

BUSINESS TERMS IN SHIPBUILDING BILINGUAL NEWSLETTERS

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ABSTRACT

The Romanian shipbuilders' use of English on a daily basis in multicultural environments, such as Damen Shipyard Romania, allowed business terms to develop as an important part in the naval architecture language, both spoken and written.

The present paper aims at identifying the most common business words encountered in shipbuilding documents by Damen Shipyard Romania and their possible equivalents, if any.

The Romanian naval architects' tendency to keep the original form of the English element or the adaptation of the English word to the phonetic, orthographic and morphological characteristics of Romanian is also illustrated in this paper.

The data collected and analyzed in this paper can be used to predict a pattern followed by Romanian naval architects when dealing with business English in their field.

Key words: *naval architecture, loan translation, adaptation, business English*

Introduction

Languages, as Bogaards argues, are “alive” (2008: 97). They are a way of communicating in a linguistic community which is always in evolution and which continually needs to adapt itself to the communicative needs of its speaker.

English has become a global language and is the lingua franca of the world at present (Seidlhofer 2001: 133). This influence is mainly due to two important factors: British imperialism and the USA gaining worldwide power following World War II with its strong economic and cultural influence (Britannica Concise Encyclopedia on-line). In the naval architecture field, English has emerged as the main language of international meetings of specialists, in shipyards all over the world and in international scientific exchanges by means of, like in our case, journals.

A person living for a few years in an English speaking community or, in our case, working with English on a daily basis, has a tendency to blend Romanian and English. An “outsider” (i.e. not used with the business environment) does not understand the English words. He/she might not know that *management, planning* means, but can easily recognize the “music” of the Romanian language in *planningul, echipa de engineering, piața offshore*. A relevant example of business terms is the expression *to make sense* used as *a face sens* by many naval architects on a daily

basis. It is a calque and a mot-a-mot translation. Another example of the kind is *suportarea clienților* instead of *susținerea clienților*.

English business terms tend to replace Romanian in shipyards and engineering companies. This is a normal tendency since the majority of our shipbuilding companies are owned by foreign companies (Damen- Dutch, VARD- Italian, Daewoo- Korean). Conversations, newsletters and journals are written in English. In our country, only Damen Shipyard Galati issues bilingual newspapers entitled “Noutăți”.

The present paper aims at identifying the most common **business English terms** encountered in the bilingual naval architecture magazines published by Damen Shipyard and their possible equivalents, if any.

Material and Methods

We have studied all the bilingual naval architecture journals published by Damen Shipyard (9) in order to gather the most frequently used business English terms used in Romanian shipyards. A few examples recorded in our corpus will show the degree of adaptation of the English loan-words. The following examples are used on a daily basis by naval architects in Romanian journals: *planning*, *commissioning*, e.s.o. Loan translations such as *kick-off meeting*, *CEO*, *management* do not have a Romanian equivalent or tend to be used as loan words instead of their Romanian equivalents. In order to discover the most frequent **English business terms** in naval architecture journals, we have studied the English words present in Romanian journals and counted their occurrence.

Results

The present study shows a certain preference for loan translation as source of **business terms** in shipyard newsletters. However, the presence of different types of English words in Romanian shipbuilding journals is the proof that this scientific field borrows, adapts or translates words in order to provide the necessary knowledge to those who need it (naval architects, students, workers in the field).

The majority of **business terms** occurrences were *commissioning* (5), *planning* (6), *contract* (5), *subcontractors*(6), *staff* (9), *quality* (9), *efficiency* (9).

The least used **business terms** were *family business* (1), *offer*(1), *contract*(1), *delivery* (1), *suppliers* (2), *price* (2), *management*(2).

Commissioning- definition, translation, example(s)

A quality focused process for enhancing the delivery of a project. The process focuses upon verifying and documenting that the facility and all of its systems and assemblies are planned, designed, installed, tested, operated, and maintained to meet the Owner's Project Requirements.¹

