

HARMONIZATION OF AGRICULTURAL ECONOMICS TERMINOLOGY – STATISTICAL ANALYSIS (THE CASE OF FRENCH AND GERMAN LANGUAGES)*

M. Dvořáková

*Czech University of Agriculture, Faculty of Economics and Management, Department
of Languages, Prague, Czech Republic*

The paper is focused on the final results in the field of harmonization of the EU integration processes within the agrarian sector. The integration processes require intensive communication between the individual integrated groups, their institutions, enterprises and individuals. Among the important prerequisites of understanding is the use of technical terminology with accurate equivalents, although it has to be borne in mind that each individual country, whether it be the EU member or affiliated, may have and will have their own problems. The Department of Languages has been participating in the research project of the Department of Agricultural Economics of the Faculty of Economics and Management (FEM) of the Czech University of Agriculture (CUA) in Prague under the title Effective Integration of the Czech Agrarian Sector in the Frame of European Structures – Prerequisite of the Sustainable Development (MSM 4111 000 13). The objective of this collaboration is to produce complex teaching aids in the form of specialist dictionaries in the English, German and French Languages, both in the paper form and electronic, so that besides the special subjects, they could be also used in the combined study programmes, in the Extended Language Education courses and in the study programme European Agrarian Diplomacy where already today the virtual language materials have been introduced.

open economics; modern methods of management in the agrarian sector; economy of the sources of the agrarian sector; competitiveness of the Czech agricultural food products on the international and domestic markets; legislative regulation of the competitiveness of the Czech agricultural food products; harmonization of agricultural economics terminology; terminological analysis

INTRODUCTION

Globalization of the world economic information is not to be doubted. Internationalization and electronization of the capital markets, enforcement of international research and technology ties, and especially the creation of the common European market and the need of professional mobility of the inhabitants of the united Europe enhances the importance of the professional language proficiency in the frame of science research as well as in the frame of the foreign language teaching.

The study programmes of Economics and Management, Business Administration and Information Technologies include a very attractive area of European Agrarian Diplomacy (EAD) which was established at the Czech University of Agriculture following the request of the Ministry of Agriculture with the objective of training specialists for successful negotiations and promotion of the Czech agrarian sector. A very intensive teaching programme in the English and French Languages, two official EU languages, is a part of the programme. As the EAD teaching programmes include more and more subjects given in the foreign languages (by visiting lecturers) there is an urgent need of adequate specialist dictionaries based on modern technologies which would cover the terminology of the EU integration processes and the stu-

dents could thereby use them for their work on their theses in the foreign languages as well as in their future career.

MATERIAL AND METHODS

Empirical data have been acquired in the framework of the research object CEZ: J03/98: 411100013, Department of Agricultural Economics of Czech University of Agriculture in Prague under the title "Effective integration of the Czech agrarian sector in the frame of European structures – prerequisite of the sustainable development".

The Department of Languages is specially engaged in the continuous processing of the Czech economic terms, the final aim being the publication of specialized dictionaries comprising the lexical material of the individual stages. The following specialized dictionaries are being processed using the method of linguistic analysis:

- English dictionary of the European integration of the agrarian sector
- German dictionary of the European integration of the agrarian sector
- French dictionary of the European integration of the agrarian sector.

* Grant MSM 4111 000 13: Effective Integration of The Czech Agrarian Sector in The Frame of European Structures.

The postgraduate students of the Faculty of Economics and Management also contribute to the processing of the terminology in the framework of their postgraduate language studies. The departments of the Faculty of Economics and Management responsible for the 5 stages provide the Department of Languages with the Czech terms and definitions. The obtained material is translated there into the above-mentioned languages and subsequently consulted with specialists from our partner universities abroad – Humboldt Universität zu Berlin, Bodenkultur Universität Wien, ENSA Montpellier, University of Plymouth. As basic sources, definition dictionaries and special lexicons available at present are being used.

RESULTS AND DISCUSSION

The paper thus submitted is focused on precisioning of the vocabulary in the field of harmonization of the EU integration processes within the agrarian sector through specialist vocabularies in the English, German and French Languages. The integration processes require intensive communication between the individual integrated groups, their institutions, enterprises and individuals. Among the important prerequisites of understanding is the use of technical terminology with accurate equivalents, although it has to be borne in mind that each individual country, whether it be the EU member or affiliated, may have and will have their own problems.

The Department of Languages has been participating for five years in the research project of the Department of Agricultural Economics of the Faculty of Economics and Management of the Czech University of Agriculture in Prague under the title Effective integration of the Czech agrarian sector in the frame of European structures – prerequisite of the sustainable development. This project includes the following parts:

- Part 1 Theoretical aspects of a successful open economy
- Part 2 Modern methods of management in the agrarian sector
- Part 3 Economy of the sources of the agrarian sector
- Part 4 Competitiveness of the Czech agricultural food products on the international and domestic markets
- Part 5 Legislative regulation of the competitiveness of the Czech agricultural food products
- Part 6 Harmonisation of agricultural economics terminology.

We focused on the extent to which the terminology of the respective agrarian economic fields corresponds in Czech and in the foreign languages. The analysis was carried out using the following criteria:

- Coincident terms + coincident definitions
- Coincident terms + complementary definitions
- Coincident terms + different definitions
- Different terms + coincident definitions
- Different terms + different definitions
- Terms not used in French and German

The above-mentioned criteria have been applied to the Czech terms and definitions obtained from the economic departments of the FEM. Our analysis brought partial results that monitor the relation between the Czech and the French and German languages. The consequent percentage is presented in Tables 1–4.

