INTERPRETING IN BUSINESS:
CHALLENGES AND SOLUTIONS

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The article offers a comprehensive examination of the complexities involved in interpreting within the business domain, providing practical insights and strategies to help interpreters overcome challenges, improve their performance and leverage technological advancements in this highly demanding field. The article examines the key obstacles that interpreters encounter, such as the need to manage specialized terminology, keep pace with fast-moving business conversations and navigate the cultural and linguistic barriers that arise in international contexts. In addressing these challenges, the article identifies in detail several techniques that interpreters commonly employ to enhance their performance. These include note-taking methods, memory retention strategies and the use of reformulation and anticipation techniques, all of which allow interpreters to stay focused and manage complex information in real-time. The article emphasizes the importance of managing the ear-voice span (EVS), split attention and multi-tasking, as interpreters are required to listen, process and deliver accurate translations almost simultaneously. These strategies are vital for maintaining the integrity and clarity of the original message while ensuring a smooth flow of communication. Furthermore, the article emphasizes the crucial role of cultural sensitivity in oral translation. It discusses how interpreters must adapt their language and approach to suit the cultural context of their audience, ensuring that the message is not only linguistically accurate but also culturally appropriate. This is particularly important in business translation, where misinterpretations can lead to misunderstandings, damaging relationships or business opportunities.

УСНИЙ ПЕРЕКЛАД У БІЗНЕС СФЕРІ: ВИКЛИКИ ТА СТРАТЕГІЇ

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Ключові слова: *усний переклад, бізнес-переклад, стратегії, бізнес-комунікація, послідовний переклад, синхронний переклад, шушутаж.*

У статті запропоновано ґрунтовний аналіз складнощів, що виникають при усному перекладі в контексті бізнес-середовища, і надано науково обґрунтовані рекомендації та стратегії, які допомагають перекладачам долати основні перешкоди, покращувати професійну діяльність та ефективно використовувати технологічні інновації в цій галузі. У статті розглядаються ключові проблеми, з якими стикаються перекладачі, зокрема необхідність роботи з високоспеціалізованою термінологією, швидкий темп бізнес-діалогу та подолання лінгвістичних і культурних бар'єрів, що постають у міжнародному контексті. Для вирішення цих складнощів у статті проаналізовано низку технік, які використовуються фахівцями для підвищення якості перекладу. Зокрема, до таких методів належать техніки нотування, стратегії покращення пам'яті та використання прийомів перефразування й антипації, що дозволяють перекладачам зберігати концентрацію та ефективно працювати з великими обсягами інформації в реальному часі. У статті наголошується на важливості управління такими когнітивними аспектами, як «перифразна відстань», поділ уваги та багатозадачність, адже перекладачі повинні одночасно слухати, обробляти і передавати точний переклад без значних затримок. Описані стратегії є надзвичайно важливими для збереження цілісності та чіткості оригінального повідомлення, забезпечуючи безперервний та ефективний процес комунікації. Крім того, у статті підкреслюється важливість культурної чутливості в усному перекладі, обговорюючи необхідність адаптації мовних і комунікативних стратегій до культурних особливостей аудиторії, що гарантує не лише лінгвістичну точність, а й відповідність культурним нормам. Цей аспект є особливо важливим у сфері бізнес-перекладу, де непорозуміння можуть призвести до серйозних наслідків, таких як порушення ділових відносин чи втрати бізнес-можливостей.

Introduction. In today's interconnected and globalized world, effective international business communication relies heavily on high-quality interpreting. Companies worldwide engage with partners from various countries, conduct negotiations, finalize agreements and collaborate on joint projects. Despite the increasing interconnectedness, language barriers and cultural differences can pose significant obstacles to successful communication. This is where interpreting becomes indispensable, facilitating accurate information exchange and mutual understanding between parties.

The relevance of studying interpreting within the business domain stems from its pivotal role in enabling communication in global trade, diplomacy and cross-cultural interactions. As the success of business negotiations, international contracts and global partnerships hinges on precise, clear and culturally appropriate communication, interpreters must be equipped to handle the challenges presented by real-time translation in high-pressure, fast-paced environments.

