STANDARD SERBIAN TERMINOLOGICAL EXPRESSIONS IN TELECOMMUNICATIONS AND POSTAL TRAFFIC CREATED BY BORROWING AND TRANSLATING ENGLISH TERMS

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Abstract: *The primary purpose of this article is to propose standard Serbian terminological expressions for 140 English telecommunications and postal traffic terms. To achieve this aim, we adopt a synchronic lexico-semantico-translation approach and develop an eight-principle translation and standardisation model. The results of the study clearly show that Anglicisms, synonymous and polysemous terminological units, terminological gaps and imprecise translation terms cause problems. Some solutions are suggested to bridge terminological inaccuracy and to set the standard status of certain Serbian terms.*
Keywords: *English terminological expressions, Serbian translation equivalents, synchronic lexico-semantico-translation analysis, telecommunications and postal traffic, translation and standardisation model*

1. Introduction

The existence of standardised terminological systems help scientists and professionals communicate seamlessly. As sciences and professions rapidly evolve, the need for novel terms grows. The use of newly created terms in one language finds its way into other languages through borrowing new terms and through translating them. The standardisation of new terminological expressions should be the final phase of this complex process.

To set standard terms, it is necessary to design a theoretical model of translation and standardisation. The model proposed in this paper is an extension and modification of the models discussed in Radovanović (1979), Bugarski (1996), Dubuc (1997), Šipka (1998), Prćić (2005) and Dimković-Telebaković (2013a:65-68, 2014a:387). It contains eight principles of translation and standardisation. The principle of nonsynonymy is related to scientific and professional standards of a term connected with the appropriate concept in the register under consideration. The principles of precision, transparency, systematicity and productivity refer to linguistic standards of the language system to which the term belongs. The principles of concision, frequency and updating novel terms are related to pragmatic standards.

These principles refer to the following requirements: for nonsynonymy (to have one term for one concept), for precision (to exactly express the meaning of concepts), for transparency (to link the meaning and the form of terms), for systematicity (to accord terms with orthographic, morphological, syntactic and lexico-semantic levels of the target language), for productivity (to generate new terms), for concision (to find the shortest form for the term conveying true meaning), for frequency (to choose the most frequently used form if it suits best), and for updating novel terms (to find the appropriate translation equivalents in the target language as soon as possible).

This model has been developed in such a way that it may be applied to terms employed in English and Serbian technical terminology, specifically in telecommunications and postal traffic terminology.

2. The rationale, method and corpus

The purpose of this paper is to show that the Serbian telecommunications and postal traffic terminology created by borrowing and translating English terms has a great number of Anglicisms and terminological gaps, synonymous and polysemous terminological units, imprecise Serbian translation equivalents and nonstandard terminological expressions. To find appropriate Serbian translation equivalents and to set standard terms, we use the eight-principle translation and standardisation model explained in the Introduction section.

A synchronic lexico-semantico-translation analysis covers the corpus built from 80 English compound nouns, 36 English nouns, 15 acronyms, 6 verbs and 3 blends, and their Serbian equivalents, as used in the above mentioned fields of engineering. The examples considered in the paper have been taken from a dictionary contained in *English in Transport and Traffic Engineering* (Dimković-Telebaković 2015a:369-411), and from some texts incorporated into the same textbook.

3. Analysis and discussion

The analysis carried out in this study involves 140 English lexical units as employed in telecommunications and postal traffic. In Section 3.1, we discuss some frequently used Anglicisms. Synonymous terminological expressions and antonyms are considered in Section 3.2, whereas polysemous terminological units are looked at in Section 3.3. Section 3.4. deals with blends and acronyms, and Section 3.5. contains more English terminological expressions and their Serbian translation equivalents, as reflected in the fields under scrutiny. Concluding remarks are given in Section 4.

3.1. Anglicisms

The quickest way to introduce a new English specific term into Serbian is to adapt the English term to the Serbian language system. However, such terms may cause terminological uncertainty and inaccuracy, and are not suitable for standardisation. Anglicisms frequently remain to be used although there are Serbian equivalents (e.g. *kabl*, *kompjuter*, *konektor*, *fajl*, *format*, *hardver*, *hab*, *slot*, *softver*, for instance, instead of "vod", "računar", "razdvojiv spoj (optičkih vlakana)", "dokument", "oblik, veličina i sastav dokumenta", "računarska oprema" / "sastavni elementi računara", "središte", "mesto u sistemu", "računarski programi" / "primene" / "usluge"). This happens because it is easier to borrow a term than to translate it precisely. In cases where there are no Serbian equivalents for specific English terms, language and subject experts should find the appropriate Serbian terms as soon as possible. It is expected that Serbian translation equivalents are to be standardised in order to preserve the authenticity of the Serbian language. (For more details on Anglicisms see Dimković-Telebaković 2014c).

