

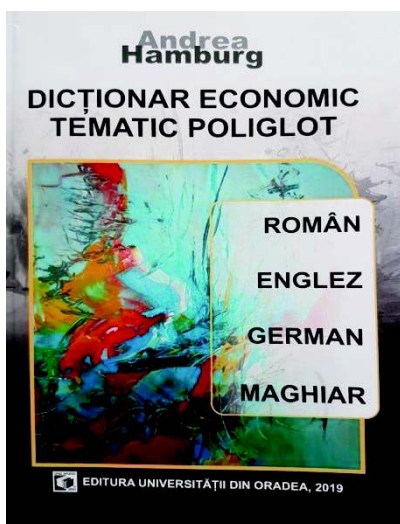
BOOK REVIEW

SEVEN ECONOMIC FIELDS IN FOUR LANGUAGES

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Reviewed work:

Multilingual Economic Thematic Dictionary.
Romanian-English-German-Hungarian

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Original title:

Dicționar economic tematic poliglot.
Român-Englez-German-Maghiar

Author: Andrea Hamburg

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A recent (December 2019) release of University of Oradea Publishing House, Oradea, the 443 page Romanian-English-German-Hungarian dictionary, presents terms classified thematically on seven economic domains. The writer of this work is Hamburg Andrea, lecturer within the Department of International Business at the Faculty of Economic Sciences of the University of Oradea, Romania. Hamburg Andrea is a reputed researcher in the field of languages for specific purposes and business as well as intercultural communication, the author of several books and dictionaries of speciality published by various publishing houses in the country or abroad.

With respect to the expertise Andrea Hamburg has achieved in dictionary authorship, we can note that the researcher wrote, among several other works as a single author, a dictionary of lexical elements in the field of tourism, covering three languages, *Dreisprachiges Wörterbuch für Tourismus (Trilingual Dictionary for Tourism, German - Romanian - Hungarian)*, published in 2016 by the Traugott Bautz Publishing House in Nordhausen, Germany, and another dictionary on terminology in tourism, in 2015, with the University of Oradea Publishing House (*Small dictionary of tourism, Romanian - German, German - Romanian*). Her first

approach to the endeavour of dictionary penning was as early as the year 2004, when she coordinated and co-authored an extensive work comprising business vocabulary in five languages, namely the *Dictionary of Business - English, German, French, Italian, Hungarian*.

Andrea Hamburg's constant didactic preoccupation as an academic, teaching German and related disciplines at the Faculty of Economic Sciences University of Oradea, materialised in several course books published with ISBN, i.e. courses of German language (five works between 2002 and 2011), courses of German for Business (2 works in 2014), and speciality books such as *Deutsche Grammatik mal anders – 100 Übungen mit Spaß* (2003), *Wirtschaftliche Wortfamilien* (2004) and *Interkulturelle Kommunikation. Deutschkurs für das Magisterstudium* (2010). Her doctoral thesis, defended in 2006 at the University Lucian Blaga, in Sibiu, entitled *Zwischen Verriss und Bestsellerium. Die Rezeption von Johannes Mario Simmel* was published by Peter Lang Publishing House, in Frankfurt am Main, in 2012. Among the many studies that shape Andrea Hamburg's research work published in various journals, fifteen articles are in journals indexed in international databases.

With Hungarian as a mother tongue and Romanian as the language of her education, a university graduate of a double philological specialization of German and English, Andrea Hamburg has gained vast experience in the area of languages for economic fields, teaching German language for business at academic level for over twenty years, and correspondently undertaking research in the field of German for business and economy. The expertise such gained, added to that favourable background backed up by natural features of a really organised and hard working person, were combined to put together this new extensive work, covering seven fields and producing a four-lingual compendium of terms, an extraordinary endeavour, undoubtedly.

The dictionary under review, entitled *Multilingual Economic Thematic Dictionary. Romanian-English-German-Hungarian dictionary*, is structured into four parts, according to the language of introducing the terms, in each part having a different language as the first. Thus, this four major sections actually represent four distinct dictionaries, each comprising a little over 100 pages. The first section is entitled "Dicționar român-englez-german-maghiar" (translating as "Romanian - English - German - Hungarian Dictionary"), and it introduces Romanian terms. Next comes the part called "English-German-Romanian-Hungarian Dictionary", which deals with English words. Then we find the German notions in the part "Wörterbuch Deutsch-Englisch-Rumänisch-Ungarisch" (meaning "German - English - Romanian - Hungarian Dictionary"), to eventually be presented with Hungarian terms, in the last section of the four, named "Magyar-angol-német-román szótár" (i.e. "Hungarian - English - German - Romanian Dictionary"). There is a *Foreword* by the authoress at the beginning (in all for language, half a page each) and there is also a page of *References* at the end of the book.

