

## Lecture 10 : **The translation of institutional and cultural terms**

- The basic distinction between proper names and cultural terms is that the former have single reference while the latter refer to classes of entities.
- Obsolete institutional terms, unless they have well established equivalents, should be transcribed. Translators of historical names have to be careful both to transcribe and explain ( e.g. the Consular , the Second Empire, the Popular Front etc. are usually translated due to their transparency.)
- Most international institutional terms have official translations made by translator teams at the international organization(e.g. International Labour Organization, World Health Organization, United Nations, Amnesty International etc.)
- National institutional terms are translated by using some translation procedures: transcription *Kremlin* , literal translation *Senate*, loan-translation *National Assembly*, *People's Army* , recognized translation, *Bundestag* *Federal German Parliament* , cultural equivalent *Prime Minister*, *Technological University*, *Chairman of Board*, Translation Label ; a translation label is equivalent to a new term usually a collocation : social promotion, self-management.
- Naturalization is the process of anglicizing foreign names: e.g. *Aristotle*, *Plato*, *Socrates*
- Acronyms where the initial letters of terms are pronounced as one word NATO, UNESCO etc.

- Translation couplets. The most common form of translation couplet consists of the transcription of an institutional term followed by its translation in brackets (e.g. Knesset ‘ the Israeli parliament’ Folketting ‘ the Danish Parliament’)