to be translated *зеленый* (i.e. *green* in Russian).

(1) Just 28% of UK respondents are prepared to pay a premium for *green products and services*, according to the report from Gyro International [marketingweek.co.uk].

(2) *Green consumers* are among the most informed and skeptical, they will soon cry «green wash» if they doubt integrity [marketingweek.co.uk].

Bilingual translation is a kind of interactive communication. If the initial message of the addresser in the source language is vague, so the same uncertainty will determine the translation result. If the equivalent terms in the target language of translation (TL) are created by analogy with the initial original colored term, it, to some extent, is a remedy justifying the application of the word-for-word translation approach.

On the basis of two-component colored terms the derivation of three-component terminological units, including the component green as the first or second dependent component, takes place:

(3) Brands must offer *value-for-money green products* because, although consumers pay lip service to “doing their bit” for the environment, they are unwilling to spend any extra on them [marketingweek.co.uk].

(4) The power companies may indeed be far from altruistic in launching their *green energy schemes* in an attempt to position themselves as eco-friendly, but it does not alter the fact that we must all embrace sustainable energy sources or face cataclysmic consequences [marketingweek.co.uk].

(5) M&S is launching a *green homeware collection* as the high street retailer strives to increase its ethical credentials [marketingweek.co.uk].

(6) Barclaycard is launching a *green credit card* in an attempt to woo environmentally conscious consumers [marketingweek.co.uk].

Loan-translation facilitates the derivation of the multi-compound terms, but does not make them less ambiguous and more understandable for both translators and experts from various language communities. When translated into Russian, the paradigm of colour-based English terms is blurred and not reproduced completely, since the term component *green* is rendered with the use of various corresponding equivalents: *ecological*, *green*, *environmentally friendly*, *environmentally oriented*, *energy-saving*.

Therefore, the concept of *green*, creating terminological synergy as presented in Table 1 and examples 1-6, in English-language paradigm of terms (Source Language), shows similar associations in Russian terms-equivalents (Target Language), and at the same time provides Russian translators with a challenge making them search for an equivalent that would be creative enough.

As the result, it is obvious that standardization and unification of terminology in the discussed terminological group is still within the sphere of theoretical expectations than that of practical conventionalized solutions.

3.2. Terms related to money

The usage of symbolic expressive means and cultural stereotypes in economic contexts often presupposes the context-dependent character of some terms. In the subject field of economics relations between meaning and context are of essential importance as far as they represent an interactive process of cognition and communication.

Economics is considered to be a social discipline, however, in some respects it can also be treated as a technical one within the framework of professional discourse (Iljinska, Smirnova 2014, pp. 93-111). Such fields as marketing, stock marketing, retailing and management quite often use terms with the meaning extension. Translation of such terms requires application of all integral aspects background knowledge of translators (Iljinska, Smirnova 2014, p. 102). We argue also for the contextualized intuition resulting in the common sense translation of abstract notions.

In the two-component English terminological units shown in Table 2, translation of the term component *green* into Russian as a target language (TL) also includes several Russian equivalents creating difficulties for translation.

Table 2. The group of terms with money issues

№	Term	Explanation	Translation equivalents
1	<i>greenback (colloquial)</i>	state Bank ticket, Bank note	государственный банковский билет, банкнота
2	<i>green currency</i>	means of payment in the EEC to protect farmers from currency fluctuations in the countries of the community	«зеленая валюта» (расчетное средство в ЕЭС для защиты фермеров от колебаний валютных курсов в странах сообщества)
3	<i>green pound</i>	“green pound (sterling)” (means of payment in the EEC)	«зеленый фунт (стерлингов)» (расчетное средство в ЕЭС)
4	<i>green stuff (slang)</i>	money	(сленг) деньги, доллары
5	<i>green fund</i>	green (environmental) fund	зеленый (экологический) фонд
6	<i>green investment</i>	environmentally oriented (socially responsible) investing	зеленые инвестиции, экологически ориентированное (социально ответственное) инвестирование
7	<i>green rate (of exchange)</i>	green exchange rate	зелёный валютный курс
8	<i>green stocks</i>		акции «зеленых» компаний

The examples of terminological units containing the term component of the chromatic category *green* presented in Table 2 show that when translating to the Russian language, translators should know what connotations it may contain: similarity with the green dollar or environmental friendliness or “green street” (favorable regime) for economic projects.