Each of the four parts of the dictionary are further divided into seven subtitles, representing the categories, the economic areas of the presented words, lexical elements, notions or concept. These categories are the same seven in all four sections, differing, of course, the order of the languages in which they are

presented, in concord with the entry language of the each part. The seven subtitles, in which each of the four parts is divided, reveal specific areas of economy, comprising the specific terminology introduced there, and are as follows:

- Banking
- (Type of) business, plant management, labour market
- Accounting and finance
- Dealmaking and business communication
- Stock exchange
- Market, marketing and sales
- Customs

As mentioned in the foreword, there are over 2000 notions per language and one notion can come up more than once, as, belonging to more domains, it will feature in all of the respective categories and will, thus, appear several times.

It is as well explained that not only direct translation is dealt with by the dictionary: Synonymy and homonymy are also tackled, as words with similar meaning are provided, in some cases, and different senses of the same word, more or less related, are presented, as well.

Further guidance is given here with respect to the way of presenting the entries and also regarding the symbols used: We find that German nouns are didactically introduced, with the ending for Genitive singular and then that for Nominative plural, and the gender is specified. A dash (-) used instead of these signifies that the noun lacks the particular ending or form for plural. Symbols Sg., Pl. stand for singularia respectively pluralia tantum.

Within a subsection (a category representing a business field) the notions are introduced alphabetically, marked by the presence of the letters, as a kind of a next level titling. These are seen while browsing and indeed render an easier detection of the location of the word looked up, but do not appear in the table of contents, as it is not customarily to do so with dictionaries, most likely for aesthetic reasons. Quite intriguing, sometimes the letters are grouped in pairs while other times they stand alone, presumably according to the length of the content, i.e. the number of words that are entered for the given letter / pair of consecutive letters, respectively of the space taken up. Still, there might be other reasons, as if some groups of two letters are dedicated 3-4 pages (A,B - pp,15-18), we can find even 2 entire groups on the same page, and a third beginning (L,M then N,O and P, p.28). The letter grouping does not follow a pattern along the dictionary; it varies between the fields of the same language section and from one section to another.

For each entry in one particular language of the four, the translations in the other three languages come underneath, one new line each, in the order presented in the name of the section (that certain sequence of the languages), and the abbreviations used at the beginning of the lines that present the translated notions are self-evident: *ro.*, *en.*, *de.*, *hu.*

It is noted that regardless of the language used as a starting point, the manner of approach is similar: the terms are entered not only with the direct translations in the other three languages, one under the other, but also accompanied by derived expressions and concepts formed with that initial word as a base. These compound

notions are also introduced and translated, under the main word, appearing either with a small indentation or aligned similarly, depending on the degree of connection with the base word. The latter may either be present itself in the expression or is replaced by a the specific sign ' ~ '. For instance, checking the Romanian word "bancă" (in translation 'bank'), on page 15, we will find more than 30 notions built with this term listed and translated on the next 2-3 pages. It holds true for the other languages, with "bank" being introduced in the English part on page 123, the German "Bank" coming on page 228 and the Hungarian "bank" on page 339, and each having their connected concepts presented in the 2-3 pages that follow them.

Checking the occurrence of a word along the same section (one language as introductory) it is noted that the word appears in various contexts, for distinct reasons, with different implications.

For example, the term "money" is present in the section corresponding to the English language entries in almost thirty instances.

First, 'money' is entered and translated as such within the topic of *Banking* and ten structures immediately follow here (on pp. 134-135), which are formed with this word as a base. These are: 'to borrow ~', 'to change ~', 'deposit ~', 'metal ~', 'metal ~ circulation', 'paper ~', 'paper ~ circulation', 'to pay ~', 'to transfer ~' and 'to withdraw ~'. Next, three more construction are presented: 'money exchange', 'money supply' and 'money transfer' (on p.135).

Then, on page 166, 'money' is entered again, within the field of *Accounting and finance* this time, and there are here other five accounts for it: 'circulation of ~', 'excess of ~', 'to invest ~', 'money supply' (again) and 'money value'.

Besides these somehow direct occurrences for the two aforementioned domains, the term 'money' features along the entire section, to form numerous notions with other base words ('amount', 'invest', 'save', 'circulation', 'market' or 'supply'), such as exemplified by the following list:

- 'to deposit an ~ of money in a bank', for the base word 'amount' - p. 122
- 'to invest money' - pp. 132, 205
- 'to save (money)' - p. 136
- 'circulation of money' - p. 198
- 'money ~', for the base word 'market' - p.207
- 'money', with the figurative sense of 'payment means' - p. 211
- 'money supply' and 'to control ~' - p. 211

The same word but checked in its Romanian correspondent - 'bani' - and in the corresponding, Romanian, section - the first part of the four-lingual dictionary -, is found to occur much less, with seven concepts identified on pp.17-18, and only other three occurrences on pp. 26, 54, 98. This is explained by the specificities of the two languages analyzed in comparison here, Romanian and English.

