THE IMPORTANCE OF AIDING IN INTERNATIONAL COMMERCIAL CORRESPONDENCE DRAWING UP

by
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Abstract: The business Romanian society has undergone structural changes. It is very difficult for the Romanian businessmen to solve all the problems of the firms. One of the big problems is to make business in foreign language. This paper present a study finalized by a aiding in international commercial correspondence drawing up application.

We live in a more and more dynamic society. Almost everything is changing - principles, structures, knowledge. People have less and less time to assimilate these changes that take place in the society.

After the revolution the Romanian society has undergone structural changes which confront the businessmen from Romania with some entirely new problems of great complexity.

The competition in the business field is very great, making from business an activity where very few people can assert themselves.

Romanian is not a world-wide used language, and the businessmen can seldom speak it.

The above-mentioned facts are four reasons that make the problems that face the people who want to start a business in Romania very difficult. Thus it is very difficult to help the Romanian businessmen. Even making available certain books for them is not always of great help because they do not often have the required time to assimilate the necessary knowledge. This can be compensated only by means of the electronic computer, using specialized translation programs.

A lot of books concerning the way of letter drawing up have been published. Most of them contain many examples and are, generally, bilingual. The examples are classified in categories of business letters. But, if these books have not been studied enough before, the way of looking for the information in them is difficult. Such information must be found in applications (installed in electronic computers) for aiding in the drawing up of correspondence, equipped with strong search engines. These must provide information: both according to the type of business letters, and to their contents.

Multilingual dictionaries are already available in bookshops, especially in the field of tourism, but their use does not always solve the problem on time. In order to save space and to enable the search according to each language, multilingual dictionaries have a dictionary based on one of the languages (usually Romanian or English), where the translation into all the other languages can be found and there are only some indexes for the rest of them. Thus we have to look up twice for the same word: firstly, in the index, and then in the dictionary. This way of working is slow and

very tiresome. It is not at all practical for dictionaries with more than 10.000 words. For this reason, the need to make applications on computers, which can help businessmen in their very complex activity, is strongly felt. These programs have to be of a very great variety, and the applications for aiding in the translation of correspondence must play an important part among them.
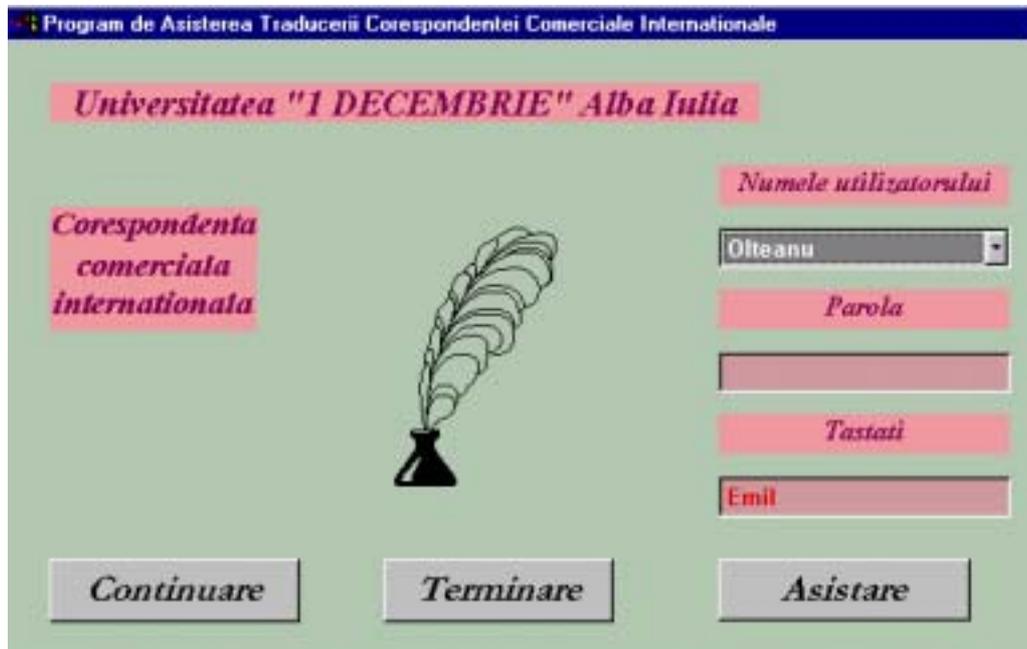
Figure 1. Application of Aiding in International Commercial Correspondence Drawing Up.

This paper refers to the study of a system of programs of drawing up and aiding in the translation of international commercial correspondence, which can be used in several languages. The problem is dealt with in the general context, but the databases used in the study contain words only in four languages: Romanian, English, French and German. A lot of attempts have been made in this field, but this study does not refer to a real translation. Dealing with multilingual translation is too complex to be tackled for the time being, but the necessity of practical resolution of such a problem results most often in a compromise. What can be achieved for the time being and is very necessary is the resolution of the problem of translation assistance. The translation is made by a person who has knowledge of the language concerned, but needs helping information that can be rapidly obtained and with a minimum effort.

