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CREATION OF ENGLISH-BASED TENNIS TERMS IN SERBIAN

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Abstract

The aim of this study is to carry out terminological standardization of tennis terms in Serbian as a contribution to publishing the 2nd expanded edition of the existing English-Serbian dictionary of sports terms entitled *Englesko-srpski rečnik sportskih termina*. Research is a corpus-based contrastive analysis of tennis terms in English and Serbian, which were taken over from *Tenniswikipedia* glossary containing 254 entries, commentaries in Serbian during live broadcast of *Masters* and 2014-2015 *GrandSlam* matches, and online Serbian journalistic texts on tennis. The contrastive approach is justified by the fact that tennis terms in Serbian are created by adaptation of English terms through transshaping and translation. Given that tennis is a recently popularized sport in Serbia and that no serious attempt has been made so far to compile a glossary of standard tennis terms in Serbian, the findings indicate abundance of non-adapted lexical borrowings from English, due to which terminological standardization deserves particular attention.

Keywords: English, Serbian, standardization, tennis, terminology.

Introduction

The purpose of this research is to contribute to the efforts relating to the process of standardization of the sports terminology in Serbian, by proposing standardized terms in the tennis register to be included in the second expanded edition of the existing English-Serbian dictionary of sports terms entitled *Englesko-srpski rečnik sportskih termina* [English-Serbian dictionary of sports terms] published in 2006. The theoretical aspects of the expanded dictionary have already been elaborated in Milić (2015b). The examined corpus of 254 tennis terms is compiled from *Tenniswikipedia* glossary in English commentaries in Serbian during live broadcast of *Masters* and *GrandSlam* 2014-2015 matches, and online Serbian journalistic texts on tennis. Consequently, tennis terms in Serbian have been created by adaptation of

English terms through transshaping¹ (e.g. *return* > RITERN) and translation (*ball kid* > SKUPLJA LOPTICA). Research is based on MA thesis by Željko Joni defended in June 2015, under the title *Teniski termini u engleskom jeziku i njihovo prevo enje na srpski* [Tennis terms in English and their translation to Serbian].

Analysis of the corpus

The main aim of this analysis is to find out the extent of the formal correspondence of semantic relationships and morphosyntax of tennis terms in English and Serbian. English and Serbian examples are shown in italics and small capitals respectively, with a symbol “>” between examples, which indicates the direction of adaptation, from English into Serbian.

Semantic analysis of tennis terms

Before getting insight into semantic relations of tennis terms it deems necessary to give a definition of a term, which is the key concept of this research. Consequently, a term is a lexical unit which acquires terminological meaning when it is activated by the pragmatic characteristics of the discourse (cf. Cabré 2003, 189). Even though a term is a lexical unit, the semantic relations it develops within a terminological system are different from those in the general lexicon. The following analysis deals with a contrastive analysis of synonymy, antonymy, and hyponymy of terms in the terminological system of tennis.

Synonymy accounts for a number of variant terms in both languages. However, this semantic relationship seems to be generally non-correspondent in the two languages. The ones in English are the consequence of: clipping (e.g. *flat=flat shot* > both, RAVAN UDARAC), changed perspective (e.g. *overgrip=overwrap* > both, OMOTA RUKOHVATA), spelling variation (e.g. *racquet=racket* > both, REKET), and stylistic variation (e.g. *tweener=between the legs shot* > both, ŠUT IZME U NOGU). However, synonyms in Serbian are generally the consequence of dual adaptation of English terms, i.e. adaptation through transshaping and translation (e.g. *lucky loser* > LAKI LUZER = SRE NI GUBITNIK).

Terminological antonymy is based on spontaneous associations of oppositeness and contrast, as well as on the knowledge of the existence of concepts and phenomena being in a contrast relationship, such as matter and non-matter, (Gortan-Premk 2004). However, antonymy seems to be less frequent than synonymy, but more correspondent in English and Serbian than synonymy, e.g. *doubles singles* > PAROVI POJEDINA NO, *inside-in inside-out* – INSAJDIN INSAJDAUT, *loser winner* > POBEDNIK PORAŽENI, etc.