In some circumstances, Romanian language seems to be more conceptual (or synthetic), i.e. not making use of all lexical elements found in English but having the full meaning rendered by one word. Such is the case with 'a economisi' ('to save'), where the addition of the word 'bani' ('money') would be felt as rather superfluous and hence this term is not present in this context. The difference is partially due to the fact that the Romanian verb, 'a economisi', comes here in its

direct, first sense, while the English verb 'to save' has a distinct first meaning in the standard language acceptance. Without the given context of business and finances, 'to save' supposes to rescue from a dangerous situation. Thus, in English, the specification of the context by using the term 'money' after 'save' is not redundant.

Another situation that accounts for the lower number of occurrences of the term 'bani' is the fact that it is not this term but a different one that is more often employed in the Romanian language for the construction of certain expressions. This category can be exemplified by the following structures, where terms such as 'monedă' and 'monetar' are used instead of 'bani':

- 'circulația monedei' ('circulation of money'), p. 55, or
- 'masă monetară' ('money supply'), p. 59.

The German section first shows the word 'Geld' ('money') on its first page of lexical entries (p. 226), completing a structure, as it follows the verb 'anlegen' ('to invest'). The second occurrence is in the concept of 'Buchgeld' ('deposit money'), p.231. The main presentation of the term and of several connected structures come on pages 233-234, with no less than twenty five notions listed. Individual notions - compounds with the term - are then to be found: 'Spargelder' ('savings'), on p. 242, or 'Arbeitslosengeld' ('unemployment benefit'), on p. 246, to meet again the entry of the basic term and ten of its most significant related structures, for the other major topic, on p. 271.

Another topic brings, on p. 283, the term 'Geldwechsel~' before the base word 'Geschäft' (to render the meaning of 'foreign exchange transaction'), while another field introduces, on p. 310, terms such as:

- 'Geldanlage' ('capital investment'),
- 'Geld festlegen' ('to invest money'),
- 'Geldkrise' ('monetary crisis'),
- 'Geldmenge' ('money supply') - with the related notion 'die ~ kontrollieren' ('to control money supply') -,
- 'Geldumlauf' ('circulation of money') or
- 'Geldverkehr' ('money transactions').

On p. 317, 'Geld~' formed with the base word 'Markt' (the structure meaning 'money market') comes to end a truly rich series, of around fifty instances of the term's presence.

The specificity of the German language is clearly seen in the examples above, with numerous concepts formed by merging the composing words.

Even more numerous are the occurrences, along the last section, of the Hungarian term 'pénz' ('money') and its corresponding structures: twenty six times in the original form and about the same amount in derivations. The first introduction alone brings about twenty four notions on pages 351-352. Then, another compound appears very soon, p. 354, 'takarékpénztár' ('savings bank'), and three more notions on p. 369: 'pénzügyi ~', with the base word 'osztály' (together signifying 'finance department'), 'pénzbeli források' ('financial resources') and 'pénzforrásokkal rendelkezik' ('to dispose of financial resources'). The second main domain for the term presents fifteen derived concepts on p. 385, while on page 394 there are four more expressions, formed, this time, from the compound 'készpénzfizetés' ('cash payment'). On p. 405, there are the structures 'készpénzes

~, preceding the base 'ügylet' ('cash business') and 'készpénzfizetéses ~', with the base 'üzlet' ('cash transactions'). Some other concepts derived from the same compound, 'készpénz', ('cash'), are next presented, three on p. 422 and another one on p. 426. On p. 429, five notions occur:

- 'pénzforgalom' ('circulation of money'),
- 'pénztárblokk' ('receipt'),
- 'pénzt fektet be' ('to invest money'),
- 'pénztömeg' 'money supply' - and also the related 'ellenőrzés alatt tartja a ~etto' ('control money supply') - and
- 'pénzügyi válság' ('monetary crisis').

Once more the plain term 'pénz ~' is found on p. 430 for the base entry 'piac' ('market') ('money market') and the last entry of this unquestionably extensive category, p. 436, is that of the compound 'készpénz~' for the base 'tőke' ('capital'), meaning 'cash capital'.

It is noted here too, as for the German language in the previous section, that a particularity of the Hungarian language is clearly distinguishable from the analysis: a similar propensity for compound words formed by merging, leading to long lexical elements.

This detailed presentation makes it obvious that the four parts follow a similar structure and the entries are intentionally mirrored and shown in parallel, as much as the particularities of each language allow.

Clearly and cleverly designed, easy to follow and use, the four language dictionary brings notions of interest from seven broad fields, covering most areas of economy and providing a means of thorough information regarding lexical structures, available to all people interested. As the authoress of this complex work points out in the foreword, she rightfully 'would like to see this dictionary as a useful tool for specialists and non-specialists, as well.' (p. 9)