

Challenges of Translating Names of Small Businesses Going International

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Abstract: With a considerable number of local businesses making attempts to position themselves in the international market, small businesses encounter the problem of translating their company names into English. They face the problem because they have been set up originally as local ones for local customers with names comprehensible for them. So, the research purpose is to reveal the most common linguistic discrepancies made while translating business names from the source language (Lithuanian) into the target language (English).

The paper suggests the theoretical analysis to build a research rationale and the practical analysis of 40 business names in the source language with their corresponding translations into the target. The descriptive contrastive linguistic method has been applied for processing the data selected.

The analysis of the examples of business names reveals the fact that the most common linguistic errors in the translation from the source language (Lithuanian) into the target one (English) are the following: (a) the use of quotation marks; (b) the use of capital letters; (c) the use of specific diacritical marks; (d) the translation of abbreviations.

The one who takes responsibility to translate is supposed to be aware of linguistic or grammatical conventions in the two languages (the source and target ones) as well as the nature of the translation changes recommended. Linguistic correctness of the name is not the only factor leading to the success in the international market; still, a well-performed job by a professional translator might increase the level of business image.

Key words: business names, proper nouns; translation methods; translation transformations and punctuation of organizational names

1. Introduction

Today's world eye witnesses a clash of globalization and localization processes in economical and societal lives of humans of the 21st century. This confrontation rather often may challenge local small businesses and the different ways of self-identification being a player of a local market and making attempts to become a bigger scale one playing internationally. The identification is achieved by naming oneself or in other words encoding the major information that is referred to as extremely significant in the very name of the organization. There are a number of ways how names of companies can be created: to start with the name of the founder or owner, giving the name of the locality, using picturesque words or phrases, explaining the character of business activity, including stylistically catchy dialectical, idiomatic words and many others. The practice of creating names of small local business

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organizations reveal the intention of their owners to inform about themselves and to attach an additional emotional value by indicating their relationship with a certain place, community, traditions, folklore, or local culture. However, the modern touristy world easily demolishes the walls of local isolation and what is local suddenly encounters a strict imperative of the international trade to get local names translated into an international language.

So, the issue of translation of business names from a local, i.e., the source language, into English as unarguably acknowledged international language, i.e., the target language, arises for local company owners. The traditional assumption stating that names either of subjects or objects are not translated is misleading and a huge variety of linguistic limitations or translation conventions should be taken into consideration to avoid the result of poorly, incorrectly translated name. To translate a business names as a proper noun professionally could be performed by a specialist who is aware of similarities and differences of grammars of the two languages as well as aware of translation strategies and methods that could be applied in solving the problem. The lack of the relevant linguistic background might lead to the outcome of poor quality.

The translation methods that can be applied while translating names of small businesses could be a transferring method for name phrases containing personal or place names; a direct translation method, i.e. word by word translation, when the name phrase contains common nouns mainly and intends to inform the potential customer about suggested product or service; a creation of a new name because the two languages lack equivalents and transferring with or without adaptation and addition may fail to be sufficiently communicative. Some more rather difficult decisions for the translator should be made on how to treat the letters possessing specific diacritical marks of the source language with no direct correspondences in the target language. Moreover, how to punctuate business names correctly in the original and translated forms is another serious question for the translator as there is a great variety of punctuation means and options not equivalent in the two language grammars: quotation marks, capitalization and writing in block letters or in an italic style.

So, the problem questions the research tries to answer is how names of businesses can be translated from the source language (Lithuanian) into the target language (English) with minimum linguistic or translation discrepancies.

The aim of the research is to reveal the tendencies in translating and most typical mistakes of translation of business names from the source into target languages existing in practice.

The subject of the research is forty cases of small local business names in Lithuanian and their translated names in English.