In the complex field of interpreting, interpreters face a range of challenges that vary depending on the context, language pair and type of interpretation. These challenges require interpreters to possess not only linguistic proficiency but also cognitive agility, cultural awareness and the ability to manage high-pressure situations. Recent studies shed light on the evolving challenges and strategies in this field. Fitria (2024) discusses the challenges of maintaining accuracy, managing cognitive load and adapting to cultural nuances in simultaneous interpretation, while noting that AI tools cannot replace human expertise, especially in real-time business contexts. Karjagdiu and Krasniqi (2020) examine translation difficulties

in Kosovo's multilingual environment, emphasizing the importance of cultural awareness, training, and flexibility between consecutive and simultaneous interpreting. Rigual and Spinolo (2016) focus on the complexities of interpreting, stressing the need for interpreters to preserve meaning, tone and urgency, while considering cultural nuances. They argue for specialized training to navigate high-stakes business interactions. Woang (2021) compares interpreting and written translation, highlighting the cognitive demands of real-time interpretation and offering strategies for business interpreters, including preparation, glossary use and stress management.

The aim of this work is to explore methods for enhancing interpreting in business sphere to ensure greater accuracy, efficiency and cultural relevance. This includes identifying the key challenges faced by interpreters in the business sphere and examining the strategies they can employ to navigate these challenges effectively.

Material and methods. The methodology for this research will take a comprehensive approach to examine the challenges and strategies of interpreting in business sphere. A review of existing research on interpreting in business will be conducted to understand the challenges faced by interpreters, such as language complexity, specialized terminology and the fast-paced nature of business communication. Case studies help illustrate theoretical concepts in practice. Using real-life examples of interpreting in business to analyze common situations that interpreters face, as well as the strategies they use to address problems. Studying various active learning methods used by interpreters to overcome difficulties in interpreting. This approach will provide a thorough understanding of the challenges and strategies in business interpreting, offering insights into best practices and the role of technology in improving translation quality.

Results and Discussion. Interpreting in business plays a crucial role in bridging language barriers, enabling effective communication between diverse stakeholders in a globalized marketplace. Whether in negotiations, conferences or diplomatic meetings, the accuracy, speed and cultural sensitivity of interpreters are essential to ensure the successful exchange of ideas and information. Unlike written translation, which allows for more time and resources, interpreting requires real-time decision-making and the ability to adapt quickly to varying contexts. This makes it a highly demanding skill, as interpreters must not only convey the literal meaning of words but also capture tone, intent and cultural nuances. In the business sphere, where every word can have significant implications for deals, relationships and strategies, interpreting must be precise and contextually relevant. As businesses continue to expand globally, the need for skilled interpreters who can facilitate smooth communication across languages and cultures is more important than ever.

To better understand the obstacles encountered by interpreters, we have attempted to classify and summarize the key challenges they face in business sphere.

One of the primary challenges faced by interpreters in business is the need to ***understand and effectively interpret specialized terminology*** that can range from highly technical terms in fields like finance, law, medicine or engineering to company-specific language that may not be widely recognized outside a particular organization. For example, a finance interpreter may encounter terms related to complex financial instruments like derivatives, hedge funds or liquidity ratios, while a legal interpreter may need to translate intricate legal concepts such as due diligence or intellectual property rights.

Another challenge interpreters face is the ***rapid pace of communication in business sphere***. Business discussions, especially in meetings, negotiations or conferences, can move quickly, with speakers frequently shifting between topics or speaking at a fast tempo. This pace can create considerable pressure on interpreters, as they need to deliver translations almost simultaneously with the speaker's delivery, ensuring that nothing is lost in the process.

In international business settings, interpreters often face the challenge of addressing ***cultural and linguistic differences*** that may affect communication. Varied communication styles, humour, gestures and idioms can cause misunderstandings. For example, in some cultures, indirect communication is preferred, while in others, directness is valued. Linguistic challenges arise from differing grammar, vocabulary and meaning structures. Additionally, business discussions often involve sensitive topics where cultural nuances must be carefully managed to avoid misinterpretation or offense, ensuring smooth interactions and successful negotiations.

In multinational business settings, interpreters navigate ***multilingual environments***, switching between languages while maintaining fluency. They must master linguistic nuances, adapt quickly and collaborate with teams handling different language pairs. Business interpreting demands expertise in specialized terminology, cultural awareness and rapid communication.

