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DEVELOPING TRANSLATION TECHNIQUES IN A BUSINESS ENGLISH CLASSROOM

Carmen Silva
1 Decembrie 1918 University of Alba Iulia, Romania

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Abstract

This article brings forth a possible teaching paradigm that re-evaluates the pedagogical benefits of teaching translation techniques to business students. While rejecting the one-sided structural/grammatical translation method, we propose a model based on the Lexical Approach which draws on the lexical, paradigmatic, as well as syntagmatic equivalence between the source language and the target language.

Key words: Translation competence; Translation skills; Translation education; Equivalence.

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Clinton puts 'human face' on health-care plan. (1993, September 16). *The New York Times*, p. B1.

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