The methods applied in the research are the following:

- the analysis of theoretical sources that helped to review a possible diversity of company names, variety of translation methods and develop a critical insight on requirements for quality translation;
- the descriptive contrastive linguistic analysis that helped to critically assess the cases of small business names in the source language (Lithuanian) and their translation quality into the target language (English).

The names for practical analysis and their English correspondences have been taken from companies' websites, analysed using their original forms; still, for data protection the report on the research replaces the authentic material by names specially created copycatting the content, structure and form of real names to illustrate the findings.

2. Literature Review

Due to the overwhelming process of globalization, successful international communication, and cooperation lead to success in trade or commerce locally and globally. These processes require to build a reliable link between

different languages as an inevitable necessity to translate business names as well as the importance to find correct equivalence in target languages. According to Baker (2012) and Pažūsis (2014), the translation of business names or brand names is a complicated process as it cannot be restricted to mere search for a counterpart in the target language. To keep the original style, charm, and connotation of the business name in the source language might demand a more sophisticated translation technique such as recreation because of the variety of factors taking part in these processes: cultural, traditional, or linguistic backgrounds.

In the world of marketing and commerce a business name is significant because of its two functions: a function performed for business owners and function performed for consumers. Yet, the linguistic characteristics of the business name play equal communicative and promoting role for both groups of product manufactures and buyers (Carter, 2014). This assumption emphasises the linguistic importance of a role of the business name played parallelly with its translation into a more commercially favourable language, i.e., English.

According to Carter (2014), if to speak about a company or business name as a linguistic item, three linguistic components should be taken into consideration: firstly, its sound form, i.e., phonetics and phonology; secondly, its verbal form, i.e. morphology and its graphic form; and, thirdly, its meaning, i.e., semantics. Most often the meaning of the lexical item contains a complex pattern of lexical (denotative and connotative) and grammatical meanings. At any level any of these linguistic features might act as a challenge and cause a problem for a specialist translating the name from the source language into the target one.

The translator dealing with the issue of business name translation might be given a helping hand by the type of the creating or sources it comes from. As Carter (2014) states, there are several most prolific ways of coining a business name: (a) giving the founder's or owner's name, geographical names, using the method of personification; (b) forming descriptive names, hybrid, derivative or neologism based names, and acronyms, abbreviations or initials; (c) giving evocative names, employing phonetic and stylistic means of alliteration, rhyming, pun, onomatopoeia, intentional misspelling, and using foreign words. The possible ways for developing a company name listed above can be grouped according to anticipated problems or difficulties the translator most probably encounter and what professional competences related questions the language specialist is supposed to be able to answer.

(a) The names of business organizations quite often are derived from the personal names of the founder or owner, the first and the last names, can be named after historical figures or legendary characters as well. Still, in both cases the business name linguistically preserves all features typical to the grammatical systems of the source language. As Balčiūnienė (2013) states, personal names may cause three types of problems: writing (how to convey its graphic form) related problems, pronunciation (how to convey its sound form) and translation related problems.

The most common way to translate a personal name from one language into another is to apply the method of transference, i.e. to preserve the original graphic form of the word (Pažūsis, 2014). This borrowing or preservation of the source language form puts forward the question of how to treat peculiar diacritical marks some letters of the source language have (e.g., *ą, ě, č, ū*) but have no direct correspondences in the Latin alphabet based source language. The scholarly sources on translation suggest two possible ways out: to preserve the peculiar diacritical characters of the source language or to substitute these diacritically marked letters by letters of the Latin alphabet that are closest to the source ones (e.g., *ą* by *a*, *ě* by *e*, *č* by *c* and *ū* by *u*) (Garšva, 2014; Pažūsis, 2014). And this method is known as transliteration.

The same translation strategy could be applied while translating names of the business organizations that are called after the names of mythical or legendary characters because these nouns are treated as semantically not motivated words and could also be used in a transferred or neutralized adapted to the graphical conventions of the

target language forms (e.g., basketball team Žalgiris or Zalgiris).