Translation : punerea în funcțiune²

¹ https://www.wbdg.org/pdfs/comm_def.pdf

² <http://ro.bab.la/dictionar/engleza-romana/commissioning>

1. În scopul asigurării serviciilor de control a climatizării către clienții noștri oricând și oriunde s-ar afla aceștia, compania noastră pune la dispoziție propriul departament de testare și **commissioning**, deservit de ingineri cu înaltă pregătire tehnică care pot fi repartizați diferitelor proiecte din întreaga lume. (Damen shipyards Galati Romania, Noutati, 18.12.2014, p. 16)
2. Adesea interpretat gresit, procesul de **commissioning** este considerat ca fiind concentrat exclusiv pe testarea și punerea în funcțiune a echipamentelor la sfârșitul fazei de construcție a unei nave. (Damen shipyards Galati Romania, Noutati, 11.07.2012, p. 18)
3. Un **commissioning** bine planificat creează oportunitatea identificării abaterilor și defectelor, precum și corectarea acestora – fără a se întârzia termenul de livrare. (Damen shipyards Galati Romania, Noutati, 11.07.2012, p. 18)
4. Capacitatea de a asigura un **commissioning** integral prin resurse proprii, respectarea termenului de livrare și menținerea ridicată a standardelor de calitate, fac parte din strategia noastră. (Damen shipyards Galati Romania, Noutati, 11.07.2012, p. 18)
5. “Incredere” și “profesionalism” – iată două cuvinte puternice, aparent simple, care definesc echipa de **commissioning** ! (Damen shipyards Galati Romania, Noutati, 11.07.2012, p. 18)

Planning- definition, translation, example(s)

Planning (also called forethought) is the process of thinking about and organizing the activities required to achieve a desired goal.³

6. **Planningul** este un domeniu complicat, conectat cu toate departamentele santierului, de unde sunt culese informatii care trebuie puse cap la cap și verificate pentru a ști dacă produsul final pe care urmează să-l prezinti este veridic. (Damen shipyards Galati Romania, Noutati, 11.07.2012, p. 11)
7. Cu toată modestia, am satisfacția că am fost pionul principal în procesul de îmbunătățire a **planning-ului**, atât cât mi s-a permis. (Damen shipyards Galati Romania, Noutati, 11.07.2012, p. 11)
8. Aici se stabilește programul zilnic, se iau deciziile necesare, se discută problemele apărute, **planningul** și activitățile de a doua zi. (Damen shipyards Galati Romania, Noutati, 12.12.2012, p. 3)
9. Cel mai important este termenul de livrare al navei, care ține strict de respectarea unui **planning** prestabilit contractual – astfel încât să nu ai întârzieri în fabricație. (Damen shipyards Galati Romania, Noutati, 16.04.2014, p. 6)
10. Totuși, ce ne dorim este să perfecționăm partea de **planificare** și urmărirea evoluției navei, pentru a putea reacționa din timp la situații, înainte ca acestea să devină critice. (Damen shipyards Galati Romania, Noutati, 17.08.2014, p. 2)
11. However, what we want is to refine the ship **planning** and progress tracking in order to react in time to any given situation before they become critical. (Damen shipyards Galati Romania, Noutati, 17.08.2014, p. 2)

Offer, contract, delivery-translation, examples

³ <http://en.wikipedia.org/wiki/Planning>

Translation: oferta, contract, livrare

12. În urma unui amplu proces de evaluare a **ofertelor**, proces derulat pe parcursul a doi ani, **contractul** pentru proiectarea, construirea și **livrarea** unei serii de 14 remorhere pentru Kuwait Oil Company a fost câștigat de Grupul Damen, în septembrie 2012. (Damen shipyards Galati Romania, Noutati, 17.08.2014, p. 3)
13. Following an extensive **offer** evaluation, process carried out over two years, the **contract** for designing, building and **delivering** of a series of 14 tugs for Kuwait Oil Company has been awarded to Damen Group in September 2012. (Damen shipyards Galati Romania, Noutati, 17.08.2014, p. 3)
14. Acest **contract** substanțial constă în două tipuri de remorhere diferite, nouă remorhere din recent lansatul model Damen ASD Tug 3212, care se bucură de un real succes, precum și un număr de cinci remorhere din consacratul model Damen ASD Tug 2810. (Damen shipyards Galati Romania, Noutati, 17.08.2014, p. 3)
15. This substantial **contract** consists in two types of different tugs, nine tugs from the recently launched model Damen ASD Tug 3212 which is already a real success, as well as five tugs from the well-known model Damen ASD Tug 2810. (Damen shipyards Galati Romania, Noutati, 17.08.2014, p. 3)
16. “Suntem mândri că am reușit să încheiem **contractul de chartering** pe termen lung cu Petrobras”, a declarat președintele CMM, Christophe Vancauwenbergh. (Damen shipyards Galati Romania, Noutati, 17.08.2014, p. 8)
17. “We are proud to have been awarded the Petrobras **long-term charter contract**”, CMM president Christophe Vancauwenbergh said. (Damen shipyards Galati Romania, Noutati, 17.08.2014, p. 8)

Planning and commissioning

18. După exemplul celorlalte realizări din diferite sfere de activitate ale santierului, actuala responsabilitate a noului departament este de a îmbunătăți coordonarea și **planning-ul** în faza de **commissioning**, de a eficientiza aceste procese și de a transfera experiența tuturor departamentelor. (Damen shipyards Galati Romania, Noutati, 11.07.2012, p. 11)