In all these examples, there is a “visibility of system”, or rather a formal paradigmatic system, the identity of the form coined in the term component *green*, while at the same time we see no identity of meaning. Regular derivation of financially-oriented terms with the term component *green* thus does not guarantee the same degree of arranged and organized meanings.

When we speak about terminology in new and developing fields of knowledge, it is desirable for companies to provide readers with immediate glossaries, definitions and explanations to promote their novel financial services: The informational culture comfortable for customers presumes availability of reliable

references based on their demands and needs. Thus in the following examples the investment concepts development and corresponding services are seen in a clear and transparent way to provide seekers of information with the definitions and explanations.

(7) *Green investment* is an investment in companies that are actively developing technologies for improving the current state of the environment. *Green investment* is part of socially responsible investing. In other words, *green companies* are developing new technological solutions for solving major environmental issues such as pollution and global warming. Therefore, a *green fund* (also called *green mutual fund*) is an instrument for making collective investments in these environmentally active companies that introduce new *green technologies* [tropical-rainforestanimals.com/green-investment].

(8) You can now find several established financial instruments on the market, for example, *green stocks*, *green bonds*, *green funds* as well as some other ones such as *green savings accounts*, *green money market accounts* and *green certificates of deposit* [tropicalrainforest-animals.com/green-investment].

Speaking in terms of communication, when an addresser (e.g. a company) coins novel abstract terms with the glossaries supplied, addressees hopefully will have immediate supporting tools to comprehend them. As for translators, they are accustomed to solve linguistic riddles and will transfer into target language the meanings of terms (concepts), and not their forms.

Thus, the processes of the new concepts development in the delicate financial sphere reveal the necessity for thorough and in-depth explanations to give sound and clear understanding of communicated messages.

3.3 Terms related to management and labor economics

Adjective *green* in general English vocabulary in most cases carries figurative meanings of the following emotional and stylistic colouring: unready, not fully cooked, immature; inexperienced, untrained (e.g. *green hands* - novices, *green goose* - a half-done goose, *green test* - break-in period, run-in, *green politician* - young, not having proper experience politician, but also - politicians interested in environmental projects).

To prove the idea of general vocabulary meaning impact, the term *green labour* correlated with unskilled labour was found out as the result of terminological units selection [NEREDMLE 2004: 243]. However, along with it, terms of labor economics (*green labour market*) and related to the problems of ecology and the environment (*green job*, *green employer*, *green employee*) are also functioning in the specialized economic texts (see Table 3). Thus, it seems that conceptual structure of term-component *green* in English within the intended professional message can be difficult to render into target languages.

Table 3. The group of terms related to management and labor economics

№	Term	Definition
1	<i>green labour</i>	the lowest-paid labour in the tailoring trade. Such garments are sold to African gold-diggers and agricultural labourers. (unskilled labor force)
2	<i>green job</i>	renewable and clean energy job (solar, wind jobs), green building jobs, organic jobs, and all environmental and sustainable jobs
3	<i>green employer</i>	an employer that engages in green economic activities
4	<i>green employee</i>	a worker primarily engaged in producing green products or services

The term component *green* as a part of the presented two-compound terms is not monosemic, it defines various economic characteristics, denoting different features belonging to different categories.

As an example of ecological *green*, we can provide definition of three-component terminological unit *green economic activity* including the term component *green* in the initial but dependent position:

(9) *Green economic activities*: producing goods or delivering services that increase energy efficiency or generate renewable energy [labor.ny.gov].

As it seems from the definition, *green economic activity* is supposed to be connected exclusively with energy, and would not refer to recycling, biodegradable packing or organic food. So to speak, the green in *green economic activity* seems less green comparing with comprehensive and wider meaning in *green investments*.

Considering the mechanisms of concepts transfer, the apparent system consistency, based on the identity of the form, acts in some cases as a "translator false friend" (Compare also: *green labour vs green job*). The relationships between concepts are seen as not constant, depending on the particular situation and contexts.

The following examples are given to illustrate the idea that *green jobs* are not necessary provided by the *green employers* in energy sector.

(10) Firms with *green jobs* were asked if they anticipated their number of *green jobs* to change in the next year (grow larger, become smaller, remain unchanged). Firms which did not have *green jobs* were asked if they anticipate creating any *green jobs* in the upcoming year [labor.ny.gov].

(11) The most common *green occupations* in Building Services (Janitors, Maintenance and Repair Workers, First Line Supervisors, General Managers, etc.) are involved not only in energy efficiency activities, but also in recycling and *green cleaning* [labor.ny.gov].

