

THE ASPECTS OF TRANSLATION IN THE FIELD OF MARKETING

Marketing occupies a place of honour in the life of every man. Our existence associate with advertising, trade barter, finances and market relations. Marketing includes market analysis, design, public relations and market engineering. And different people are involved into these processes.

Marketing is the activity category and modern people cannot live without it even a couple of days. It is a realization of business processes in direction flow of goods and services from producer to consumer. Ukraine leads an active foreign policy. That's why we have a lot of imported goods in our market. Man makes contracts, signs the projects and holds negotiations with foreign producers.

That's why there are a lot of problems in translation. These complexities emerge because the field of marketing assumes the knowledge of special terminology and market processes. The process of translation in marketing may be involved into the all sides of marketing activity. So we may distinguish such types of translation in marketing:

1. Written
 - a) letters;
 - b) contracts;
 - c) agreements;
 - d) advertisements;
 - e) advertising materials;
2. Oral
 - a) negotiations;
 - b) conferences;
 - c) trainings;
 - d) presentations;

As we can see, the translation in the field of marketing is connected with different types of translation activity. The interpreter needs to know the terms of marketing and the peculiarities of marketing process cope with difficulties

occurred.