

ZUR ÜBERSETZBARKEIT VON KULTURSPECIFIKA IN WIRTSCHAFTSTEXTEN

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Abstract: *This paper attempts to create an overview of the elements of cultural identity in translating economical texts. Translators are often requested to find equivalences for terms they have difficulties in understanding. A proper translation is a functional one, so each translator needs to first identify, then find an appropriate solution in the target language. In doing so he has to take into consideration the fact that he is not translating into a different cultural or juridical system, but merely into another language. Translation strategies need therefore to follow not only communicative criteria, but also structural and contextual ones. The decision making of a translation strategy has to be a conscious one for each translator and one shouldn't set aside its own cultural identity.*