

Dominant Language Influence on the Hungarian Terminology of Online Marketing

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The occurrence of English terms can be frequently observed in Hungarian professional communication in the domain of online marketing. One of the reasons for this phenomenon could be that the currently available terminological sources do not contain adequate target language terms. This paper sets out to investigate the different types of correspondences and translation procedures applied by the authors of English-Hungarian dictionaries and online glossaries. Drawing on the models and taxonomies of contact linguistics and translation studies, a taxonomy has been set up to categorize correspondences between English and Hungarian online marketing terms. The database is comprised of 906 occurrences of terms extracted from two English-Hungarian dictionaries and eight online glossaries. Findings indicate that terminological sources frequently rely on direct and partial borrowing. In other words, authors are not typically concerned with target language term creation.

Keywords: terminology, translation studies, contact linguistics, dictionaries, online glossaries

Though the Internet has been in operation for over 60 years, companies were unable to use it for sales for technological and legal reasons. Internet-based e-commerce started only in 1994, when the first banners of AT&T Inc., Volvo, and Sprint appeared on hotwired.com (Eszes, 2011, p. 29). Parallel to Internet sales, the profession of online marketing made great advances, establishing its terminology primarily in English. Terms created in an English language environment have had a considerable bearing on the Hungarian terminology of online marketing to date. Thus, a large number of English terms are used in Hungarian professional communication. It is assumed that one of the reasons for this phenomenon could be that the currently available English-Hungarian marketing dictionaries and Internet glossaries do not consider the creation of Hungarian terms as a priority.

This paper sets out to investigate the types of correspondences and translation procedures in the English-Hungarian terminology of online marketing, as applied by the authors of marketing dictionaries and Internet glossaries. After defining the concept of online marketing, it draws attention to the phenomenon of code mixing and double coding in Hungarian in the domain of online marketing. Next, it sets up a taxonomy which will be used to define and quantify the different types of correspondences between English and Hungarian terms in the terminological sources under investigation. This is followed by a review of the data, methods and results of the study. Finally, there is a discussion of the possible reasons for the use of a relatively large number of English terms along with double coding and code mixing in Hungarian specialized communication.

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Current Research Into the Influence of English on Hungarian Terminology

Though in recent years, there has been an increased interest among Hungarian researchers to uncover the nature of the influence of the English language on Hungarian terminology, the body of research available to date is still limited. Researchers focus on a variety of domains such as medicine, finance, marketing, wellness, IT (Information Technology), and chemistry among others. This line of research may have important implications on teaching English for specific purposes (ESP) and specialized translation.

The discussion in the literature centers around the use and integration of English terms into Hungarian discourse. Kis (1993) looked at the advertisements in one of the issues of *IDG's* (International Data Group) *Számítástechnika* (Computer Science), a weekly IT journal in Hungary. The analysis revealed that the influence of English can be detected at least in 90% of Hungarian IT terms found in the advertisements. He also pointed to the parallel use of English and Hungarian terms as synonyms. He concluded that the massive influence of English is natural and there is no point in trying to stop it.

Szabó (2010), examining the language of marketing, drew attention to the reluctance of authors to translate terms into Hungarian for fear of mistranslation or misinterpretation. He underscored the importance of finding the adequate Hungarian equivalents of English terms to ensure smooth professional communication and he also called for the standardization of Hungarian marketing terminology to eliminate misinterpretation.

Keresztes (2003) investigated the use of medical terminology in a corpus of Hungarian lectures, textbooks, and professional and semi-professional journals. She found that lectures and professional journals contained a large number of Anglicisms. Textbooks use Anglicisms to a varying degree, providing Hungarian translations in brackets after the English terms, whereas semi-professional journals rarely retain English terms. She also conducted interviews with medical professionals of different ages to find out their attitudes to the use of English terms in Hungarian discourse. According to a young professional, English terms are more precise and transparent. Therefore, he thought that code mixing in professional communication was acceptable. A middle aged professional held the same view, saying that the lack of adequate Hungarian terms necessitates the use of English ones. An elderly professor, however, expressed his disapproval of the influx of English terms, placing emphasis on the importance of term creation in Hungarian.

In her other study, Keresztes (2007) looked at Hungarian medical translations by undergraduate and postgraduate students. This research revealed that English exerted a considerable orthographical, grammatical, and lexical influence on Hungarian texts with calques also abounding in the translations, attesting to the fact that semantic influence also plays a role that cannot be ignored. She concluded that the language of medicine is especially susceptible to different types of borrowing.