Moreover, dealing with another group of company names that incorporate geographical names as proper nouns, the translator faces three alternatives and which one to choose depends mostly on the professional preferences of the specialist. The translator may treat place names of the source language form as any name of a person or may refer to previously translated into the target language and historically accepted place names (e.g., Baltijos jūra translated as the Baltic Sea) (Newman, 1988; Pažūsis, 2014). However, small businesses normally identify themselves as authentic, cherishing local traditions and for this reason they employ local place names that lack already translated and widely recognisable name forms. Presumably, in the case of rendering the company name that includes local geographical names, the translator most probably decides in favour of either a transference or graphical adaptation method.

In the review of possible to apply translation ways that could be beneficial for the translator of small businesses names containing proper and common nouns, a couple of more translation methods are to be mentioned: partial translation and grammatical modification. The practice of giving names to small local businesses in a source language quite frequently includes the pattern containing two elements: one that is non-translatable and could be transferred and another one being a common noun and could be subjected to a direct word by word translation into the source language (e.g., café, park, restaurant) (Baker, 2011; Pažūsis, 2014). Another company name pattern that might cause difficulties while translating is the phrase containing the name of the owner or locality in the genitive case that in the source language is expressed with the help of flexions as the result of conjugation (e.g., the nominative case Jonas while the genitive case is Jono). So, the challenge for the translator is to choose either Jono Café or Jonas' Café, either the one preserving the source language form more or the one that corresponds to the grammatical forms in the target language.

(b) Descriptive business names once are created to indicate a type and field of activity, to inform potential buyers what products or services they can be provided with. These names factually inform about the product and do not normally describe the quality of it. As Baird (2010) claims company names should not convey any descriptive content, still in reality some adjectives (e.g., great, delicious, or wonderful) could be met in business names. When the necessity comes to naming such businesses in a target language, the most logical and handy method could be translation: the word meaning is rendered into another language in the way the author intended in the source language text (Newmark, 1988; Vermes, 2003).

However, when the need comes to translation of names that are engineered as abbreviations or acronyms standing for something originally too long or when a long name version no longer serves its purpose effectively in the market; here the translation method the translator most probably may refer to is addition: adding some lexical elements because simple preservation of the original abbreviated name may lead to obscurity. In such cases the translator may decide to keep the original form of the source language but supplement it with the necessary additional information (Davies, 2003).

The same solution to the translation problem might be taken in the situations of the business names that are constructed as hybrid, derivative or neologism words, i.e. combinations of current words or recognizable syllables as well as new invented previously non-existing words in the source language. When these names contain source language words that possess absolutely different form in the target language and might be impossible to recognise for a foreigner, the option methods for translation could be the same as dealing with the translation of abbreviations or acronyms (Davies, 2003; Pažūsis, 2014).

(c) The business names that are created as evocative ones usually employ phonetic, stylistic or lexical means

to make the name memorable and fun, they try to evoke images of emotions, quality, luxury or healing effect a product or service offers for the potential customer. Such names are eye catching, stimulating imagination, sticking in one's head; ringing in one's ears without any efforts to memorize. Still, what works in the source language might be a failure in the target language if the attempts to apply direct translation are made. This type of a company name might be ascribed to the type which is recommended to be recreated as an absolutely new one if the translator has the intentions to preserve the connotative meaning of an original name (Carter, 2014; Davies, 2003). Moreover, the suggestion of looking for an equivalent of an item of idiomatic language that does not exist in the target one is given by Munday (2004), who claims that in cases where languages describe the same situation by different stylistic or structural means, the method of finding a corresponding or equivalent word can help to convey the sense but not the image.

To conclude the brief coverage of translation difficulties that might be encountered while rendering the names of small businesses from the source language (Lithuanian) into target one (English), one more type of grammatical adaptation should be discussed, i.e., punctuation of organizational or institutional names. With the reference to the theoretical sources in both languages (Huddleston, Pullum, 2003; Straus, 2008 and Linkevičienė, 2013; Vaskelaitė, 2019), the means of punctuating of business names employ the use of quotation marks, first letter capitalization or italicization of the whole name. Still, the regulations for the application of these means are not absolute reflections of each other in the grammatical systems of the languages under analysis.