Interpreting in business sphere can vary significantly depending on factors such as the nature of communication, audience size and technical requirements. The three primary types of interpreting used in professional and business contexts are ***consecutive interpretation***, ***simultaneous interpretation*** and ***chuchotage*** (from French *chuchotage* – "whispering"). Each of these methods has distinct characteristics, advantages and limitations, making them more

suitable for specific scenarios such as business nego- tiations, conferences or diplomatic meetings (Бойко, 2024).

Table 1 below provides a comparative analysis of these three interpretation types based on key criteria, including speed, technical requirements, interpreter skills, accuracy and cost. This comparison helps in understanding which method is most appropriate for a given business situation.

Each type of interpretation requires specific skills and techniques to handle linguistic, cognitive and environmental challenges. Mastering these techniques is essential for interpreters to ensure smooth and accurate communication in business and diplomatic spheres.

Consecutive interpretation involves translating after the speaker pauses, relying on memory and accuracy. Different techniques, which are used to manage complex information, maintain coherence and ensure clear communication, with mental processes supporting accuracy and fluency, are as follows.

Note-Taking Technique, which involves interpreter's using abbreviations, symbols and an organized system to record essential concepts swiftly during business discussions (Table 2). This method helps interpreters capture critical

Table 1

Comparison of Consecutive, Simultaneous and Chuchotage Interpretation

Criterion	Consecutive Interpretation	Simultaneous Interpretation	Chuchotage (Whispered Interpretation)
Speed	performed with a pause after the statement	performed simultaneously with speech	performed simultaneously in a low voice
Technical Requirements	does not require additional equipment	requires special equipment	does not require special equipment
Interpreter Requirements	deep analysis and accuracy of formulations	quick reaction and multitasking	high concentration and adaptability
Application	business negotiations, small meetings	conferences, forums, presentations	small meetings, diplomatic settings, negotiations
Time	takes more time	saves time due to simultaneous interpretation	saves time, but can be tiring for the interpreter
Accuracy	higher due to the ability to clarify details	depends on interpreter's speed and concentration	depends on noise level and interpreter's ability to focus
Cost	less expensive	more expensive due to technical requirements	less expensive than simultaneous interpretation
Event Scale	for small groups	for large international events	for one or a few listeners in close proximity

Table 2

Symbolic and Abbreviated Writing

Symbol	Meaning	Example	Explanation
↑	Increase, growth	Revenue ↑ steadily	The revenue has been increasing steadily over the past year.
↓	Decrease, decline	Profit ↓ in Q1	Profit declined in the first quarter.
→	Progress, improvement	Customer satisfaction → high levels	Our customer satisfaction has improved significantly.
=	No change, stable	Market = last year	The market remains stable compared to last year.
√	Approval or confirmation	Project √ completed	The project has been completed and approved.
Δ	Change or difference	Δ in sales performance	There was a significant change (Δ) in sales performance this quarter.
+	Addition, positive, or increase	Revenue + 15%	The revenue increased by 15% this year.
-	Subtraction, negative, or decrease	Expenses – 10%	The expenses have decreased by 10% over the past month.
≠	Not equal, used in comparisons	Sales ≠ last quarter	Sales are not equal to last quarter's results.
	Approximate, used when referring to estimated values	Profit ≈ $20,000	The profit is approximately $20,000 for the quarter.
*/ or *	Used in ratios, fractions, or as a separator	50%/50%	The profit-sharing agreement is 50/50 between the partners.

information efficiently without interrupting the flow of conversation.

• **Segmenting Information Technique**, which involves the interpreter's dividing lengthy statements mentally into smaller, more manageable parts. For example, a speaker says: *The new project consists of three key stages, each essential for its successful execution. First, we will conduct a thorough analysis of the available data, examining trends…. Then we'll develop a strategy involving setting clear objectives…. And finally, we'll implement the plan across all departments including coordinating teams, assigning responsibilities….* The interpreter mentally breaks it down into smaller, manageable chunks for better recall: *'The new project involves three stages', 'First, we'll analyze the data', 'Then, we'll develop a strategy', 'Finally, we'll implement the plan across all departments'.* This approach ensures that the interpreter can accurately convey the message without losing critical details.