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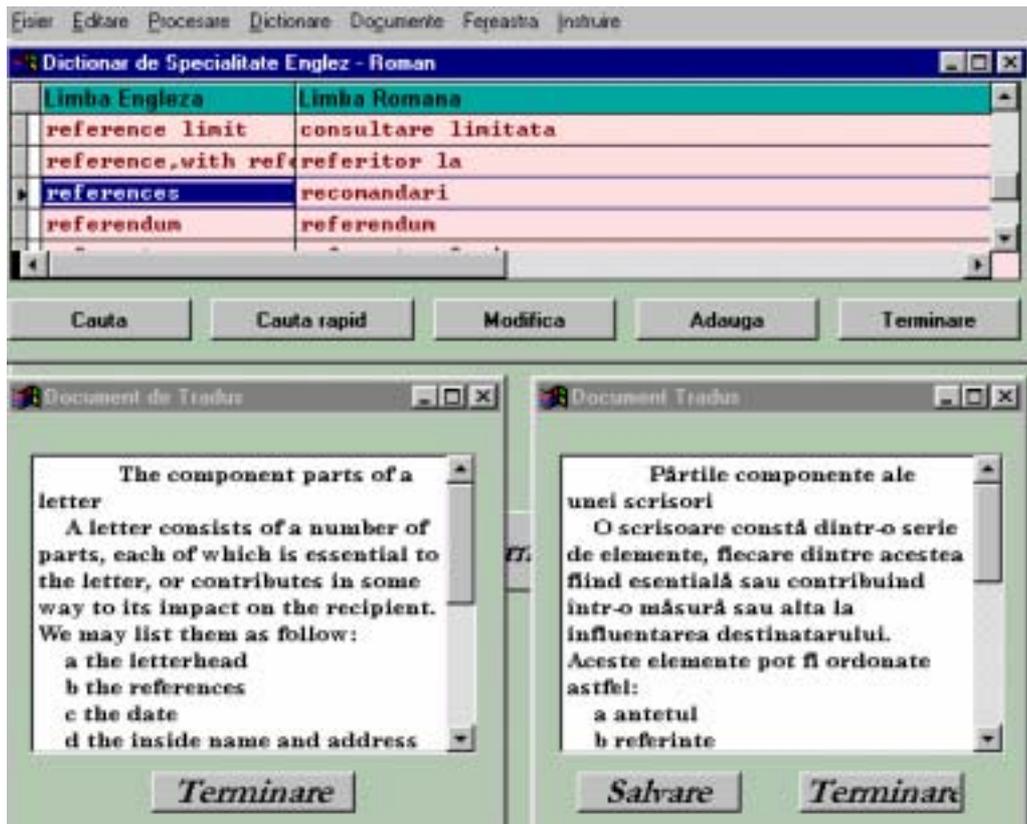
Figure 2. An instance by employment of Aiding in International Commercial Correspondence Drawing up Application.

Why translation assistance and not translation? Let us try to study the concept of translation. For a long time translation has been considered as the conveying of a text from the source-language in the destination-language, so that the immediate meaning of both texts may be almost the same, and the structures of the original text may be maintained as long as it does not affect the structures of the destination-text. The act of translation is one of the most exciting and difficult activities engaged in by the human spirit. The idea according to which the translation is the simple conveying of a text from a source-language to a text from a destination-language, so that the immediate meaning of both texts may be almost the same, is narrow. Translation is not a secondary, mechanical activity, but a creative process, and it must be raised to the level of the original work. Translation requires a lot of work, preparation, knowledge, experience, sense of the language, intuition and talent. This is the reason why for the time being dealing with mechanical translation is not considered right, especially in

the problems of the international contracts where every nuance can have very severe implications.

Information for the resolution of several specific problems is necessary for a package of programs for aiding in computerized assisted translation of international commercial correspondence.

Firstly, several modules that can provide the user information concerning the way of international commercial correspondence drawing up are necessary. An important module for aiding in the computerized translation must be that of teaching the user the types of business letters. Another module gives information regarding the component parts of a business letter. Finally, other module contains information regarding the grammar of the "n" languages used in the created databases. For the present study these are: Romanian, English, German and French.

Secondly, a database containing a polyglot dictionary (in this case in four languages) is necessary.

The specialized dictionaries are of great importance in correspondence drawing up, both in the field of correspondence, and in other fields, such as: economic, industrial, medical, social etc.

Last but not least, a database containing a dictionary of synonyms corresponding to each language used is necessary. These dictionaries are necessary both to avoid the annoying repetitions of some words in the letters, and to find the most appropriate words with the meanings closest to the ideas that we want to convey.

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