Table 1 presents a series of English terminological expressions as used in telecommunications and postal traffic, Anglicisms that are frequently employed in these fields and their Serbian translation equivalents. Originally, Table 1 had no exact Serbian equivalents for most terms, since Anglicisms are in use. After we have used the translation and standardisation model (explained in the introductory section of this article), we propose the adequate Serbian equivalents (as given in Table 1) for the following English terms: *analog transmission*, *digital transmission*, *geosynchronous orbit*, *laser*, *modem*, *coupler*, *splice*, *protocol*, *router*, *telecommunications*.

Experts are familiar with the fact that *analog transmission* is used for transmitting continuous signals, which can be translated into Serbian as "prenos neprekidnog signala", whereas *digital transmission* is used for transmitting parts of signals in such a way that discontinuity is not noticeable, and therefore its Serbian equivalent would be "prenos delova signala tako da se ne primećuje isprekidanost". As *analog* and *digital* are internationally used in scientific and technical discourse, we propose that they remain in Serbian equivalents as such.

Thus, the proposed standard Serbian terminological expressions would be "prenos analognih signala" and "prenos digitalnih signala".

Geosynchronous orbit / "geostacionarna orbita", that is, "orbita udaljena od Zemlje oko 22.000 milja" is an orbit of a satellite, operating at a distance of about 22,000 miles from Earth and being in sight all the time. Our proposal for the Serbian translation equivalent is "orbita uvek vidljivog satelita".

In order to be able to translate *laser*, one should know that it is an acronym. As it stands for *Light Amplification by Stimulated Emission of Radiation*, its Serbian equivalent is "pojačana svetlost pomoću izazvane emisije zračenja".

Modem is a blend and comes from MODulator / DEModulator. It is, in fact, a device which modulates an analog signal (received from a telephone line) into a digital signal (to be sent to a computer) and vice versa. In other words, it changes signals sent from a telephone into signals that can be received by a computer, and its Serbian equivalent could be "uređaj koji menja analogne u digitalne signale i obrnuto".

The accurate equivalent for *coupler* is "spoj (optičkih / svetlosnih vlakana) s grananjem", and for *splice* "nerazdvojiv spoj (optičkih / svetlosnih vlakana) nastao lemljenjem / nastavljanjem", although we do not believe that 'optičkih vlakana' will be changed into 'svetlosnih vlakana', because 'optical fibres' - 'optičkih vlakana' has become an international term.

Protocol refers to rules that formulate data format in electronic communications systems, and its Serbian equivalent is therefore "utvrđena pravila kojima se određuje oblik, veličina i sastav dokumenta u elektronskom komunikacionom sistemu".

As *router* is a computer device that directs information and connets subnetworks, it can be transformed into Serbian in "računarski uređaj koji usmerava obaveštenja i povezuje podmreže", or "uređaj za određivanje putanje kojom će se kretati obaveštenja na internetu", or "računarski mrežni usmerivač". Taking into account the principle of concision, we propose the Serbian equivalent "računarski mrežni usmerivač" to be the terminological expression for standardisation.

Telecommunications means 'electronic traffic', and its Serbian translation equivalent would be "elektronski saobraćaj".

We also point out here that "magistrala" (*bus*) has to be semantically expressed more precisely, and our proposal for its Serbian equivalent is "put kojim se kreću signali u računaru". Another reason why "magistrala" is not acceptable for standardisation in telecommunications traffic is that the term has already been in use in road traffic engineering.

All the Serbian equivalents for the given English expressions in Table 1 are units proposed for standardisation. Although some of them are syntactic units (since Serbian is a synthetic language) and do not meet the requirements of the principles of concision and frequency, they exactly express the meaning of concepts and are therefore the best candidates for standard terms.

English terminological expressions	Anglicisms	Serbian equivalents
address	adresa	mesto u memoriji računara
analog transmission	analogni prenos	prenos analognih signala
bus	bas	put kojim se kreću signali u računaru
cable	kabl	vod
coaxial cable	koaksijalni kabl	saosni vod, vod sa zajedničkom osom (ili osama)
computer	kompjuter	računar