In the domain of finance, Vargáné Kiss (2007) demonstrated different forms and levels of borrowing in the documents of HVB (Central-European International Bank). She found that a large number of terms had been directly borrowed from English along with a multitude of international loan words of Greek and Latin origin. She concluded that lexical borrowing served two purposes. First, to fill lexical gaps, that is, English terms without Hungarian equivalents need to be borrowed. Second, English expressions are more likely to capture the attention of potential customers.

In their research into the language of wellness, Fóris and Bérczes (2006) found that the terminology of this domain is largely comprised of different types of borrowing primarily from English as well as of Hungarian terms

of other disciplines. They suggested that one of the problems in the Hungarian terminology of wellness is not the use of borrowed terms, but the lack of clear definitions leading to the opacity and incorrect usage of such terms. New terms and concepts fail to fit into a coherent terminological system, which, in turn, may result in terminological confusion.

Murányiné (2010) examined the influence of English acronyms in 10 Hungarian Ph.D. dissertations in different domains of analytical chemistry. Her investigations focused on how acronyms of English origin integrate into Hungarian scientific discourse. She identified two essential ways of integration. One of them is when the letters in the English acronym and its Hungarian equivalent are the same, which allows for smooth integration. Integration, however, becomes complicated when the letters differ, leading to two different possibilities in usage. Most frequently, the English acronym is borrowed without any modifications, whereas the full term is translated into Hungarian. The second option, when a Hungarian acronym equivalent is used, is a relatively rare occurrence. She also pointed to a large number of hybrid calques in Hungarian texts in the usage of terms consisting of more than one lexeme. This means that one of the elements is translated by calque, whereas the English term is retained as the other element of the Hungarian term. According to Murányiné, the use of acronyms of English origin has more advantages than disadvantages. They do not necessarily need to be translated into Hungarian; they integrate well with the Hungarian inflection system; they can easily be used as first elements in compounds; and finally, they facilitate international communication.

Though the aforementioned studies outline some important trends in relation to the use of English terms in a variety of domains, they suffer from a serious limitation, that is, they fail to quantify their results. Thus, little is known about the precise degree of the influence of English on Hungarian terminology. One of the objectives of this paper is to uncover the proportion of direct and partial borrowings as found in English-Hungarian marketing dictionaries and glossaries. This, in turn, may shed light on the possible reasons for code mixing and double coding in professional communication.

The Concept of Online Marketing and Its Terminology

Kotler and Armstrong defined online marketing as “efforts to market products and services and build customer relationships over the Internet” (2011, p. 508). Online marketing is comprised of the following major components: search engine marketing (e.g., Google Adwords and similar advertising systems), search engine optimization (how to achieve the highest possible ranking in the Google search engine without paying for it), content marketing (creating relevant content of the company’s products and services with the aim of arousing the curiosity of potential costumers), social media marketing (the presence and the communication of the company on social media sites, such as Facebook, Twitter, etc.), link building (creating inbound links to the company’s website), and email marketing (getting the company’s offers to potential consumers via email).

The terminology of online marketing stems from three main sources. One of them is the terminology of business and economics, including the terminology of traditional offline marketing (e.g., ad space, cross selling, conversion, etc.). Second, the terminology of information technology (e.g., cookie, crawler, search engine, etc.). The third component is comprised of terms specific to the domain of online marketing (e.g., landing page, click through rate, sticky, etc.).

Code Mixing and Double Coding

Linguists and terminologists agree that concepts and terms created in a dominant language environment influence lesser known languages (Drascau, 2001), such as Hungarian. In other words, English as a dominant language has a significant impact on the Hungarian terminology of online marketing. This observation is illustrated by an excerpt taken from an interview in *Kreatív*, a Hungarian marketing journal. Although the target audience of the journal is primarily marketing professionals, a broader, non-professional audience may also be interested in reading it. For easy reference, the English translation of the Hungarian text is provided below. The terms the analysis is focused on are in bold in both texts.