So, names of business organizations in the source language should be punctuated in the following way: the type of the enterprise (e.g., library, swimming-pool) should be in a regular type, the part of the name with the symbolic meaning should be separated by quotation marks with the first letter of the first word capitalized (e.g., kavinė "Skonių pasaulis" translated into Café "World of Tastes"). The first difference in the usage of quotation marks as a means of punctuation is in their graphic form and position: in the source language they are used as lowercased and then uppercased in the shapes of 99Draugų baras66. Moreover, the source language grammar is rather critical towards the use of single quotation marks and recommends avoiding them in that function. What concerns the grammar of the target language, it allows the usage of both types of single and double quotation marks still ascribing to them slightly different functions, i.e., single ones when a quotation occurs within a quotation, and slightly different linguistic adherence, i.e., different Englishes (UK vs. US). However, the target language suggests using quotation marks uppercased at the beginning as well as at the end of the name in the shapes of 66Friendly Bar99 with first letters of semantically significant words capitalized (Huddleston, Pullum, 2003; Linkevičienė, 2013; Straus, 2008; Vaskelaitė, 2019). And finally, the punctuations of organizational and institutional names in the target language (English) could be written in italic while in the source language (Lithuanian) this practice is looked upon in a rather reserved way, because the grammatical conventions actually exclude the function of punctuating company names by italicizing, despite the fact that it is applicable in identification of names of other objects or subjects (Linkevičienė, 2003; Vaskelaitė, 2019).

3. Methodology

The research presented in the article is based on two analyses each representing a separate stage of the entire research. Stage 1 is dedicated to the overview of scholarly assumptions and theories made by acknowledged linguists discussing the issues of translation in general and translation strategies applicable dealing with the translation cases of names and titles as proper nouns. The theoretical sources on explanation of grammatical systems

relevant to the issues researched and their regularities in the linguistic systems of the source and target languages have been chosen. The source language in which originally the names of local small businesses have been searched is Lithuanian and the target language into which these names are translated is English, an international language of business and commerce all over the world.

The method of analysis of scientific references has been applied in Stage 1 and this method helps to discover existing possible ways how to create a name of a business organization or company. The possible naming ways employ three types of techniques that could be translated into a foreign language by applying different translation strategies: (a) names based on personal or geographical names; (b) descriptive, information containing names in full or abbreviated forms; (c) evocative names that employ means of lexical, phonetic or idiomatic language character in order to create a customer attracting effect.

And each group of business names, according to the theoretical sources reviewed, employs different translation strategies and consequently different translation methods while translating them from the source language into the target one. Group A stands for the type of names that could be transferred in their authentic form or undergo some graphic or grammatical adaptation. Group B stands for the type of names that could be and are supposed to be translated, in most cases by the method of direct translation as they contain common nouns whose denotative meaning is easily translated into a foreign language. Group C stands for the type of names that are untranslatable directly since the linguistic equivalency does not exist between the two languages and the method of creating a new name should be applied there.

For Stage 2 of the research a method of descriptive contrastive linguistic analysis has been applied. Forty small business names in the source language have been selected randomly to show the variety of name types in Lithuanian and diversity of their translations into English. The sources for the data selection are national business sites and individual company sites on the Internet. The names and their translated forms have been used to discover general tendencies in translation practice but are not publicised in the research report because of the research ethics. The analogue names are created by the author of this article to illustrate the findings of the research and use them in the discussion of the practical part of the analysis.