connector	konektor	razdvojiv spoj (optičkih vlakana)
coupler	kapler	spoj (optičkih vlakana) s grananjem
digital transmission	digitalni prenos	prenos digitalnih signala
file	fajl	dokument
format	format	oblik, veličina i sastav dokumenta
geosynchronous orbit	geostacionarna orbita	orbita uvek vidljivog satelita
hardware	hardver	sastavni elementi računara
host / end system	host / houst	krajnji uređaj u sistemu računarskih mreža
hub	hab	središte
Internet	internet	svetska računarska mreža mrêža
laser	laser	pojačana svetlost pomoću izazvane emisije zračenja
modem	modem	uredjaj koji menja analogne u digitalne signale i obrnuto
protocol	protokol	utvrđena pravila kojima se određuje oblik, veličina i sastav dokumenta u elektronskom komunikacionom sistemu
relay	relej, relejni	usmerena veza
repeater	ripiter	obnavljač signala za digitalne veze
rotation time	vreme rotacije	vreme potrebno da satelit obiđe Zemlju
router	ruter	računarski mrežni usmerivač
slot	slot	mesto u sistemu
software	softver	računarski programi, primene, usluge
splice	splajs	nerazdvojiv spoj (optičkih vlakana) nastao lemljenjem / nastavljanjem
telecommunications	telekomunikacije	elektronski saobraćaj
transponder	repetitor	predajnik s automatskim prijemom odgovora / signala

Table 1. English terminological expressions, Anglicisms and Serbian equivalents

3.2. Synonymous terminological expressions and antonyms

Synonymy is a characteristic of both general language and specific languages. While it provides diversity in general language, it causes problems when it comes to the standardisation of specific terms (cf. Dubuc 1997:153-154). To decide upon a terminological expression that should be standardised, we apply the principles offered in the introductory section of the paper. The most appropriate term should be set as the standard term. Such a term should ideally be the shortest term that exactly expresses the meaning of the concept as used in the specialised discourse, and a term that is transparent and in accordance with the target language system and that is frequently employed. The most appropriate term for standardisation should also be one term for one concept, should be able to generate new terms and should not possibly be a loan word.

The following examples demonstrate that both English and Serbian telecommunications and postal lexemes are used as synonymous units: *jacketing*, *coating*, *cladding*, and *cellular telephone*, *cellphone*, *carryphone*, *mobile phone*, and "ukopana gradska kablovska mreža", "(podzemna) kablovska kanalizacija u gradu", as well as "telefonska kabina", "govornica". Table 2 comprises some English nouns, verbs and compound nouns that are typically employed in telecommunications and postal traffic, and their Serbian equivalents that are considered to be the most appropriate lexical units for standardisation. We suggest that "ukopana gradska kablovska mreža" and "telefonska govornica" are to be standardised, since "kanalizacija" has the meaning of 'a large pipe under the ground for carrying water and waste material', "govornica" usually refers to a place from which professors and politicians speak, and "kabina" is a loan word. Table 2 also illustrates that British and American varieties have synonymous terms, such as *copper systems* (BrE) and *copper wiring* (AmE), or *exchange* (BrE) and *central office* (AmE), as well as *trunk call* (BrE) and *long distance call* (AmE).

English terms	Serbian equivalents
Nouns:	*Imenice:*
jacketing, coating, cladding	obloga optičkog vlakna
signal, beam	signal, zrak
Verbs:	*Glagoli:*
to transmit, to send, to forward,	prenositi, poslati
to despatch / to dispatch	slati poštu
Compound nouns:	*Složenice:*
Cellular telephone, cellphone, carryphone, mobile phone	mobilni telefon
end system, host	krajnji uređaj u sistemu računarskih mreža
copper systems (BrE), copper wiring (AmE)	sistemi s bakarnim provodnicima (vodovima)
exchange (BrE), central office (AmE)	telefonska centrala
public telephone, pay phone	javni telefon
telephone box, telephone kiosk (BrE) telephone booth, call box	telefonska govornica
telephone operator, switchboard operator	telefonist, telefonistkinja
trunk call (BrE), long distance call (AmE)	međunarodni telefonski razgovor
underground city duct	ukopana gradska kablovska mreža

Table 2. English synonymous terminological units and Serbian expressions

Antonymy is a characteristic of languages as well. Antonymous terms contribute to the semantic transparency of terms. They are less used in specialised contexts than synonymous terms.

Table 3 contains a small number of antonyms that are typically used in the English telecommunications and postal traffic terminology and their Serbian translations.

English terms	Serbian equivalents
the transmitter : the receiver	predajnik : prijemnik
the up-link frequency : the down-link frequency	učestalost signala veze ka satelitu : učestalost signala veze ka zemlji
despatching office of exchange : receiving office of exchange	početna pošta : krajnja pošta

Table 3. Antonyms

It is interesting to notice here that some examples in Tables 1, 2 and 3 clearly illustrate that the English impact on Serbian results in the creation of compounds in Serbian. Such examples are as follows: "mobilni telefon", "telefonska govornica", "međunarodni telefonski razgovor", "početna pošta", "krajnja pošta", etc.

