IMPORTANCE OF SPECIALIZED LANGUAGES IN COMMUNICATION

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Abstract:

Language has different dimensions in communication, according to the purpose of its use. This is the reason why scientific researchers have distinguished between common language and specialized language. The aim of this article is to offer some theoretical insight on the issue and the importance of Language for Specific Purposes, especially on English for Specific Purposes since in this global era, English is the universal language operating as main communication mediator and facilitator between the Source Language and the Target Language. Much of the success of any business is based on good and efficient communication and that is why the correct use of a specialized language has a key role. This article also tries to pinpoint the main problems related to knowing how to use correctly and how to convey the information properly through translation of specialized languages, which is only possible based on expert knowledge and use of the specialized fields and of the language used for communication.

Keywords: common language, specialized language, English for Specific Purposes, communication

It is well-known and universally acknowledged that a good translator is that person who really "knows" what he/she is translating, meaning that besides knowing deeply both the Source Language and the Target Language, he/she knows and understands the concepts behind the terms used in the specialized language, the he/she is on the same position of an expert. This is the main reason why the work of a translator is so much more difficult and full of responsibility when it comes to the act of translating: he/she must be familiar with the terms and concepts in both in the subject field and in the languages. Thus, LSP represents the language for special purposes, used to discuss specialized fields of knowledge. any written text used specific terminology. Terminology is natural language; the terms do not belong to an independent system of words, but come together with words to form the vocabulary of speakers. The terms can also be analyzed from different points of view: linguistic, cognitive, communicative, etc. The specialized knowledge unit is the one that represents and transmits knowledge. Such units are created within a linguistic system and are formed by a signifier and a signified. They also allow to represent and fix the specialized knowledge and they transmit and spread the specialized knowledge. This specialized knowledge unit is divided into natural language units (for example, morphological, lexical units, etc.) and artificial language units (such as symbols, formulas, iconography, etc.).

There is also a very important distinction to be made between Language for General Purposes (LGP) and Language for Specific Purposes (LSP). The former refers to the language people use every day to talk about ordinary things in a diversity of common situations, whereas the latter is the language used to discuss specialized fields of knowledge. Nevertheless, the most important and interesting thing about these two categories is that they overlap, this being what Meyer and Mackintosh call "de-terminologization" (Meyer & Mackintosh, 2000).

Some of the most important features of **Artificial Languages** refer to the fact that they are "invented" languages, they are constructed using natural language, they represent a previous, controlled conceptualization, they are unable to admit new units not previously set and conceptualized, they are unambiguous (no synonyms or polysemous terms), they have reduced syntax, reduced inventory of signs first established in written form, they are valid wherever used, they present no scope for meaning variation.

On the other hand, **Language for Specific Purposes** (LSPs) are not artificial. They cannot be considered "invented," but participate in the general language. They are not constructed with language as a point of reference, as they form a part of language. They can admit new units, even if,

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it is desirable to control their growth. They permit synonyms and all the syntactic possibilities offered by the LGP. They also present an inventory of signs that grows steadily.

The common elements between **Language for Specific Purposes** and **Artificial Languages** refer to: prior conceptualization that is relatively controlled, they do not usually admit new terms unless the concept has been defined and named, they do not have (in theory) polysemous terms (polysemy in general language is homonymy in special languages), written form of terms takes priority over the spoken form, many terms are valid internationally, and they have the same limited functions.

One of the most important aspects in terms of users of LSPs is that they are used by mainly three categories of people: experts - people who have training or experience in the specialized field in question; semi-experts - for example, students or experts from related fields, and non-experts, such as technical writers or translators. Nevertheless, they influence one another at all levels. Since the role and the work of translators are highly important and bear significant impact, they need to acquire knowledge in two areas: in specialized terms, collocations, grammatical structures and stylistic features; and in the information about the specialized concepts described using the LSP. Thus, translators need to actually know what they are writing or taking about, which means understanding the concepts behind the terms linguistic development can be regarded as a form of adaptation to globalization. In other words, translators need to familiarize with the concepts in the subject field and the language used to describe them by learning the LSP terms and structures with texts or corpora.