4. Results

Group A. Analysing the business names found on their websites in Lithuanian as the source language (further SL) and their translations into English as the target language (further TL), a group of names containing proper nouns have been discovered. Here the owner's name and the proper name of the location cover a central part of the title (e.g. *Petro* and *Panevėžys*) and they are simply transferred from one language into another without any adaptations: neither graphic nor grammatical. The examples suggested below illustrate the fact that the method of transferring has been applied even to deal with the elements of name phrases that grammatically are an adjective describing the locality and a common noun indicating the type of business (e.g., *enterprising* and *inn*). Moreover, the first example demonstrates the case when the type of the organization indicated in an abbreviated form has not been changed during translation (e.g., *public institution*).

SL Vši Verslus Panevėžys	→	TL Vši Verslus Panevėžys
SL Petro užeiiga		TL Petro užeiiga

Still, there are examples of this group that demonstrate a change in the use of punctuation marks, i.e., quotation marks, while transferring the name phrases without any adaptation. Only the English manner of writing these

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symbols indicate the idea about the names being translated; however, not much information could be acquired by potential stakeholders about the field of business activities performed by these companies no matter how enticing they can be in reality (e.g., *brewing of Lithuanian beer* and *making furniture*).

SL “Lietuviškas alus”	⇒	TL “Lietuviškas alus”
SL “Kazlauskio baldai”		TL “Kazlauskio baldai”

Another case of application of different SL and TL linguistic punctuation rules in the translation of company names is illustrated by the examples suggested below where linguistic items are transferred without any alterations, only SL quotation marks are substituted by capitalization of every meaningful name word according to the punctuation conventions of the TL. The translation of the names is performed correctly; however, the information about these businesses to potential foreign customers is rather minimal without supplementary investigation (e.g., *Tadas’ snacks* and *window constructions*).

SL “Tado užkandžiai”	⇒	TL Tado Užkandžiai
SL “Nevėžio langai”		TL Nevežio Langai

Non-desirable effect of being mysterious and vague can be illustrated by more examples of transferring of business names from the SL into the TL that being correctly translated still are lacking commercial and advertising potential among those who unfortunately appear non-local language speakers. The examples of such a case are provided below. They contain no proper nouns in their structure, only common nouns and they could be translated by application of methods dealing with the cases of full equivalency (e.g., *gourmet’s corner* and *hut in the woods*).

SL Smaližiaus kampelis	⇒	TL Smaližiaus kampelis
SL Miško namas		TL Miško namas

This group of business name examples that are translated using the method of transferring cover the cases when graphic adaptation is applied: letters with diacritical marks in the SL (e.g., *š, č, é, ū*) are replaced by the ones from the alphabet of the TL (e.g., *s, c, e, u*). These replacements are closest graphically but not in most cases phonetically. So again, this translation method limits possibilities to get information, be recognized and might increase miscommunication between SL and TL speakers. Such cases are suggested below.

SL Švenčionėlių vaistazolės	⇒	TL Svencionėliu vaistazoles
SL Žalvarinis		TL Zalvarinis

To sum up what has been said about names of small businesses in the source language and their translation by transferring into the target one, it could be stated that the application of this method is rather popular among local organizations and the choice to preserve the name in its authentic form most probably is based on the assumption that names are not necessary to be translated. Some attempts to Anglicize local names are made by using graphic adaptation or applying punctuation alterations required by the TL grammar, i.e., use of quotation marks and first letter capitalization of every meaningful word. The transferring method in translation in majority of cases of this group of data enables to preserve the effect of authenticity, local traditions or history; still, it appears incapable to provide sufficient commercially relevant information to potential buyers, customers or investors.

Group B. The names of small businesses that are ascribed to this group contain information about the company, its activity, regional adherence and play a double function: to identify and to inform. Such cases most often form word phrases that can be subjected to translation of every constituent element as they are composed out of proper nouns and they are translated word by word. The translation cases known as full equivalency dictate the choice of

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this translation strategy and corresponding method called the direct translation method. The examples of such direct translations are suggested below, and they show how informative a name of a business can be in both the source and target languages. The second example stands for the translation case when the translator prefers not to translate the acronym in the SL (indicating the type of an organization) and uses rather general in the meaning still sufficiently informative word *company*. Moreover, the translated names substitute quotation marks used in the manner of the SL by the punctuation means recommended by the grammar of the TL, i.e., capitalization of every meaningful word.