Eventually, the standard system of concepts in the tennis register is reflected linguistically in a hyponymic organization of terms in English and Serbian alike. Accordingly, tennis hyponymy is exemplified by four hypernyms common to ball games in

general: 1. *court* > TEREN (shape, size, markings, etc.), 2. *equipment* > OPREMA (balls, net, net posts, etc.), 3. *officials and official's signals* > SUDIJE I SUDIJSKI ZNACI (*chair umpire* > GLAVNI SUDIJA, *line umpire* > LINIJSKI SUDIJA, and *ball person* > SKUPLJA LOPTICA), and 4. *play* > IGRA. The fourth hypernym accounts for the highest number of hyponyms each of which takes the function of hypernyms with their own hyponyms, such as: types of shot (*backhand* > BEKHEND, *drive volley* > DRAJV-VOLEJ, *forehand* > FORHEND, *half volley* > POLU-VOLEJ), types of faults (*foot fault* > PRESTUP, *touch* > DODIR MREŽE) and types of service (*kick-seve* > KIK-SERVIS, *service winner* > SERVIS-VINER).

Morphosyntactic analysis of tennis terms in English and Serbian

As confirmed by previous research in sports terminology, terms are predominantly nouns (Cabr  1999: 70) and, to a lesser extent, verbs (Mili 2015a, 3), both of which are to a great extent two-word items, which are referred to as polylexical units in this paper (cf. Mili 2015a: 5). Single-word terms are either simple terms (*play* > IGRA) or complex terms formed by affixation (*player* > IGRA), compounding (*backhand* > BEKEND), conversion (*play* > IGRATI) or clipping (*ATP (Association of Tennis Professionals)* > ATP [EI-TI-PI]). Even though the above examples show predominantly correspondent units in terms of word formation processes, tennis terms are not necessarily correspondent in English and Serbian, e.g. *winner* > DIREKTAN POEN, *drive volley* > POLU-VOLEJ, *crossover* > PRESTUP.

Standardization of tennis terms in Serbian

According to Vries (1997, 79), standardization is defined as “the activity of establishing and recording a limited set of solutions to actual or potential *matching problems* directed at benefits for the party or parties involved, balancing their needs and expecting and intending that these solutions will be repeatedly and continuously used during a certain period by substantial number of the parties for whom they are intended.” Consequently, there are two basic requirements of the process of standardization. These are matching various features of an entity (object, event, idea, process, etc.) and normativeness of a set standard. Accordingly, the process of standardization can only be accomplished by mutual efforts of linguistic and technical specialists (selecting a language variant, setting and elaborating a code, and compiling a dictionary), on the one hand, and the whole community (acceptance of the set standard and its updating according to the new requirements), on the other. With this in mind, Mili (2006) has proposed a model including six principles arranged according to the order of priority, which is practically applied in the process of standardization of ball game terms in Serbian. The model is briefly described below.

The model of standardization of sports terms in Serbian

Research and practical steps in this paper are based on the model applied in the existing dictionary (Milić 2006), which includes a hierarchically ordered set of six principles. They are bi-univocity, transparency, systematicity, productivity, concision, and frequency. In the text that follows, each principle is defined and exemplified by the tennis terms from the analyzed corpus. The consequence of the process of standardization is reordering or modification of the existing translation equivalents, provided that the proposed term is always listed first. In the following examples, this term is designated as (1) in front.

Bi-univocity

Bi-univocity, which is the top priority principle in terminology, implies the requirement that the term should represent only one concept in a register (Dubuc 1997, 156; Felber, 1984, 183). Accordingly, this principle is applicable to synonymous tennis terms accounting for 21 units (of total 254 entries) in English and just a few in Serbian. In English, synonymy is due to clipping (e.g. *pass* *passing shot* PASING-ŠOT PASING-ŠOT), changed perspective (e.g. *overgrip* *overwrap* > OMOTA RUKOHVATA = OMOTA RUKOHVATA) or stylistic variation (e.g. *racquet* *racket* > REKET = REKET), whilst it is predominantly the result of dual adaptation of the source English term in Serbian. The process of standardization of synonymous tennis terms in Serbian is exemplified below.