Az **inbound marketing** egyik legfontosabb lépése a **leadgenerálás** és a hozzá szorosan kapcsolódó **lead nurturing**, hiszen a **leadekből** lesznek a vásárlók, de míg eljutunk a vásárlás befejezéséig, addig is gondoskodni kell a **potenciális érdeklődőkről**. Hogy hogyan generálható minél több **lead**, és milyen módon érdemes **gondozni** őket, arról Dunder Krisztiánt a Groww Digital ügyvezetőjét és Dely Gábort a DIMSZ e-mail marketing tagozatának az elnökét kérdeztük.

One of the most important steps in **inbound marketing** is **lead generation** with **lead nurturing** closely related to it because leads are bound to turn into customers. However, to complete the purchase process, we need to **nurture leads**. We asked Dunder Krisztián, the CEO of Groww Digital and Gábor Dely, the President of the email marketing section of DIMSZ about how to **generate more leads** and how to **nurture** them.

(http://www.kreativ.hu/cikk/leadgeneralas_mesterfokon)

Even a superficial look at the Hungarian text above reveals two striking features. One of them is code mixing when the speaker uses the elements of different codes or languages within the same utterance (Wardhaugh, 2010, p. 98). The following English terms are used in the Hungarian text: *inbound marketing*, *lead* (generálás), *lead nurturing*, *leadek* (plural form), and *lead*. It is not without difficulty to decide which terms are already an integral part of Hungarian usage and which may pose a challenge in text processing to a non-professional audience. It is safe to say, however, that the terms *marketing* and *generálás* (generation) are understandable to an educated but non-professional audience as well, whereas the processing of the other terms (*inbound*, *lead*, *nurturing*) is likely to turn out problematic for them. For a professional audience, on the other hand, who are more at ease with English terms, it may be more challenging to process those Hungarian translation equivalents that are rarely used in the profession.

The other feature is double coding, which means that the speaker feels compelled either to repeat or to circumscribe the foreign term in the target language, in this case in Hungarian. In the second half of the text, *lead* is replaced with *potenciális érdeklődő* (prospect), which can be regarded as a translation equivalent. The term *lead nurturing* is circumscribed as *gondozni kell őket* (they have to be catered to).

Based on the above and a large number of similar examples, it is hypothesized that one of the reasons for code mixing and double coding could be that the available terminological resources do not always contain the Hungarian terms. In turn, this could enhance the impact of English as a dominant language or primary communication system on the Hungarian terminology of online marketing and its use in Hungarian specialized communication.

Next, two research questions will be addressed. (1) How do dominant language terms affect Hungarian terms based on the correspondences in dictionaries? (2) What are the reasons for a relatively high proportion of English terms in Hungarian specialized communication?

Theoretical Background: Contact Linguistics and Translation Studies

Based on the models of contact linguistics (Haugen, 1950; Kontra, 1981; Lanstyák, 2006) and translation studies (Newmark, 1988; Vinay & Dalbernet, 1995), a taxonomy was set up to categorize different types of correspondences between source and target language terms. Correspondence is understood to refer to the relationship between the source and target language term. The definitions and the descriptions of these correspondences are expected to shed light on the impact of source language terms on target language ones. The taxonomy is presented in Table 1.

Table 1

Interlingual Terminological Correspondences

Correspondence		Translation procedure
Zero (no equivalent)		-
Formal	Direct borrowing	Full borrowing Naturalization
	Partially direct borrowing	Hybrid calque
	Indirect borrowing	Calque
Combined	Partially direct borrowing	Partially sense-centered hybrid
	Partially indirect borrowing	Partially sense-centered
Concept-based	-	Sense-centered

As shown in Table 1, four basic types of correspondences can be distinguished: zero, formal, combined, and concept-based. These can be divided into further subcategories and various translation procedures can be attached to them.

Zero correspondence means that the given terminological source only defines the concept, but does not provide a target language equivalent, thus the space of the target language term remains empty in the dictionary: e.g., *social media release*; *doorway domain*; *permission mail*; *lead* (e.g., Király, 2011).

Formal correspondence pertains to those cases when the source language term has a direct or indirect impact on the target language term. Formal correspondences can be further subdivided into three subcategories. The first one is direct borrowing, which involves morphemic importation, leading to the use of foreign words or loanwords in the target language (Kontra, 1981, p. 14). Two translation procedures can be identified within direct borrowing. Full borrowing means that the source language element remains unchanged in the target language. This is illustrated by the following examples: *web audit*—*web audit*; *banner*—*banner*; *web bug*—*web bug*. This is known as transliteration or transcription in translation studies (Harvey, 2000, p. 5). In these instances, the space for the target language term is taken up by a directly borrowed term, thus it does not remain empty as in the case of zero correspondence discussed above. The other translation procedure is referred to as naturalization, which means that the source language item is adjusted to the phonological and morphological rules of the target language (Newmark, 1988, p. 82), e.g., *conversion*—*konverzió*; *post*—*poszt*; *hyperlink*—*hiperlink*.