SL "Baltijos mada"	⇒	TL Baltic Fashion
SL UAB "Baltijos tekstilė"		TL Baltic Textile Company

The business names of this group sometimes can contain two types of words: those that can be translated because of existing full equivalency and untranslatable ones that can be transferred without any adaptation as in the examples below. The translated names are sufficiently informative about the field the company functions in though some segments of the name phrase are left in the original form: one stands for the place name, another is treated as a proper noun no matter that its denotative meaning might be translated as *travel*.

SL Viešbutis "Raigardas"	⇒	TL Raigardas Hotel
SL UAB "KELIONĖ Transport"		TL KELIONĖ Transport

However, not all cases when word by word translation can be applied appear to be so successful. The examples below show that word by word translation makes the names informative, despite the applied means of capitalization in the TL signalling about of a name phrase. Still the misuse of quotation marks in both languages, i.e., the wrong position and form, demonstrates the incompetence of the person who translated these names.

SL UAB "Tranzito paslaugų centras"	⇒	TL "Transit Service Centre"
SL AB "Hidraulinės sistemos"		TL "Company Hydraulic Systems"

And vice versa, grammatically correct use of punctuation means with titles and names recommended in the SL and TL is not sufficient without translating the words of the name. The examples provided below are punctuated correctly and sophisticated diacritical marks are replaced by more recognizable ones; still, they give no hint about the economic activity the company works in. A simple direct translation may be more beneficial to those that might be interested in these businesses: the first may be translated as *Hill of Ice-cream* and the second *ZAPYSKIO COPPER*.

SL AB "Ledų kalnas"	⇒	TL Ledu Kalnas
SL UAB "ZAPYŠKIO VARIS"		TL ZAPYSKIO VARIS

To avoid the mistake of being uninformative, sometimes translators treat the names of businesses as proper nouns and simply transfer them from the SL into the TL, preserving the authentic graphic form and acronyms indicating the type of a company, but then they supply the translated word by word version of the name in parentheses as illustrations below demonstrate.

SL AB Rasa	⇒	TL AB Rasa (Dewdrop)
SL UAB Versmė		TL UAB Versmė (Water spring)

Speaking about how much of information about the business its name can reveal, some examples of company names of word by word translation group are more informative in the version of the TL than of the SL. Looking at the cases given below, it is obvious that English names contain more facts about the business than it can be deduced from the Lithuanian name. Presumably, the company name initially has been created in the TL and the SL version follows it. This assumption is backed up by the fact that the SL version of the second example capitalizes the words

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of the phrase, which in general is against the grammatical conventions of the SL.

SL Buhalterinės paslaugos	←	TL Accounting experts LT, UAB
SL UAB Medžio Fabrikas Vokė		TL Voke Log Cabin Factory, Ltd.

However, the translator may get a severe professional headache when it comes to the translation of acronyms indicating the type of organizational liability. There are two forms of acronyms used in the SL: UAB that stands for Joint Stock Company and AB standing for Stock Company. The question arises if to translate these abbreviations or not to translate at all and treat them as a segment of a name phrase. The examples below show the cases of names with direct translation of the acronyms, although the other parts of the phrases are more transferred than translated. The decision to choose this way of rendering the information is linguistically possible, still, the decision of direct translation of common nouns such as *grains* and *orchards* might introduce a more detailed picture of the businesses. Moreover, some examples suggested above demonstrate the possible option of preserving these acronyms of the SL form.