Therefore, the term-component *green* reveals itself as not monosemic within the field of human resources management and labour economics and it should be transferred into target language with care. The guideline for the translators is to

check the terms and collocations in both languages, paying attention to the system of extra-linguistic realities to increase the level of content precision.

To stay precise in translations with colour-containing metaphors is quite a task for professionals.

3.4 The terms associated with legal and social permission

According to the general English language dictionaries, the green light among traffic lights as a universal color code can also symbolize a sort of the “green street”, that is the mode of favoring for any situations (Compare: *to give the green light; to get the green light*).

The examples of *green* permissive terms presented in Table 4 show that translators should be aware of two types of green cards to differentiate them in the corresponding contexts. Is the permission granted to work in the US or to cross the border of EU? It is worth noting that the Russian equivalents for both cards is *зрин-карта*, and it means that the term is half-borrowed and partly translated.

Table 4. The group of terms related to permissions

№	Term	Definition
1	<i>green card</i>	an official card, originally green, issued by the U.S. government to foreign nationals permitting them to work in the U.S.
2	<i>green card</i>	a document carried by a motorist touring in a foreign country, declaring that in the event of an accident he is insured against claims by third parties (persons that are not parties to the insurance contract)
3	<i>green time</i>	“green wave” (in road traffic)
4	<i>green clause letter of credit</i>	letter of credit which contains a clause authorizing the nominated bank to make advances to the seller against security before shipment /presentation of documents.

We agree with our colleagues, L. Iljinska and T. Smirnova (2014: 105) that to interpret economics terms based on colour categorization correctly the recipient should be aware of both referential and cultural contexts.

Colour remains for many cognitive science authors a fascinating microworld for studying cognition and culture. Despite the general trend to explore the whole spectrum of visual perceptions and naming of color categories within various fields of science, our attention was directed by only one of the universal *focal colors* of Berlin and Kay corresponding to English “green” and its functioning as an extending metaphor in economic terminology. The research has shown that conventional factors, such as stereotypes of the general language, and external factors, such as information about economic environment, can determine the derivation of color-based terms and their paradigms.

4. Conclusion

The vocabulary related to the semantic field “color” in the economic terminology creates additional difficulties for translators. The use of the term-compound *green* functioning in the economic terminology in English shows that such terms often carry a variety of connotative associative meanings. The symbolism of the color *green* manifests itself in different ways, e.g. *green* is the color of youth and, inexperience, it is the color of environmental comfort and (literally) the color of dollars; eventually, it is also the colour related to granting permission, extending the mundane meaning that it has in the context of the traffic lights.

By means of terminological derivation, *green* used in technical terminology brings a similar symbolism into multicomponent terminological units. The emotional ingredient of the word associative field in the main lexical fund has a great stability and can be ingrained in terminological structures.

When figurative meanings are similar for both English and Russian languages, terms are translated via the Russian adjectives of the respective colour. needs rephrasing, not communicative If English adjectives add connotative meanings not peculiar to Russian color symbolism, the translator has to find unique ways to convey the exact terminological meaning.

The imagery and emotionality of the language of economics is reflected in the contemporary specialized press and generate memorable green color metaphors, making texts eloquent and provoking for translators, as in the following example:

(12) Brand owners are torn between gaining first mover advantage by launching *green products* early or holding fire as they learn from others’s mistakes. As long as environmental issues keep making front-page news, marketers will continue the search for *green gold* [marketingweek.co.uk].

The functioning of a colorative terms can be a “pitfall” for translation. That is why translators should not lose their eternal vigilance. In the case of colour-based units in economic terminology, increased attention and scrupulosity are never superfluous. Despite the basic dozen of names for colours being used in terminology there is a place to provoke disputes among colleagues in the translating realm. In the case of several translating options, colour-depicted associations can be misleading (for example, *purple cow* was be translated in Russian as *фиолетовая* and *сиреневая* (*violet and lilac*), but not *пурпурный* (*purple*).

The results of the empirical study of the colorative economic terms with the use of term-component *green* discussed in the paper demonstrate that, at present, specialists using such terms describe a number of categories by means of the same adjective. These perceptually grounded categories sometimes are difficult to comprehend immediately while reading the source text, and it may also be difficult to create distinctive borders between them in target language.

