

Economicus: A New Conception of the Bilingual Business Dictionary

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The paper is devoted to the Economicus project — English-Russian Dictionaries in Economic, Management and Finance — which is built on the new conception of bilingual business dictionary with rich, reliable and user-friendly lexicographical information for ordinary users (students, managers, translators etc.) as well as for researchers of language. The Economicus uses a rather sophisticated and advanced concept of entry with multiple zones which relies heavily on advantages of electronic entry demonstration and especially on the possibility of hiding and showing zones and subzones at user discretion. The latter feature creates enormous opportunities for the lexicographer to develop a rich but still user-friendly content of the entry.

The project is based on the alliance of economists and linguists. The linguistic expertise for the project was provided by the ABBYY software company who gave Economicus lexicographers access to a database specially designed for building dictionaries, its proprietary markup language and its linguistic corpus. ABBYY linguists took active part in developing the conception of Economicus entry and helping economic lexicographers to find a correct and effective approach to developing an up-to-date terminological dictionary.

The economic and business expertise for the project was provided by several dozens of professors of various educational institutions in Russia and abroad. The most important role was played by professors of Graduate School of Management (GSOM), St-Petersburg State University who took active part in evaluating and improving entries in corporate finance, management, marketing, international business and other business fields. In 2007 Graduate School of Management established the Translation and Lexicography Department where Economicus project has been developed since that time.

Economicus dictionaries are distributed with ABBYY Lingvo (as part of its basic dictionary collection and as additional downloads) and are accessible through a web-site <http://dictionary.economicus.ru>. The number of entries in Economicus is currently about 75,000.

1. Introduction

The paper is devoted to the new conception of bilingual business dictionary which provides rich, reliable and user-friendly lexicographical information for ordinary users (students, managers, translators etc.) as well as for researchers of language. The project is based on the alliance of economists and linguists, uses a rather sophisticated concept of dictionary entry and exploits advantages of electronic representation of the entry to make using dictionary comfortable as much as possible.

2. An outline of the project

The lexicographical Economicus project was started in 2001 when a group of economic professors from St-Petersburg universities decided to build a new comprehensive English-Russian Dictionary in economics, finance and other business disciplines. At that moment the Russian market of such literature was dominated by dictionaries of rather poor quality. Many of them demonstrated obsolete vocabulary, inappropriate choice of entries, and incorrect translations. The idea of our project was to build a new comprehensive dictionary with the up-to-date list of entries and maximum precision in translations.

The work started at September 2001 with the help of the private investor Vassily Cherkazianov who supported first three years of intensive development when the most work had been done. The lexicographers were recruited from the graduates of economic and philological departments of St-Petersburg University. The project was headed by Maxim Storchevoy, PhD in Economics.

At the very beginning the Economicus project was conceived as an alliance between economists and linguists.

The linguistic expertise for the project was provided by the ABBYY software company who gave Economicus lexicographers access to a database specially designed for building dictionaries, its proprietary markup language and its linguistic corpus. ABBYY linguists (V. Selegey, V. Pavlova, I. Nazarov, A. Bagrintsev) took active part in developing the conception of Economicus entry and helping economic lexicographers to find a correct and effective approach to developing an up-to-date terminological dictionary.

The economic and business expertise for the project was provided by several dozens of professors of various educational institutions in Russia and abroad. The most effective cooperation was achieved in 2005-2006 years with professors of Graduate School of Management (GSOM), St-Petersburg State University who took active part in evaluating and improving entries in corporate finance, management, marketing, international business and other business fields. This fruitful cooperation and understanding of importance of sound business language led GSOM in 2007 to creation of the Translation and Lexicography Department where Economicus project has been developed since that time.

Economicus dictionaries were first distributed in the book form (see *References 1-5*) but the book market for dictionaries (esp. for terminological ones) had been shrinking significantly last decade that is why the main channels of distribution for Economicus now are the electronic market and internet. From 2005 the Economicus dictionaries are distributed with ABBYY Lingvo (<http://lingvo.ru>) (as part of its basic dictionary collection and as additional downloads) and are accessible through a web-site (<http://dictionary.economicus.ru>)¹ from 2010. The number of entries in Economicus is currently about 75 000.