SL UAB "Klaipėdos Grūdai"	→	TL JSC Klaipėdos Grūdai
SL AB "Radviliškio Sodai"		TL SC Radviliškio Sodai

Another part of a problem question to be answered is the place of the acronyms in the structure of a name phrase. In the SL pattern this information takes the initial place, while in the TL it is a universally accepted rule to place corresponding equivalents *Ltd* and *PLC* at the end of the name phrase. Consequently, the diversity of the structural place of the acronyms is discovered and justifiable as in the names below. And again, what is not fully understandable is the refusal to translate the other segments to have these names more informative in the TL.

SL UAB "Aukštaitijos javai"	→	TL Aukštaitijos javai JSC
SL AB "Nakviša"		TL SC "Nakviša"

And finally, one more way chosen by translators in the cases of company names containing double sort of information (the type of the organization and the very name of it) is to apply the abbreviations of the types used in the TL as well as to place them at the end of the name phrase as it is traditionally done in the TL. Moreover, if the translator introduces other English grammar related alterations such as letters of the Latin alphabet, changes the position or form of quotation marks from the SL into the TL, the whole form of the name might look rather foreign and correctly translated, though might remain enigmatic enough for the eyes of the foreigner as in the names below.

SL UAB "Žalialaukis"	→	TL Zaliālaukis, Ltd.
SL AB "Drobelės"		TL "Drobelės", PLC

To abstract what has been discussed above about issues related to the translation of names of small businesses while applying the method of word by word translation, several concluding insights can be highlighted. Firstly, this way of translating makes the names more informative to foreigners about the character of the economic activity or type of the company. Secondly, the informative message the name usually tries to send can be strengthened by translating every common noun of the name phrase into the TL or the method of translation by addition could be employed when the information about the company is suggested in parentheses in the TL. Thirdly, the graphic adaptation of specific letters of the SL or punctuation means dictated by the TL grammar may be appreciated by potential customers ignorant of the SL. And finally, the type of liability of an organization that is indicated by acronyms in the SL and corresponding abbreviations in the TL allow several possible translation alternatives. And the imperative for the translator is to be aware of all options and to be able to recognise their peculiarities, to choose

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one, then to apply the one chosen and to employ it consistently in all texts or situations whenever the name of the very business is mentioned.

Group C. This group of business names is the modest one as the number is small and the diversity of cases is not great. They are company titles that in the SL are designed seeking two goals: to inform about the business and to attract attention. For the achievement of the latter various phonetic (such as rhyme or rhythm), lexical (such as word play) or references to ethnic culture (such as local mythology or folklore) means are used. The examples of this type while translating from the SL into the TL usually do not preserve the authentic form, though sometimes they succeed in preserving the original contents. The cases below show the names that are developed using rhymed and rhythmical phrases describing folklore song images: the first refers to the image of the yellow and black stiped bee and the second to the character of Jack for all trades. The names in the TL after translation by recreating acquire a different form which may be equally informative and appealing to people from inside or outside the country.

SL “Bitės ritės medus”	⇒	TL “Lithuanian Honey”
SL “Jurgelio meistrelio dirbtuvės”		TL “Tools for all Trades”

Two more examples of business names with the translation of their names from the SL into the TL through the translation method of substituting the original by invented word phrase demonstrate how neglecting the direct translation might interfere with comprehension among foreigners of the information encoded in the titles. The difficulties of understanding can be ascribed to the fact of incorporation of words or phrases of local cultural or geographical character in the SL. Despite the grammatically unjustifiable decision to use the TL punctuation means in the name phrase in the SL (suggested below) the names are translated via recreating method: the first case *ZUVIS* stands for the place where people can taste fish soup famous in the location and the second name informs about the place where people can acquire forest berries and mushrooms the local woods are legendary for.