• **Memory Retention Technique**, which involves listening to the speaker actively and visualizing key ideas to enhance memory recall. For example, a speaker says: *We are committed to enhancing sustainability through improved resource management, lower emissions, and the use of renewable energy sources.* The interpreter listens carefully to the entire sentence while paying special attention to the key concepts *'sustainability', 'resource management', 'lower emissions',* and *'renewable energy sources'.* The interpreter might mentally visualize a graph showing sustainability goals or renewable energy sources, reinforcing the concepts they need to convey. Before speaking, the interpreter mentally repeats these key ideas to ensure the concepts are locked in memory.

• **Reformulation and Paraphrasing Technique**, which involves rephrasing the original message to fit the grammatical rules of the target language, while ensuring the core message and intent are preserved accurately. For example, a speaker says: *The meeting tomorrow will cover key developments in the financial sector, including the impact of new regulations and the latest market trends.* The interpreter reformulates: *Tomorrow's meeting will focus on key developments in finance, such as the effect of new regulations and the most recent market trends.* Here, the interpreter changes the sentence structure, but the meaning remains intact. He/she ensures the message flows naturally in the target language.

• **Anticipation Strategy**, which involves predicting upcoming words or phrases based on their understanding of the context, allowing them to prepare mentally and ensure a smooth, continuous flow of interpretation for improved speed and accuracy. For example, a speaker says: *As we move into the next phase of the project, it's important to address the following issues...* The interpreter, knowing the context of a project meeting, anticipates that the speaker will list several issues. Based on this context, he/she prepares mentally to translate the list of issues like *'budget', 'timeline', 'team roles',* etc. before the speaker finishes the sentence. As the speaker continues, the interpreter is ready to translate the issues smoothly, without hesitation.

Simultaneous interpretation is highly demanding and relies on advanced techniques to ensure accuracy and fluency while interpreting in real-time. These strategies help interpreters balance the complexities of real-time translation by using various techniques to enhance speed, accuracy and clarity, such as follows.

• **Ear-Voice Span (EVS) Management Technique**, which refers to the time gap between hearing the original message and delivering the interpretation, requiring interpreters to process information quickly while maintaining accuracy and avoiding long pauses that could disrupt the communication flow. For example, a speaker says: *The upcoming regulatory changes will have significant impacts on global trade, affecting tariffs and compliance requirements.* The interpreter must deliver the translation almost immediately, focusing on key concepts and minimizing pauses. For example, when interpreting*: Наступні регуляторні зміни матимуть суттєвий вплив на світову торгівлю, впливаючи на тарифи та вимоги до відповідності,* he/she balances speed and accuracy, conveying the essential meaning swiftly.

• **Compression and Summarization Technique**, which involves omitting non-essential details to convey the core message efficiently, especially when time is limited. For example, a speaker says: *As you all know, this year has been incredibly challenging, with supply chain disruptions, staffing shortages, and numerous logistical issues affecting our ability to meet deadlines, despite our best efforts.* The interpreter condenses the message to its core, such as summarizing: *This year has been challenging due to supply chain disruptions, staffing shortages, and logistical issues affecting deadlines,* while omitting non-essential details for clarity and conciseness.

• **Restructuring Technique**, which involves rearranging the order of words or phrases to align with the grammatical rules of the target language, such as moving the verb later in a sentence when translating from English to Ukrainian. For example, a speaker says: *The new regulations, which are expected to take effect next year, will require companies to implement stricter environmental standards.* The interpreter restructures the sentence to meet the syntax and flow of the target language: *Нові правила, які мають набрати чинності наступного року, вимагатимуть від компаній впровадження більш строгих екологічних стандартів.*

• **Multi-Tasking and Split Attention Technique**, which involves the interpreter's listening, analyzing,

translating and speaking simultaneously, maintaining focus to ensure real-time accuracy and coherence, as in translating: *To increase our revenue streams, we must focus on expanding our digital platforms while improving customer experience through personalized services* to *Для збільшення доходів ми повинні зосередитися на розширенні цифрових платформ та покращенні обслуговування клієнтів через персоналізовані послуги.*

• *Use of Cognates and Familiar Phrases*, which involves leveraging similar words or phrases across languages to improve interpretation speed and accuracy, as when an interpreter translates: *The organization is adopting a more sustainable approach to production, focusing on eco-friendly materials* to *Організація впроваджує сталий підхід до виробництва, зосереджуючись на екологічно чистих матеріалах*, using cognates like 'організація', 'сталий', and 'екологічно чистий' to enhance efficiency and fluency.