3. The concept of entry

The concept of entry in Economicus went significant evolution from the 2001 when the project was started. Now it is *a rather sophisticated and advanced concept of entry with multiple zones which relies heavily on advantages of electronic entry demonstration and especially on the possibility of hiding and showing zones and subzones at user discretion*. The latter feature creates enormous opportunities for the lexicographer to develop a rich but still user-friendly content of the entry.

Every entry in the Economicus dictionary has several elements and zones: *labels, translations, explanations, examples* and *thesaurus*. They will be described below and many of them may be seen in the screenshot of a dictionary entry in the end of this paper.

4. Labels

Labels are attributed to senses and placed before translations in the entries. There are two types of labels in Economicus. Major labels which look like *ec.* (economics), *soc.* (*sociology*), *man.* (management), *fin.* (finance), *bank.* (banking) etc. and designate major areas of professional terminology. These labels are shown to the final user of dictionary.

¹ The participants of Euralex Conference may access the web-site with login and password Euralex2010, which is valid till the end of 2010, or register at the web-site individually.

Technical labels, which are not showed to the user and exploited to manage the dictionary, look like a 3-digit number which designates the specific narrow topic of the term. The first digit of the label corresponds to the major topics such as marketing (1**), management (2**), corporate finance (3**), accounting (4**), financial markets (5**), banking (6**), insurance (7**), international trade and finance (8**), law (9**), economics (0**). Other digits correspond to the specific topic inside the major one, e. g. 135 means “direct marketing”, 207 means “motivation of employees”, 631 means “lending operations”, and so on. At present there are 380 technical labels which allocate all senses in the dictionary among specific narrow topics.

Technical labels are not published in paper or electronic editions of dictionaries but they are used to by lexicographers to make selections of entries for processing the specific narrow topic. Also they allow to extract from the database all terms from narrow topic (e.g. brand management, strategic management etc.) and to send them for the evaluation to the narrow specialist – a professor of GSOM who teaches or make researches in this field and has profound knowledge of it.

5. Translation and Explanation

Many bilingual terminological dictionaries (at least, in English-Russian business language market) try to offer their users clear, understandable translations and for that purpose they put into translations some explanatory elements. Certainly, this helps user to get the meaning of the term but makes translations somewhat longer than original term and consequently less operable in speech.

In *Economicus* we keep a sharp distinction between translations and explanations. The translation should precisely reflect the original term as much as possible even if its meaning is not clear without additional comments because this translation is supposed to be used as an equivalent of the original term in the speech. But after this precise and intended to use as equivalent translation we always put the thorough explanation of the term which should be understandable even for non-specialist in this field. If the term is rather complex and there is much useful information which could be helpful for the use we split the explanation zone into two parts: basic explanation (which is always visible and contains the basic definition of the term, usually one sentence) and extended explanation (which may be open by user and deliver additional useful information about the term: a deeper understanding of the meaning, connections with other terms, peculiarities of usage etc.).

Another important feature of our translations policy is the distinction between the already existing variants of translation and the new variants which are proposed by the lexicographers of *Economicus* project. It is quite common for business terminology when many English terms are so new or specific that there are no established variants of translation or the term was never translated into Russian at all. Sometimes an established variant seems improper (imprecise or barbarian). In these cases our lexicographer constructs a correct variant of translation and puts it alongside existing variants of translations using asterisk to mark the new proposed variant of translation. This feature helps the user to distinguish between existing and recommended translations and the lexicographer to fulfill both descriptive and prescriptive tasks of the good dictionary.

6. Examples

The examples zone is very important part of the Economicus entries though it may look very different depending on the type of entry.

The examples zone plays very important role for simple words (*bank, underwrite, captive*) or combining forms (*zero-interest, non-exempt*) which usually represent a combination some fundamental meanings. The usage of these lexical items should be thoroughly examined and described in the dictionary that is why the examples zone for such entries is rather lengthy and should be structured in a convenient and operable way. For this purpose we employ several subzones in examples zone which group various types of examples. For example, for noun it is: ACTIONS subzone contains examples of actions which may be performed by this entity or with this entity (*to charge a price*), ATTRIBUTES subzone contains examples of adjectives commonly used with this noun (*affordable price*), COMBS subzone contains example of various combinations of this word with other words which do not fall into other subzone categories (*price per item, price of \$100*). Every subzone may enlist about 10-20 lines of examples that is why it would quite uneasy to use the dictionary without hiding and showing technique.

