



## ON TRANSLATION OF BUSINESS NAMES FROM LITHUANIAN INTO ENGLISH

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**Research purpose.** The English language is now considered as the international language all around the world, as there are 1.35 billion English-speaking people globally in 2021 (according to Business Data Platform *Statista*). Keeping this in mind, successful businesses do their best to adapt to the newest trends and they try to attract more potential customers from abroad by translating their brand names into the English language and offering their services in English. Lithuanian companies are no different and it is particularly important to be able to target a foreign audience with the English language. There are different ways to translate those business names from the source language (Lithuanian) into target language (English). Considering this information, the purpose of this research is to point out the translation techniques used in translation of business names from Lithuanian into English.

**Keywords:** brand names, business names, linguistics, proper nouns, translation methods, translation techniques

**Research Methodology.** The research could be divided into two parts: the analysis of theoretical sources and descriptive contrastive linguistic analysis. In the theoretical part, the analysis of different literature was conducted in order to learn some valuable insights about the translation of business names as proper nouns. It was also necessary to find out the origins and rules of formation of both English and Lithuanian names, also the grammatical characteristics and most importantly translation methods offered by experienced linguists. In the practical part of the research, it was obligatory to find a few examples of Lithuanian businesses and to pick out the translation methods used for translating them from Lithuanian into the English language. It is also worth mentioning that to avoid any possible misunderstandings in the future and for ethical reasons, the names of business were slightly changed, while maintaining the same grammatical form.

**Results / Findings.** After conducting the practical part of the research, it was found out that four different translation methods are possible to apply: transference, substitution, calque translation and modification. All these techniques have different approaches to translation of business names and the results showed that the most used method was transference, the second most often used type of translation method is calque translation and modification method is used the least, while the translation method of substitution is not used at all.

**Originality / Practical implications.** Even though that most of the time the translation of business names from Lithuanian into English does not require any translation at all – the name is simply transferred with a slight change in quotation marks or diacritical marks – the companies, however, should consult with a translator or other kind of expert in this area. Because the translation of a name might have direct impact on the results of the business, so this process should not be done inefficiently.