Chuchotage involves real-time interpretation with controlled speech volume and clarity in an intimate setting. While it shares techniques with simultaneous interpretation, it also requires such unique strategies to ensure accuracy and fluency, allowing interpreters to perform well even in challenging environments as follows.

• *Low-Volume Speech Control Technique*, which allows interpreters to speak clearly and audibly at a reduced volume, ensuring effective communication without disturbing the environment. For example, when interpreting: *As you know, the company's annual performance review will be held next week*, the interpreter maintains a soft but clear tone: *Як ви знаєте, річна оцінка результатів роботи компанії відбудеться наступного тижня*, ensuring clarity without disruption.

• *Selective Summarization Technique*, which is used when speech is too fast for full interpretation, allowing interpreters to focus on key points and omit less important details. For example, a speaker says: *In the first quarter, we saw a 5% growth in sales, followed by a slight dip in the second quarter due to various economic challenges. However, in the third quarter, we implemented a new strategy that resulted in a strong recovery.* The speaker is talking too quickly and the interpreter struggles to keep up with all the details, omits the less critical details (the exact percentage or minor economic challenges), summarizing only the key points: *У першому кварталі спостерігався зріст на 5%, але у другому кварталі через економічні проблеми відбулося зниження. Однак у третьому кварталі ми впровадили нову стратегію, що призвела до сильного відновлення.*

• *Gestural and Non-Verbal Cues Techniques*, which help reinforce the spoken message, especially in situations where words alone may not fully convey the meaning. Interpreters may use these cues to clarify, emphasize or simplify complex or technical information, making it easier for listeners to understand.

1. An interpreter might use **hand movements** to represent size, shape or direction when interpreting measurements or physical descriptions. For example, if a speaker says: *The building is approximately 30 meters tall…,* the interpreter could show the height by raising their hand to demonstrate the approximate size.

2. *Facial expressions* to convey emotions or emphasizing certain points. For example, when interpreting a speaker's excitement or concern, the interpreter may raise their eyebrows or use a wide-eyed expression to show surprise or urgency.

3. Interpreters may use *miming techniques* to point to objects, diagrams in interpreting technical or procedural content. For example, when discussing a machine part or a specific tool, the interpreter could point to the object or mimic the action to aid understanding.

4. Maintaining appropriate *eye contact* with the listener can help ensure engagement and convey the seriousness or importance of the message. For example, during a critical point in a business negotiation, the interpreter might use more direct eye contact to underline the importance of a particular issue.

5. The interpreters may **nod** to affirm agreement or **shake their heads** to indicate disagreement or understanding. This is particularly useful in interpreting discussions where the speaker is presenting options or asking for confirmation.

6. The interpreters may subtly *adjust their postures* to reflect the tone or emphasis of the speaker's message. For example, leaning forward might indicate a more serious or urgent message, while leaning back could suggest a more relaxed or informal tone.

Conclusions. An in-depth analysis of interpreting in business reveals several key challenges that interpreters encounter in this dynamic field. Business interpreters must navigate obstacles such as managing specialized terminology, handling fast-paced communication and overcoming cultural and linguistic barriers. Additionally, the high-pressure nature of business environments often impacts the quality of translation, making precision and speed even more critical.

To address these challenges, interpreters employ various strategies, including note-taking, memory retention, reformulation and anticipation. These techniques help manage the complexities of real-time translation while ensuring accuracy and fluency. Moreover, the ability to adapt quickly, multitask and stay focused is essential for interpreters in business

contexts. Cultural awareness plays a crucial role as well; interpreters must adjust their approach to respect cultural nuances and avoid misinterpretations. This research highlights the need for continuous professional development, emphasizing the importance of training in memory techniques, stress management and the use of technological tools to uphold high translation standards.

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