Eventually, this means that for the translator to be precise in a professional specialized context, there is a need not only for their linguistic competence, but also basic background knowledge of the subject field, and a broader awareness of cultural and social conventions.

References

- Berlin, Brent & Paul Kay. 1969. *Basic Color Terms: Their Universality and Evolution*. Berkeley.
- Cabré M. Teresa. 1999. *Terminology Theory, methods and applications*. Amsterdam: John Benjamins.
- Chroma, Marta. 2011. Synonymy and Polysemy in Legal Terminology and Their Applications to Bilingual and Bijural Translation. *Research in Language* 9: 1, pp. 31-50.
- Esgate, Anthony & David Groome. 2005. An Introduction to Applied Cognitive Psychology.
- Haber, R.N. & B. L. Myers. 1982. Memory for pictograms, pictures, and words separately and all mixed up. *Perception* 11, pp. 57-64.
- Iljinska Larisa & Marina Platonova. 2011. Classification of Colour-Based Metaphorical Terms. *Vertimo Studios* 4, pp. 61-70.
- Iljinska, Larisa & Tatiana Smirnova. 2014. Conflicting Tendencies in the Development of Scientific and Technical Language Varieties: Metaphorization vs. Standardization. *Research in Language* 12: 1, p. 93-111.
- Nitina Daina, Larisa Iljinska & Marina Platonova. 2008. *Nozīme valodā: lingvistiskie un ekstralingvistiskie aspekti*. Riga: RTU Publishing House.
- Nord, Christiane. 1997. *Translating as a purposeful activity: Functionalist Approaches Explained*. Manchester. St. Jerome Publishing.
- Okoniewska, Alicja. 2016. Interpreting for the European Parliament. Precision or Illusion. *Procedia – Social and Behavioral Sciences* 231, pp. 149-153.
- Paivio, Allan. 1990. *Mental representations: A dual coding approach*. Oxford: Oxford University Press.
- Rey, Alain. 1999. Terminology between the Experience of Reality and the Command of Signs. *Terminology: International Journal of Theoretical and Applied Issues in Specialized Communication* 5: 1, pp. 121-134.
- Pavel, Silvia & Diane Nolet. 2001. *Handbook of Terminology*. Quebec: Translation Bureau.
- Rondeau, Guy & Juan C. Sager. 1986. *Termia 84. Terminologie et coopération internationale*. Quebec: GIRSTERM.
- Rosyanova Tatiana S. 2012. Color-containing adjectives in English economic terminology. *Homo Loquens*. 4, pp. 282-289. SPb. HSE Publ.
- Rosyanova Tatiana S. 2013. Symbolical images in English economic terminology (terms with colour-components golden). *Philology and methodic of foreign language teaching* 14, pp. 59-70. SPb. SPbSUE Publ.
- Solso, Robert L. 1995. *Cognitive psychology*. Boston: Allyn and Bakon.
- Temmerman, Rita. 2000. *Towards New Ways of Terminology Description*. Amsterdam: John Benjamins.
- Wright, Sue Ellen & Gerhard Budin. 2001. *Handbook of Terminology Management*. Vol. 2. Amsterdam: John Benjamins.
- Yun Dai, David & Robert Sternberg. 2004. *Motivation, Emotion and Cognition*. L. Lawrence Erlbaum Associates, Inc., Publishers.

Dictionaries and databases:

[NEREDMT]: 2003. Marketing and trade. New English-Russian explanatory dictionary / Under the General editorship of M. A. Storchevoy. SPb.

[NEREDMLE]: 2004. Management and Labor Economics. New English - Russian explanatory dictionary / Under the General editorship of M. A. Storchevoy. SPb.

[DMT]: 2000. Imber, J., Toffler B.-A. Dictionary of Marketing Terms.-3rd ed. Barron's Educational Series, Inc. N.Y.

[LDBE]: 1993. Adam J.H. Longman Dictionary of Business English. L. : Longman.

[DMCS]: 2012. Watson, James, Hill Anne. Dictionary of Media and Communication Studies. L. Bloomsbury Academic.

www.labor.ny.gov

www.marketingweek.co.uk

www.tropical-rainforestanimals.com

Bio-note

Tatiana Rosyanova is an associate professor specializing in cognitive terminology at the Faculty of Humanities in St. Petersburg State University of Economics. Her research interests lie in the fields of terminology studies, sociolinguistics and semantics. She is the author of over 65 publications, including two monographs. She conducts study courses in Business English.