However, there are some narrow terms in the dictionary which usually represent multiword expressions (*above-the-line cost, cash payments journal, controlled foreign company* etc.). Obviously, there is no need to build a large zone of examples for such entries. Sometimes such entries may contain a full-sentenced example which demonstrates the usage of the term from real texts but all other relevant information about using this lexical item (prepositions, collocations) should be searched in the entry for the parent term.

Another important feature of our Examples zone is that in many cases we keep a short example of term's usage and the full sentence with this short example next to each other to help the user to easily read the important information (short examples) and at the same time have the opportunity to look at the source of this short example.

7. Thesaurus

The last (but not least) zone of the sense is Thesaurus zone which keeps links to other entries of the dictionary which have some grammar or semantic relations to this lexeme. For many senses the amount of links is tremendous that is why Thesaurus zone also have subzones which help to structure and search the links. There are next Thesaurus subzones in Economicus:

Section 3. Reports on Lexicographical and Lexicological Projects

PARENT:	Shows the generic concept or hypernym (e.g. <i>income</i> for <i>salary</i>). For multiword expressions usually represents the core word (e.g. <i>bank</i> for <i>commercial bank</i>). Rarely, there are two of them (e.g. <i>foreign company</i> and <i>controlled company</i> for <i>controlled foreign company</i> ; <i>financial asset</i> and <i>financial instrument</i> for <i>security</i>)
CHILD:	Shows the particular types of the described entity or hyponyms. Usually these are multiword expressions with this term as a core (e.g. <i>debt security</i> for <i>security</i>), but sometimes they are not (<i>bond</i> for <i>debt security</i>)
ATTR_CH:	Shows multiword expressions where this term enters as an attribute or an object (e.g. <i>balance of payment curve</i> for <i>balance of payment</i>)
ATTR_P:	For multiword expressions: shows the links for entries which serve as an attribute or an object in this expression
SYN:	Synonyms
ANT:	Antonyms
SISTER:	Shows the congeneric terms which are the children of the same parent (e.g. for <i>absolute income hypothesis</i> it would be <i>permanent income hypothesis</i> , <i>relative income hypothesis</i> , <i>life-cycle hypothesis</i>).
PART:	Shows concepts which may be considered as parts of this concept, or meronyms (e.g. for <i>annual report</i> it will be <i>annual accounts</i> , <i>directors' report</i>)
WHOLE:	Shows the concept for which this concept may be considered as a part, or holonim (e.g. for <i>detection risk</i> it will be <i>audit risk</i>)
BASIC:	Lists the concepts which belong to the same semantic field and may be used to describe or explain the sense of this (e.g. for <i>bank</i> they are <i>loan</i> , <i>interest</i> , <i>borrower</i> , <i>capital</i> etc.)
DOC:	Lists entries with important documents (acts, treaties, books, journals etc) which relate to this term (e.g. for <i>audit risk</i> it will be <i>Audit Risk Alerts</i>)
ORG:	Lists entries with important organizations which relate to this term (e.g. for <i>balance of payments</i> it will be <i>Committee for Monetary, Financial and Balance of Payments statistics</i>)
THEORY:	Shows the discipline or area of knowledge which this concept belong to (e.g. for <i>comparative advantage</i> it will be <i>strategic management</i>)
NAME:	Shows the person which was the originator of this concept (e.g. for <i>bandwagon effect</i> it will be <i>Veblen, Thorstein</i>)
USEFUL:	Shows various terms which somehow related to this concept and would be useful for the user but do not fit any other subzones above.