3.3. Polysemous terminological expressions

It has already been shown that both primary and secondary lexemes may be multimeaningful (see Cruse 1986:79-80, Dimković-Telebaković 2015b, for instance), and that different word classes may be polysemic in English and Serbian (see Dimković-Telebaković 2013a:63, 2014a, 2015b, among others). On polysemy in the Serbian language see, for example, Gortan-Premk (2004).

In this section of the paper, we demonstrate that English telecommunications and postal traffic terminological units may communicate different meanings. Polysemy makes the standardisation of specific terms complicated. Although there are terms for "veza", "prenos" and "saobraćaj" in English (*link*, *transmission* and *traffic*), the term of *communication* can mean all this, depending on the context in which it is used. The following examples illustrate this: *Streaming in the context of communication means that the audio / video file is transmitted while it is being created, and converted at the receiving point into a continuous video and sound / U kontekstu prenosa, striming znači da se audio / video dokument prenosi dok nastaje i da se u tački prijema pretvara u trajni video zapis i zvuk.* (cf. Dimković-Telebaković 2015a:272); *Some basic features of satellite communications / Neka osnovna obeležja satelitskog saobraćaja* (see Dimković-Telebaković 2015a:19); *In modern communications systems, the circuit is usually a telephone line / U savremenim sistemima veza, kolo je obično telefonska linija* (see Dimković-Telebaković 2015a:202).

Table 4 shows that collocations also determine the meaning of a term. Therefore, *buffer* can have the meaning of 'međumemorija' / 'relativno mala memorija za privremeno memorisanje podataka' / 'privremeno skladište podataka' if used in texts on computers, whereas it bears the meaning of 'zaštitni sloj optičkog vlakna' if it is used in *buffer coating*. *Directory* can also convey different meanings: it can mean 'baza podataka', and if used in *telephone directory*, it has the meaning of 'telefonski imenik'.

Thus, we suggest that "privremeno skladište podataka" can be standardised as the Serbian equivalent for *buffer*, while "zaštitni sloj optičkog vlakna" is the accurate translation of *buffer coating* and can be standardised as a separate terminological unit. The same is applicable to the terminological units "baza podataka" and "telefonski imenik" that are Serbian equivalents for *directory* and *telephone directory*.

English polysemous terminological expressions	Serbian equivalents
buffer	privremeno skladište podataka
buffer coating	zaštitni sloj optičkog vlakna
communication	veza, prenošenje, saobraćaj
directory	baza podataka
telephone directory	telefonski imenik
fee	poštarina, troškovi, taksa
handover	prenos, predaja, primo-predaja
Intranet	privatna mreža, vladina mreža
plant	postrojenje, oprema
range	opseg, domet, red, vrsta, područje, oblast

rate	odnos, cena, iznos, stopa, procena, proračun, način

Table 4. Some English polysemous terminological expressions and their Serbian equivalents

3.4. Blends and acronyms

A blend is the combination of two lexemes that make up a new lexical unit. Blends are a characteristic of the English language. *Transmitter* and *receiver* result in *trans~ciever*, that is "primopredajnik". *Trans~ponder* is made up of *transmitter* and *responder*, and its Serbian equivalent is "repetitor" or "ponavljač". The sign ~ is used here just to demonstrate how blends are created. It is clear that we do not write it otherwise. The equivalents in Serbian "primopredajnik" and "repetitor" or "ponavljač" are translations from English. Blends are not a characteristic of the Serbian language. We, therefore, only aim to translate their exact meaning and do not try to create morphological blends in Serbian.

Those who are familiar with acronyms used in a specialised field are considered to be competent specialists and scientists. The examples contained in Table 5 illustrate some acronyms that can be found in telecommunications and postal traffic, and their Serbian translations.

Acronyms	Serbian translations
CTC (Centralized Traffic Control)	centralizovano upravljanje saobraćajem
GAN (Global Area Network)	svetska računarska mreža
GIS (Geographical Information System)	geografski informacioni sistem
GPS (Global Positioning System)	sistem globalnog utvrđivanja položaja
HTML (Hypertext Markup Language)	standardni kodirani jezik stvaranja dokumenata
IP (The Internet Protocol)	protokol računarske mreže
ISDN (Integrated Services Digital Network)	povezane usluge digitalne mreže
ITS (Intelligent Transport System)	'pametni' transportni sistem
LAN (Local Area Network)	lokalna mreža računara
MAN (Metropolitan Area Network)	gradska mreža računara
PAN (Personal Area Network)	lična računarska mreža
PBX (Private Branch Exchange)	posebna telefonska mreža
TCP (The Transmission Central Protocol)	glavni protokol prenosa podataka
WAN (Wide Area Network)	međunarodna ili međukontinentalna računarska mreža

Table 5. Some acronyms and their Serbian translations

3.5. More examples of English telecommunications and postal traffic terms and their Serbian translation equivalents

Apart from examples contained in this article and in the previously published articles (cf. Dimković-Telebaković 2013b:359-375, 2014b, 2017:85-98, 113-124), we provide you now with more English telecommunications and postal traffic terms and their Serbian translation equivalents (Table 6).