Suppliers- definition, translation, example(s)

A party that supplies goods or services. A supplier may be distinguished from a contractor or subcontractor, who commonly adds specialized input to deliverables. Also called vendor.⁴

Translation : furnizori

19. De asemenea, aceste tipuri de nave, de cele mai multe ori, prototip, implică revizii frecvente ale documentației de execuție, modificări care necesită alocarea de materiale noi și care adesea trebuie aduse de la **furnizori externi** într-un timp nu tocmai scurt. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p. 2)
20. Also, this type of vessels, most of the time prototypes, involves frequent revisions of building documentation, modifications which require allocating new materials which

⁴ <http://www.businessdictionary.com/definition/supplier.html#ixzz3oumVDszO>

have to be often purchased from **external suppliers** in not so short time. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p. 2)

Subcontractor (co-maker) - definition, translation, example(s)

Junior or secondary contractor who contracts with a prime contractor (and not the principal or owner of the project) to perform some or all of the prime contractor's contractual-obligations under the prime contract.⁵

Translation: subcontractori, companii coproducătoare

21. *Catalin is married and his wife, Irina also works in the shipyard and she is in charge with **co-makers** for painting activities, she makes the calculations for painting works. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p. 6)*
22. *Cătălin este căsătorit, soția sa, Irina, lucrează tot în Șantier și se ocupă de **subcontractori**, pe partea de vopsitorie, face calculațiile pentru vopsire. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p. 6)*
23. *La festivități au participat, de asemenea, reprezentanții armatorului norvegian World Wide Supply și ai **companiilor coproducătoare**. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p.7)*
24. *The Norwegian owner World Wide Supply and major **co-makers** representatives were present at these ceremonies. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p.7)*
25. *O contribuție importantă în construcția și finalizarea proiectului o au și **subcontractorii** tradiționali ai șantierului naval gălățean: MEGA Engineering Company, Alewijnse, International Paint, Maritime Interior, Den Breejen, Danubiana, Kaefer(...)(Damen shipyards Galati Romania, Noutati, 17.08.2014, p.3)*
26. *An important contribution in building and completing the project is brought by Damen Galati traditional **comakers**: MEGA Engineering Company, Alewijnse, International Paint, Maritime Interior, Den Breejen, Danubiana, Kaefer(...)(Damen shipyards Galati Romania, Noutati, 17.08.2014, p.3)*

Family business-translation, examples

Translation: afacere de familie

27. *Grupul Den Breejen este o **afacere de familie** în care măiestria și atenția față de **clienți** și **angajați** constituie elementul central. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p.11)*

⁵ <http://www.businessdictionary.com/definition/subcontractor.html#ixzz3ouoYX1cl>

28. *The Den Breejen Group is a committed **family business** where craftsmanship and attention to the **customer** and the **employee** are central. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p.11)*

Business- translation, examples

Transation: afacere

29. *Protejarea suprafețelor a reprezentat, încă de la început, nucleul **afacerii** noastre. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p.12)*
30. *Surface protection has been our core **business** since the beginning. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p.12)*

Clients- translation, examples

Translation: clienți

31. *Fiind vopsitori de elită, am realizat parteneriate internaționale solide cu o largă gamă de **clienți**, atât în domeniul maritim cât și în cel industrial. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p.12)*
32. *As master-painters, we formed strong international partnerships with a wide range of **clients** in both marine and industrial fields. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p.12)*
33. *(...)șantierul gălățean lucrează îndeaproape cu **clientul**, reprezentat prin personalul tehnic de supraveghetori(...)(Damen shipyards Galati Romania, Noutati, 17.08.2014, p.3)*
34. *(...)our shipyard cooperates closely, in executing this project, with the **client**, represented by the technical staff and supervisors(Damen shipyards Galati Romania, Noutati, 17.08.2014, p.3)*
35. *Toate cele 14 remorchere vor fi lansate la apă în acest an, urmând ca prima livrare către **client** să fie făcută la jumătatea lunii iulie 2014, iar ultima în mai 2015. (Damen shipyards Galati Romania, Noutati, 17.08.2014, p.3)*
36. *All 14 tugs will be launched this year; first delivery to the **client** is scheduled for mid-July 2014 and the last in May 2015. (Damen shipyards Galati Romania, Noutati, 17.08.2014, p.3)*
37. *DMT Marine Equipment produces equipment based on the requirements and preferences of its **clients**, on custom basis and according to the requirements of naval class societies like DNV- GL, BV, LR, RMRS, RINA etc. (Damen shipyards Galati Romania, Noutati, 17.08.2014, p.13)*
38. *DMT Marine Equipment produce echipamentele în baza cerințelor și preferințelor **clienților** săi, oferind soluții personalizate și respectând cerințele societăților de clasificare navală, precum DNV-GL, BV, LR, RMRS, RINA, ABS etc. (Damen shipyards Galati Romania, Noutati, 17.08.2014, p.13)*