CONCLUSIONS

To finish this paper, we can state that total coincidence and verbatim translations cannot be achieved either in terminology or in other fields as every system

Table 2. Part 2: Modern methods of management in the agrarian sector – 50 terms and definitions

Criteria	French	German
1. Coincident terms + coincident definitions	45%	78.3%
2. Coincident terms + complementary definitions	48%	14.3%
3. Coincident terms + different definitions	0%	0%
4. Different terms + coincident definitions	7%	8%
5. Different terms + different definitions	0%	0%
6. Terms not used in French and German	0%	0%

Table 1. Part 1: Theoretical aspects of a successful open economy – 148 terms and definitions

Criteria	French	German
1. Coincident terms + coincident definitions	85%	47.3%
2. Coincident terms + complementary definitions	7%	18.3%
3. Coincident terms + different definitions	0%	2.7%
4. Different terms + coincident definitions	8%	10.1%
5. Different terms + different definitions	0%	14.9%
6. Terms not used in French and German	0%	6.7%

Table 3. Part 3: Economy of the sources of the agrarian sector – 70 terms and definitions

Criteria	French	German
1. Coincident terms + coincident definitions	35.7%	40%
2. Coincident terms + complementary definitions	42.8%	37%
3. Coincident terms + different definitions	2.8%	0%
4. Different terms + coincident definitions	4.3%	8.6%
5. Different terms + different definitions	7.2%	7.2%
6. Terms not used in French and German	7.2%	7.2%

Table 4. Part 4: Competitiveness of the Czech agricultural food products on the international and domestic markets – 112 terms and definitions

Criteria	French	German
1. Coincident terms + coincident definitions	68.7%	64.3%
2. Coincident terms + complementary definitions	28.6%	21.4%
3. Coincident terms + different definitions	1.8%	12.5%
4. Different terms + coincident definitions	0.9%	0.9%
5. Different terms + different definitions	0%	0.9%
6. Terms not used in French and German	0%	0%

has its own specific regional problems. At any rate, complete harmonization of the economic terminology of the agrarian sector should be the main objective of our efforts, and this objective is still to be pursued.

Integration processes in the frame of the EU call for intensive communication among the individual integration entities, their institutions, enterprises and inhabitants. One of the important prerequisites of understanding is the use of common terminology, though we ought to respect the fact that every country, be it a member or an associate, deals and will deal with its specific problems. Specialized dictionaries of the European integration should help to make the use of foreign materials more effective, and facilitate the communication among the specialists from various countries. They will also be useful for students who study the extended language education courses and write their diploma theses in foreign languages. They can make use of the terms and definitions that might not, in all cases, be verbatim translations of the Czech versions but modified expressions consulted with the specialists from our partner universities abroad.

REFERENCES

- BÖLKE, J.: Wörterbuch für Wirtschaft, Handel und Finanzen. Strasbourg, 1999.
- DVOŘÁKOVÁ, M.: Eleven Languages Agribusiness Dictionary – German-Czech Part. Stuttgart, Agri-Media 2000.
- DVOŘÁKOVÁ, M.: Francouzsko-český a česko-francouzský slovník ekonomických, finančních a právních pojmů používaných v agrárním sektoru (French-Czech and Czech-French dictionary of economic, financial and legal terms used in an agrarian sector). Praha, CREDIT 1998.
- DICOVERT: Institut national de gestion et d'économie rurale. Paris, 1996.
- KRAUS, J. et al.: Výkladový slovník agrární ekonomiky (Explanatory dictionary of agrarian economics). Praha, VÚZE 1993.
- POHORSKÁ, R. – VLASÁK, V.: Česko-francouzský a francouzsko-český finanční slovník (Czech-French and French-Czech financial dictionary). Praha, VŠE 1997.
- SILEM, A.: Lexique d'économie. Toulouse, Dalloz 1999.
- TVRDONĚ, J.: Některé analytické přístupy hodnocení předpokladů efektivní integrace českého a evropského agrárního sektoru (Some analytical approaches of effective integration of the Czech and European agrarian sector prerequisites evaluation). Praha, ČZU 1999.

Received for publication on May 13, 2003

Accepted for publication on June 19, 2003

DVOŘÁKOVÁ, M. (Česká zemědělská univerzita, Provozně ekonomická fakulta, katedra jazyků, Praha, Česká republika):

Harmonizace zemědělskoekonomické terminologie – statistická analýza (případ francouzštiny a němčiny).

Scientia Agric. Bohem., 34, 2003: 152–155.

Katedra jazyků se již pátým rokem podílí jako spoluřešitel na řešení výzkumného záměru KZE PEF ČZU Praha s názvem Efektivní integrace českého agrárního sektoru v rámci evropských struktur – předpoklad trvale udržitelného rozvoje. Konečným výsledkem 6. etapy, kterou katedra jazyků zpracovává – Komunikační harmonizace integračních procesů – mají být oborové slovníky v jazyce anglickém, francouzském a německém. Tento příspěvek uvádí výsledky terminologické analýzy francouzské a německé verze čtyř věcných etap. Z hlediska komunikační harmonizace jde o to, do jaké míry se ve zkoumané agrárněekonomické oblasti shoduje odborná terminologie v mateřském jazyce s odpovídající terminologií cizojazyčnou, co se týče obsahu.

otevřená ekonomika; moderní metody řízení; ekonomika agrárních zdrojů; konkurenceschopnost českých zemědělsko-potravinářských výrobků; právní regulace konkurenceschopnosti českých zemědělsko-potravinářských výrobků; harmonizace agrární ekonomické terminologie; terminologická analýza

Contact Address:

PhDr. Mgr. Milena Dvořáková, MBA, Česká zemědělská univerzita v Praze, Provozně ekonomická fakulta, katedra jazyků, Kamýcká 129, 165 21 Praha 6-Suchdol, Česká republika, e-mail: Dvorakova@pef.czu.cz