- *drop shot* > before DROP SHOT, DROPŠOT, SKRA ENI UDARAC; after (1) DROP-ŠOT, (2) SKRA ENI UDARAC
- *forehand* > before FORHEND, PREDNJI UDARAC; after (1) FORHEND, (2) PREDNJI UDARAC

Transparency

Transparency implies the requirement that the concept a term designates should be inferred without a definition (cf. ISO 704 2000, 25). Even though translation equivalent of an English term is preferred to an anglicism, the fact is that most borrowed tennis terms are more transparent in Serbian than their translation equivalents. For this reason, the priority is predominantly given to anglicisms, as shown by the following examples.

- *backhand* > before ZADNJI UDARAC, BEKHEND; after (1) BEKHEND, (2) ZADNJI UDARAC
- *deuce* > before DJUS, IZJEDNA ENJE; after (1) IZJEDNA ENJE, (2) DJUS
- *hawk-eye* > before HOKAJ = SOKOLOVO OKO; after (1) HOKAJ, (2) SOKOLOVO OKO.

Systematicity

Pertaining to the ISO principle of linguistic correctness (ISO 704 2000, 27), a term is systematic if it is in accordance with the linguistic system of Serbian, which concerns the levels of orthography, phonology, and morphosyntax. The analysis of the corpus shows that

the predominant deviations occur in: writing compounds, semi-compounds, and anglicisms, as well as concerning phonological adaptation of anglicisms.

- *advantage court* > before PREDNOST-STRANA; after (1) (1) STRANA PREDNOSTI, (2) PREDNOST-STRANA
- *ATP* > before ATP [ei-ti-pi]; after ATP [a-te-pe]
- *lob volley* > before LOBVOLEJ, LOB VOLEJ; after LOB-VOLEJ
- *service winner* > before SERVIS VINER; after SERVIS-VINER
- *stop volley* > ŠTOP VOLEJ, STOP VOLLEY; after ŠTOP-VOLEJ

Productivity

The presented model is based on Pr i 's (1999) definition of productivity, according to which it is defined here as the characteristic of the language system which enables communicators to encode and decode the maximum number of higher order terminological units. Having in mind the fact that tennis terms are predominantly nouns, the analysis of the corpus indicates that the productive bound morphemes for noun formation are fully utilized, even though they are not necessarily correspondent in the two languages. Examples include: affixes and free morphemes in compounds, e.g. *mini-break* > MINI-BREJK (neoclassical composition), *qualifier* > KVALIFIKANT (affixation), *split step* > ME U-KORAK (compounding), *stretching* > PROKLIZAVANJE (affixation). In light of the fact that polylexical terms are mostly two-word units, it may be concluded that their productivity is generally satisfactory. Consequently, the process of standardization in terms of productivity included the following examples.

- *break back* > before ODUZETI SERVIS; after (1) POV RATITI BREJK, (2) ODUZETI SERVIS
- *hot dog* > before UDARAC KROZ NOGE UNAZAD; after
- *serve and volley* > before SERVIS VOLEJ IGRA; after (1) SERVIS-VOLEJ, (2) IGRA SERVIS-VOLEJ
- *squash shot* > before SKVOŠ UDARAC; after SKVOŠ-UDARAC

Concision

Concision is essentially the principle of language economy, and it implies that a term should not be too long (cf. ISO 704 2000, 24). Generally, the corpus indicates that tennis terms are predominantly single-word units, which means that this principle will not require much effort, except in cases when translation equivalents are multi-word units, as exemplified below.