SL “Šventosios Žuviėnė”	⇒	TL ZUVIS
SL “Dzūkiski grybai ir uogos”		TL Forest Gifts

And the last couple of examples when the translator prefers the method of creating a new name due to the absence of equivalency or doubts that word by word translation might acquire undesirable connotation in the TL. The first example from the two ones below in the SL informs about the courier service and promises to provide the service at a lower cost: the price of the service disappears in the TL version, only the content about the type of activity in a quite controversial TL grammar is mentioned. In the second case the SL name contains a slang word for a taxi which is No 12 and the TL version encodes the mystical taxi No 12 in the acronym (*DT*), substitutes the SL slang word *taxi* by *auto* stylistically neutral in the TL and to ensure the recognition effect preserves the original name phrase but in an adapted form according to the TL grammatical rules.

SL Siųsk pigiau	⇒	TL SendParcel
SL “Dvyliktas Taksas”		TL DT Auto (“Dvyliktas Taksas”)

To summarise what has been said in reference to the names of businesses which are translated by creating a new one method, it can be said that this translation strategy is not very frequently applied (as the number of examples identified proves). Translators use this method when they encounter cases of stylistically, lexically, or culturally biased name phrases, the ones whose direct translation may lead to nonsensical phrase in the TL or produce undesirable effect on customers. The newly created names are constructed of stylistically neutral words preserving the message about the business or the authentic name version suggested in parentheses. Only one example was identified of the recreation of organizational name from the SL into the TL by a short, easily read local word

graphically adapted to foreigners; however, this newly coined word remains incomprehensible to non-SL speakers and the character of business stays mysterious. Moreover, names analysed in this group revealed rather liberal punctuation of names in both languages, which is not welcomed by a professional translator with linguistic educational background.

5. Conclusions

Having reviewed relevant scholarly sources on possible ways of engineering names of business organizations and possible ways of translating them from the source language into the target one, a rationale for linguistic analysis of small business names originally created in Lithuanian (SL) and their translation into English (TL) has been developed. The findings of the practical analysis revealed the following tendencies in application of translation methods and cases of major translation errors of linguistic character.

1) The names of companies that are derived from a personal or geographical name are transferred from the SL into the TL with or without graphic adaptation to create the effect of authenticity or to stay ethnically marked; however, this way sometimes may result in insufficiency of information about the business the foreigner in other cases may get from the title.

2) The names of companies that contain common nouns combined with or without proper ones are subjected to the direct translation when the denotative meaning of each word in the SL is translated by an equivalent in the TL; this way of translation may be referred to as the most informative to the potential customer from abroad. Moreover, to ensure better understanding of the information about the business the method of translation through addition sometimes is applied.

3) The names of companies that include stylistically, culturally or idiomatically marked items in the SL are not translated and are rather replaced by a newly created name with or without providing the original version in parentheses in the TL; however, the new names may become more neutral and less emotionally catching but the informative load of the business name increases.

4) The major difficulties the translator may encounter are related to the translation of acronyms indicating a type of company's liability; a linguistically correct decision should be taken: whether to apply direct translation, to use corresponding abbreviations existing in the TL, to preserve the SL place of the acronyms in the name phrase structure or put it in the end position as in the TL, or, eventually, to exclude this segment of the phrase of the company name in the TL at all treating it as additional information standing outside the framework of the very name.

5) The major linguistic errors the examples of names of small businesses translated from the SL into the TL reveal the fact that they are mainly grammar-based mistakes and they are caused by differences in the use of punctuation means of names and titles in the two language grammars; unfortunately, the use of quotation marks, their forms and cases, the capitalization of the first letter of each meaningful word in the name phrase, the italicising or writing in block letters the whole name cannot be applied in a copycat manner and it becomes a real challenge for a non-linguist.

6) The presumption that names as proper nouns are not or cannot be translated is rather controversial in general and when it comes to translation of names of businesses in particular as a great number of grammatical regulations, limitations, translation methods and conventions should be taken into account while "not translating" a company name. Obviously, the skilful solution of such situations requires a helping hand from a language specialist with educational background in translation.

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