English terminological expressions	Serbian equivalents
apogee	tačka u kojoj je satelit najudaljeniji od Zemlje

back-up system	sistem podrške prenosa podataka
data bank	banka podataka
baseband system	sistem s prenosom u osnovnom opsegu
broadband system	sistem s prenosom u širokom opsegu
broadcast	širenje radio-televizijskih signala
copper loop	bakarna petlja
copper pair	bakarna parica
digital transmission format	digitalni oblik prenosa obaveštenja
door-to-door express delivery service	usluge brze dostave od vrata do vrata
e-access	elektronski pristup
electromagnetic interference	elektromagnetske smetnje
emergency links	hitne veze
exchange line	pretplatnička linija, pretplatnički vod
fibre optic bundles	snopovi optičkih vlakana
finger plate	brojčanik s rupicama
ground loop	uzemljenje
high speed digital circuits	digitalna kola velikih brzina
interoffice trunks	glavne linije između telefonskih centrala
live telephone calls	direktni telefonski razgovori
long-haul telecommunication systems	telekomunikacioni sistemi za velika rastojanja
low attenuation fibre	vlakno s malim slabljenjem signala
maintenance costs	troškovi održavanja sistema
medium altitude satellite	satelit na orbiti srednje visine
multi-pair cable	vod s višestrukim paricama
multi-unit cable	višežilni vod
nibble	bitski kod
packet switched networks	mreže za komutacione pakete
parcel	paket
pushbutton keyboard	brojčanik s tastaturom
remote control	daljinsko upravljanje
satellite foot-print	satelitski otisak signala
signal aspect	signalni znak
signal propagation delay	kašnjenje signala pri prenosu
smartcard system	sistem 'pametnih' kartica
spot-beams	tačkasti signali
stamp vending module	uređaj za prodaju poštanskih markica
streaming	'živi' prenos
streaming technologies	tehnike 'živog' prenosa
live streaming conference	prenos konferencije uživo
subscriber loop plant	pretplatnički uređaj za veze
transmission media	način prenosa signala / podataka
telephone billing	račun za telefon
telephone circuits	telefonska kola
telephone stall	otvorena telefonska govornica
throughput	propusna moć sistema
toll free telephone numbers	besplatni telefonski brojevi
to broadcast	širiti radio-televizijske signale
to dial	birati telefonski broj

waveguide	talasovod
wire-pair line	telefonska parica, skup od dva provodnika

Table 6. More examples of English telecommunications and postal traffic terms and their Serbian equivalents

4. Concluding remarks

In this article, we examine the semantics of Serbian terminological expressions obtained from borrowing and translating 140 English terminological units, as reflected in telecommunications and postal traffic. The majority of lexical units considered here are English compound nouns (80), nouns (36) and acronyms (15), since they are frequently used in technical texts. Some verbs (6) typically used in the fields of traffic under scrutiny are also incorporated into the analysis, as well as a small number of blends (3). To propose standard Serbian terms, we develop a translation and standardisation model, having eight principles – nonsynonymy, precision, transparency, systematicity, productivity, concision, frequency and updating new English terminological expressions. Serbian translation equivalents are provided for Anglicisms and terminological gaps analysed in Section 3.1, while the problem of standardising synonymous and polysemous terminological units is discussed in sections 3.2. and 3.3, and a number of imprecise terms is considered too. Section 3.5. offers a list of Serbian terminological equivalents for English telecommunications and postal traffic terms we have not included in our previous analyses.

The effort made in this paper to propose Serbian translation equivalents of the given English terms for standardization resulted in the Serbian equivalents that convey the precise meaning of the English terms. Due to the structural differences between the two languages, many Serbian translation equivalents suggested here do not meet the requirement of the principle of concision. Furthermore, as Anglicisms are frequently used in the fields analysed, the principle of frequency could not be applied to a great number of cases either. Having said that, we are aware of the fact that it will be impossible to expect that all the proposals for standard Serbian terminological expressions will be used in practice. It would however be nice to see some of them standardised.

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