Cabré believes that there are two types of specialized vocabulary: the first one is a common platform, consisting of terms with a wider usage, and the second type of specialized vocabulary is composed of strictly specialized terms, in each field and it represents a specific scientific and technical terminology (in Angela Bidu-Vrănceanu 2007: 15-16). Lerat mentions that the notion "specialized language is a natural language specialized knowledge considered as a vector of the specialized language" (Lerat 1995: 20).

Another opinion, which belongs to the descriptive linguists, emphasizes that "each specialized language is a simple version of the general language" (Cabré 1998: 119), even a simple lexical option. Therefore, there would not be specialized languages, but only specialized vocabularies. A specialized language can make use of non-lexical means even extra linguistic ones: illustrations, symbols, acronyms, etc. There are many examples in point in the field of e-commerce. In this case the language makes use of acronyms and the preposition to is replaced by number two (2).

B2B or Business-to-Business
B2C or Business-to-Consumer.
C2B or Consumer-to-Business
C2C or Consumer-to-Consumer
G2G or Government-to-Government
G2E or Government-to-Employee
G2B or Government-to-Business
B2G or Business-to-Government
C2G or Citizen-to-Government

Other acronyms have a high degree of specialization; non specialists cannot decode them. For example:

SEO- Search Engine Optimization
EDI- Electronic Data Interchange
PPA- Pay per Action
PPC- Pay per Click

On the other hand, many new words enter a language all the time - the exact number is uncertain but there are thousands appearing every year. English, for example, is a common language in many specialized areas such as science, technology and the Internet, and as these

areas grow so does the vocabulary needed to express new ideas and objects. Here are some examples of English words that entered the Romanian language:

accounting: *audit, debit, cash, balance, auditor, clearing, control;*

publicity: *banner, billboard, host, print, media, blog, copy;*

banking system: *banker, bonds, interest, draft, cheque, overdraft, penalty, interest, saving;*

commerce: *trade, shopping, dealer, export, import;*

distribution: *logistics, cash and carry, carrier, distributor;*

finance: *asset, cashflow, broker, capital, stock, discount, dividend;*

technology of information: *computer, hardware, software, hard disk, chip, cursor, mouse, digital, display, e-mail, fax, password;*

management: *full-time project manager, leasing, franchising, know-how, leader, job, target;*

marketing: *brand, market, marketer, respondent, brainstorming, moderator, directory, mass media, copyright, dumping;*

transportation: *charter, airbag, jeep, scooter, intercity.*

In the current context of European integration, the linguistic development can be regarded as a form of adaptation to globalization. Exploring the area of linguistic changes can be a useful way of helping people, but especially translators, to deal not only with the way languages evolve and the new words they are likely to encounter, but also help them understand the way the words they already know have evolved and developed.

4. CONCLUSIONS

The aim of this article was to offer some theoretical insight on the issue and the importance of Language for Specific Purposes, especially on English for Specific Purposes since in this global era, English is the universal language operating as main communication mediator and facilitator between the Source Language and the Target Language. Much of the success of any business is based on good and efficient communication and that is why the correct use of a specialized language has a key role. This article also tried to pinpoint the main problems related to knowing how to use correctly and how to convey the information properly through translation of specialized languages, which is only possible based on expert knowledge and use of the specialized fields and of the language used for communication.

Cabré mentions that "every specialized language can be updated at different levels of specialization. The peak of the pyramid corresponds to the communication between specialists, and its ground corresponds to the communication (popularization) for the general public. (...) the subject defines the specialized language and a text does not cease to be a specialized text, as long as it aims at vulgarization, its degree of specialization being simply smaller" (Cabré, 1995: 124). That is why the role of the translator becomes also one of a "decoder" since they have to become experts and need to familiarize with the concepts in the subject field and the language used to describe them by learning the LSP terms and structures.

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