- *Hail Mary* > before SITUACIJA KAD IGRA LOBUJE PROTIVNIKA NA MREŽI JAKO VISOKIM UDARCEM, „HEJL MERI“, HAIL MARY; after (1) HEJL MERI, (2) SITUACIJA KAD IGRA LOBUJE PROTIVNIKA NA MREŽI JAKO VISOKIM UDARCEM

- *overhead* > before UDARAC KOJI IGRA IGRA PREKO GLAVE; after (1) UDARAC PREKO GLAVE, (2) UDARAC KOJI IGRA IGRA PREKO GLAVE.

Frequency

Referencing Bowman (1977, 155), a term with the highest frequency of use should be preferred over its competitors. Even though this principle is computer-determined nowadays, it can only be based on the rate of occurrence of a particular term in the corpus, since electronic corpus does not exist in Serbian. The principle is generally applied in case when there are more variants of an English term in Serbian. In ordering variant terms in Serbian, preference is given to translation equivalents, if applicable. However, if an anglicism seems to be more transparent and more frequent, it is given the status of a standard term in Serbian. The application of this principle usually results in reordering of the existing variant terms in Serbian, as shown by the following examples.

- *return* > before RITERN, POVRATAN UDARAC SERVISA; after (1) RITERN, (2) POVRATAN UDARAC SERVISA
- *Hawk-Eye* > before „HOKAJ“, SISTEM HOKAJ, SOKOLOVO OKO; after (1) HOKAJ, (2) SISTEM HOKAJ.

Concluding remarks related to standardization of tennis terms

With reference to the above process of standardization of tennis terms in Serbian, the following conclusions can be drawn. First of all, it is necessary to point out that most terms were subjected to processing related to more than one principle. Which of these is given priority depends on the hierarchy of the six-principle model applied here, which is determined according to the communicative aspect within terminological system. The fact that a standard term cannot fulfill the requirements of all principles is clearly exemplified by *Hail Mary*, whose former translation equivalent in Serbian was SITUACIJA KAD IGRA LOBUJE PROTIVNIKA NA MREŽI JAKO VISOKIM UDARCEM. Since this translation equivalent does not fulfill the principles of systematicity and concision, it is ranked as variant of the standard term which is an adapted anglicism HEJL MERI. Secondly, the number of principles and their priority are not final, which means that this might be changed in accordance with the requirements of a new register and the needs of society (Radovanovi , 1979, 86). Lastly, it is obvious from this section that terminology belongs to sport and linguistics alike. Thus a successful process of standardization depends not only on the efforts of sports specialists but also on the efforts of linguists, as well as on proper actions taken by the whole linguistic community in terms of acceptance, implementation, expansion and cultivation of the proposed standard (cf. Radovanovi 1984, 86).

Conclusion

To sum up, the aim of this research is to contribute to compilation of an expanded edition of the existing English-Serbian dictionary of sports terms (Mili , 2006). In doing so, this research is based on the linguistic approach to terminology focused on contact aspects of English and Serbian, due to the fact that tennis terms are created by adaptation through transshaping and translation of English terms into Serbian. The semantic analysis of tennis terms indicates that there is a high number of anglicisms some of which are not justified in Serbian. The analysis also indicates that most terms have dual forms in Serbian, predominantly a non-adapted anglicism and its translation equivalent, which indicates the need for standardization. In terms of morphosyntax, the findings indicate that the translated terms are created by adding terminological meaning to a general lexeme, whereas the derived terms are predominantly created by affixation with a high extent of formal correspondence between English and Serbian.

The fact that terms are generally created by improper adaptation of English terms through transshaping and translation, gives high priority to the process of standardization in Serbian. Consequently, tennis terminology in Serbian is standardized according to the model proposed by Mili (2006), which has already been applied in the existing English-Serbian dictionary of sports terms (Mili 2006). The model consists of six hierarchically ordered principles. They are: bi-univocity, transparency, systematicity, productivity, concision, and frequency. The most important practical aspect of this research is a glossary of tennis terms in English and Serbian, whose lexicographic description is the same as the one applied in the existing dictionary (Mili 2006), which enables its incorporation in the planned expanded version.

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