For some entries where the CHILD subzone becomes too large it is categorized further with specifying criteria of their grouping. For example, for *security* the subzone “CHILD [purpose]” collects types of securities which are created for specific purposes: *private activity security*, *reorganization security*, *savings capital security*, *income guaranteed security*, *income growth security*, *war defense security* etc.; the subzone “CHILD [rights]” collects types of securities which give different rights to their holders: *alternate security*, *antidilutive*

security, assented security, collateralized security, convertible security, exchangeable security, extendible security etc.

8. Conclusion

We hope that this new conception of the bilingual business dictionary has great potential and will deliver superior quality to ordinary as well as academic users. This conception was matured in past two years and not all entries in our database have been converted to the complex multi-zoned format yet. This work is under progress now and will be completed approximately till the end of 2010.

The next step of project development will be made towards finding ways of graphic representations of thesaurus which would help the user to surf smoothly through entries of the Economicus Dictionary.

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discount

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а) торг. скидка (с цены), ценовая скидка (денежная сумма или процент, на который поставщик снижает стандартную цену товара или услуги ↓)

Examples

COMBS:

discount in the amount of... — скидка в сумме...

At the purchase of 6-10 titles you will obtain the discount in the amount of 5%.

discount of \$125, \$125 discount — скидка в размере 125 долл.
10% discount, discount of 10% — скидка в размере 10%, десятипроцентная скидка

1% discount for cash — скидка 1% за расчет наличными
15% discount for quantity purchases — 15-процентная скидка за покупку в большом количестве

less discount of 5% — со скидкой в 5%, за вычетом 5%

A discount of up to 40% may apply to Physical Damage Coverage for your boat, if the boat is less than 11 years old.

a discount of 10 to 40 percent — скидка (в размере) от 10% до 40%

a discount (of) between 10% and 20% — скидка (в размере) от 10% до 20%, скидка между 10% и 20%

discount on [below, to, off, from] ... — скидка с (цены, тарифной ставки)

50% discount below the normal retail price — 50% скидка с обычной розничной цены

You can get 50% discount off the regular ticket price! Click here to order this book at a discount from the regular list price.

discount on ticket price — скидка с цены билетов

discount on retail price — скидка с розничной цены

discount on (smth.) — скидка на (что-л.)

Members will receive special discounts on all products.

— Участники получают специальные скидки на все товары.

Model: discount to/for [лицо], [лицо] discount — скидка для [лица], скидка [лицам]

special discount to students, special students discounts — специальные скидки для студентов, специальные скидки студентам, специальные студенческие скидки

50% discount for children under 12 — 50% скидка для детей в возрасте до 12 лет

ACTIONS:

ATTRIBUTES:

Thesaurus

Syn: rebate, reduction

Ant: premium

PARENT: amount

CHILD: advertising discount, aggregated discount, bulk discount, bulk purchase discount, cash discount, chain discount, commercial discount, cumulative discount, deep discount, deferred discount, discount allowed, discount earned, discount for cash, discount for cash payment, discount for early payment, discount for paying cash, discount for prompt payment, discount for quantity, discount for quantity purchases, discount from price, discount on price, discount received, discounts lost, early payment discount, functional discount, group discount, insurance discount, insurance premium discount, invoice discount, long discount, lost discounts, loyalty discount, net name discount, noncumulative discount, off-invoice discount, patronage discount, premium discount, prepayment discount, price discount, prompt payment discount, purchase discount, quantity discount, quantity purchase discount, renewal discount, retail discount, retro discount, retrodiscount, retrospective discount, sales discount, series discount, short discount, special discount, staff discount, trade discount, trade-in discount, unearned discount, volume discount, wholesale discount

AS ATTRIBUTE IN: amount of discount, discount amount, discount broker, discount brokerage, discount card, discount chain, discount coupon, discount drugstore, discount fare, discount goods, discount house, discount loss, discount market, discount merchandiser, discount period, discount policy, discount price, discount pricing, discount retailer, discount retailing, discount sale, discount scale, discount series, discount schedule, discount store, discount supermarket, discount table, discount terms, percentage of discount, scale of discounts, table of discounts

BASIC: discounted price, discounted goods

USEFUL: premium price, trade credit, EOM, ROG, discounter, discountable, regular price, list price, off-price product at a discount

SISTER: allowance