The second subcategory within formal correspondence is partially direct borrowing, which involves morphemic importation and morphemic substitution, yielding hybrid loanwords (Haugen, 1950, p. 215; Kontra, 1981, p. 15). The typical translation procedure attached to this correspondence is hybrid calque, which means that one of the elements of the source language term is kept, whereas the other element is replaced with its

semantic equivalent (Kontra, 1981, p. 15; Lanstyák, 2006, p. 26). For example, the analysis of the English-Hungarian pair of terms *ad server*—*reklámszerver* reveals that *ad* is replaced with its semantic equivalent *reklám*, whereas *server* is directly borrowed by means of naturalization. Similar examples include *postroll banner*—*posztroll hirdetés*; *banner blindness*—*banner vakság*; *pop-up ad*—*pop-up hirdetés*; *pop-under ad*—*pop-under hirdetés*.

The third category within formal correspondence is indirect borrowing (Kontra, 1981, p. 16). This refers to a word-for-word translation of the source language item resulting in a target language term which refers to a concept yet unknown in the target culture. Put it simply, the meaning of the target language lexical item is extended. The translation procedure attached to this type of correspondence is referred to as calque, illustrated by the following examples: *ad request*—*hirdetés lekérése*; *keyword*—*kulcsszó*; *unique user*—*egyedi felhasználó*; *search engine*—*keresőmotor*; *ad space*—*reklámhely* (Kontra, 1981, p. 16).

Next, concept-based correspondence, as per Table 1, will be discussed to ensure better understandability. Concept-based correspondence means that the source language term has no impact on the target language term. The target language term is created by the onomasiological approach, taking into account the concept and its definition. In other words, neither phonemic nor morphemic importation is applied and calque cannot be detected either. The translation procedure attached to this type of correspondence is sense-centered translation. This correspondence is illustrated by the following examples. For easier comparability, the English back translations are given in square brackets after the Hungarian terms: *unopened*—*olvasatlan levél* (unread letter); *tag*—*kulcsszó* (key word); *affiliate*—*partnerprogram* (partner program); *nice url*—*beszédes cím* (talkative address); *crawler*—*keresőrobot* (search robot); *ad view*—*megjelenés* (appearance).

The third type is combined correspondence, which is the combination of formal and concept-based correspondence already discussed above. Combined correspondence comprises two subcategories, i.e., partially direct and partially indirect borrowing. Partially direct borrowing involves morphemic importation. The translation procedure applied here is partially sense-centered hybrid translation. This means that one of the elements of the term is borrowed, whereas the other one is replaced with a sense-centered equivalent: e.g., *back link*—*bejövő link* (incoming link); *expandable banner*—*kinyíló banner* (opening banner); *meta tag*—*meta elem* (meta element); *RSS feed*—*hír feed* (news feed).

The other subcategory within combined correspondence is partially indirect borrowing. This means that calque is used in the translation of one of the elements of the source language term, while the other element is replaced with a sense-centered equivalent. The translation procedure applied here is partially sense-centered translation: e.g., *page view*—*oldalletöltés* (page download); *landing page*—*érkezési oldal* (arriving page); *negative keyword*—*kizáró kulcsszó* (excluding keyword); *bounce rate*—*visszafordulási arány* (return rate); *broken link*—*hibás hivatkozás* (faulty link).

Data and Methods

Altogether 906 English-Hungarian terms were collected from two English-Hungarian marketing dictionaries (Laczkó & Zsom, 2004; Király, 2011) and eight online glossaries (see sources). Microsoft Access database management software was used to perform the analysis. First, the English and Hungarian terms were entered manually into the database, then the type of correspondence and the translation procedure were

determined based on the table of interlingual terminological correspondences, discussed above (Table 1). Using the codes attached to the different types of correspondences and translation procedures, queries can be made in the database to reveal the typical correspondences and translation procedures as applied by the authors of dictionaries and online glossaries.