Price- translation, examples

Translation: pret

39. *Helmert oferă produse și servicii de calitate excepțională la **prețuri** rezonabile. (Damen shipyards Galati Romania, Noutati, 15.11.2013, p.10)*

40. *Helmerts aim is to offer products and services of exceptional quality for a reasonable price. (Damen shipyards Galati Romania, Noutati, 15.11.2013, p.10)*

Staff, quality product, efficiency- examples

41. *Personalul nostru motivat și experimentat, precum și cunoștințele de specialitate pe care acest personal le deține asigură realizarea unui **produs de o calitate superioară**, în condiții de maximă **eficiență**. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p.12)*
42. *Motivated, knowledgeable **staff** and our expertise ensure that a top **quality product** is always provided with **maximum efficiency**. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p.12)*
43. *De aceea, facem tot ce ne stă în putință pentru a asigura un mediu de lucru sigur și pozitiv, astfel încât **personalul** nostru să fie pe deplin dedicat activităților pe care le desfășoară. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p.12)*
44. *We do our utmost to provide a positive and safe working environment, so that our **staff** is fully committed to their work. (Damen shipyards Galati Romania, Noutati, 14.08.2013, p.12)*
45. *Astfel, **personalul** a crescut de la 6 la aproape 100 de angajați, spațiul alocat birourilor a crescut de la 300 de metri pătrați la aproximativ 1.500 de metri pătrați(...)(Damen shipyards Galati Romania, Noutati, 17.08.2014, p.11)*
46. *Thus, **staff** has grown from 6 to almost 100 employees, the office space has increased from 300 square meters to approximately 1.500 square meters(...)(Damen shipyards Galati Romania, Noutati, 17.08.2014, p.11)*
47. *Helmerts se străduiește permanent să optimizeze **calitatea**, menținând în același timp prețurile la un nivel competitiv, prin intermediul facilităților avansate de fabricație. (Damen shipyards Galati Romania, Noutati, 15.11.2013, p.11)*
48. *Helmerts does strive to optimize them **quality** and at the same time keep prices competitive through advanced manufacturing facilities. (Damen shipyards Galati Romania, Noutati, 15.11.2013, p.11)*
49. *Un departament eficient de logistică dar și unul de control al **calității** foarte bine organizat completează tabloul organizației Helmerts. (Damen shipyards Galati Romania, Noutati, 15.11.2013, p.11)*
50. *An efficient logistics department and a well organized **quality** control department complete the picture of the Helmerts organization. (Damen shipyards Galati Romania, Noutati, 15.11.2013, p.11)*

Management- examples

51. *Helmerts este un grup tehnic bine organizat, care operează la nivel internațional, având o echipă **managerială** cu studii aprofundate în domeniu. (Damen shipyards Galati Romania, Noutati, 15.11.2013, p.11)*
52. *Helmerts is a well organized, internationally operating technical organization with a highly educated **management** team. (Damen shipyards Galati Romania, Noutati, 15.11.2013, p.11)*

Limitations of the study

English shipbuilding journals prevail. Nowadays, the vast majority of naval architects know English. It is not necessary to translate English journals into Romanian.

Conclusions

The most common English business words encountered in Romanian naval architecture journals are *staff* (personal), *planning* (planificare), *client* (client), *management* (no Romanian equivalent), *comissioning* (no Romanian equivalent).

The use of **English business terms** found in shipbuilding newsletters is not a negative phenomenon in itself. It enriches the Romanian vocabulary. Most likely, some of the words will be assimilated in the Romanian language whereas others will become obsolete. In the Romanian language's history many languages brought foreign words which are still present in our vocabulary. Since English is lingua franca for the naval architecture field it is normal to use English words and blend them with Romanian. What we can do to preserve our language is to use the Romanian equivalent, where possible, and accept the English word where there is no Romanian equivalent.

Corpus

- [1] Damen shipyards Galati Romania, *Noutăți*, 10.04.2012 Available at www.damen.ro
- [2] Damen shipyards Galati Romania, *Noutăți*, 11.07.2012 Available at www.damen.ro
- [3] Damen shipyards Galati Romania, *Noutăți*, 12.12.2012 Available at www.damen.ro
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