Results and Discussion

Figures 1-3 illustrate the results of the investigation. Figure 1 shows the proportions of the four basic types of correspondences in the database, i.e., zero, formal, combined and concept-based correspondences.

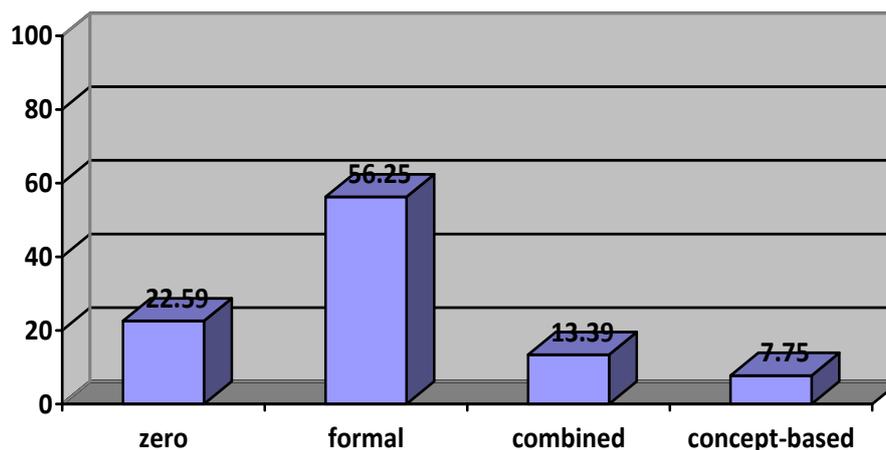


Figure 1. Proportions of correspondences.

As pictured in the bar chart, the most dominant correspondence is form-based correspondence, accounting for 56.25% of all correspondences. The proportion of zero correspondence at 22.59% is strikingly high. These are the cases when only definitions are provided without target language equivalents. Combined correspondences account for 13.39%, whereas concept-based correspondences amount to only 7.75%. Summing up the results as illustrated in Figure 1, it is shown clearly that authors of specialized dictionaries and online glossaries give preference to formal and zero correspondences.

Figure 2 illustrates the proportions of subcategories within formal correspondence.

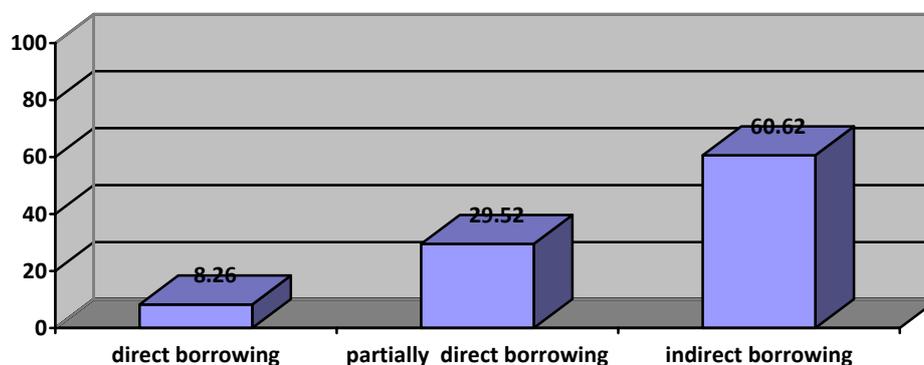


Figure 2. Proportions of subcategories within formal correspondence.

The figure shows that the highest proportion within formal correspondence is represented by indirect borrowing at 60.62%. This is followed by partially direct borrowing, accounting for 29.52%. Direct borrowing amounts to only 8.26%. It is, however, noteworthy that within the subcategory of partially direct borrowing authors apply the translation procedures of full borrowing or naturalization in translating one of the elements of the compounds. This means that elements of the source language can be found in a relatively large number of target language terms despite the fact that the proportion of pure direct borrowing seems to be relatively low. Thus, the sum of direct borrowing and partially indirect borrowing at 37.78% yields a more precise picture in quantifying the use of borrowed English terms in Hungarian terminology.

Figure 3 presents the proportion of all instances where some form of borrowing can be identified, including both direct and partially direct borrowing versus other types of correspondences. Zero correspondence is also included in direct borrowing, as it is assumed that if a terminological source fails to provide the Hungarian term, speakers in all probability fall back on using the English one.

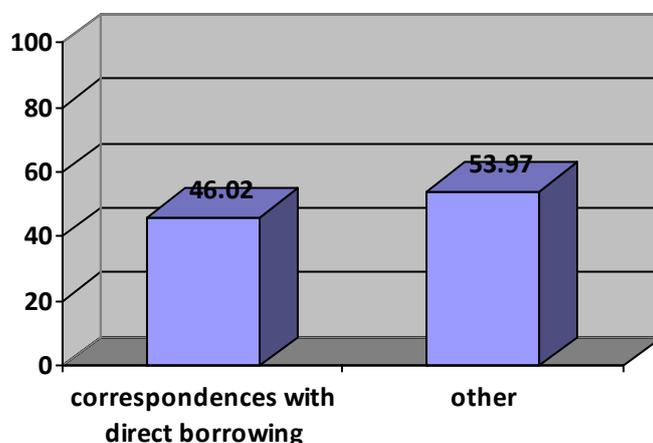


Figure 3. Correspondences with direct borrowing vs. other correspondences.

The bar chart shows that correspondences with direct borrowing account for 46.02%, whereas all other types of correspondences amount to 53.97%. This means that the terminological sources under investigation contain a large number of terms either without equivalents (zero correspondences) or taken over from English by means of full borrowing or naturalization (see Table 1). This phenomenon may well lead to a relatively high occurrence of foreign terms in Hungarian specialized communication.

According to Hockett (1958, p. 104), direct borrowing is motivated by two factors. One of them is the prestige motive, which means that the language user feels that the source language term is more prestigious to use. Therefore, s/he opts for the foreign term even if there is an accepted target language equivalent. The other one is the need-filling motive when there is no accepted target language term for the given concept.

In answer to the research questions above, it is posited that English terms have a significant impact on Hungarian terms in the domain of online marketing, based on the correspondences applied by the authors of marketing dictionaries and online glossaries. English-Hungarian terminological sources do not consider concept-based term creation as a priority. Instead, they resort to direct borrowing and zero correspondence in

relatively large proportions. This means that they either use fully borrowed or naturalized English terms, or similarly to monolingual dictionaries, they provide only definitions without target language equivalents. As a result, there may be no Hungarian terms available to be used in specialized communication.

The second possibility is that the target language term is available, but the discourse community does not use it. There may be two reasons for it. One of them is the prestige motive, i.e., it is more prestigious to use the English term in the profession. The second reason could be that the English term had been used in professional communication well before its Hungarian equivalent was listed in dictionaries and fixed in the terminological system.

The other intriguing phenomenon in specialized communication is double coding, which pertains to the use of the borrowed term and its translation in the same text. This is presumably motivated by the need to cater to different types of audiences. The language user relies on the more prestigious borrowed term for a professional audience, whereas a translation equivalent is offered for a lay audience usually at a later point in the discourse. In other words, the same concept is recoded or double coded. Double coding may lead to coherence problems because the foreign term and its recoded version function as synonyms in the text. A non-professional audience, however, may not realize that these synonyms refer to the same concept.

Conclusion

A relatively high proportion of direct borrowing from English demonstrated above raises two important questions in relation to language teaching and specialized translation. The dilemma faced by ESP (English for Specific Purposes) teachers is whether it is necessary to translate and teach those terms that are used in English in the target language. Let us examine the term *lead*, which can be translated into Hungarian as *potenciális érdeklődő* (prospect, potentially interested person). In professional communication, however, the English term has become standard for a variety of reasons. The term *lead* is shorter, thus easier to pronounce and remember than its Hungarian equivalent and it easily yields to word formation according to the rules of the Hungarian language. The English term is more likely to be used in lectures and highly specialized texts. More importantly, marketing professionals find the English term more precise and transparent to ensure smooth communication. In the domain of online marketing, the term *lead* refers to the information given by website visitors which enables marketers to contact them (Király, 2011, pp. 409-410). The semantic content of its Hungarian equivalent is more general in its reference, and as such, without a suitable definition, it may lead to confusion.

On the other hand, it is of paramount importance to have standardized target language terminology to support translators in coping with the translation of specialized books and other materials intended for a broader audience comprised of non-professionals as well. The complex task of creating such a standardized Hungarian terminology falls to marketing professionals and terminologists and to those compiling dictionaries and online glossaries.

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