

MULTIDIMENSIONAL TRANSFER OF BUSINESS COACHING DISCOURSE THROUGH INTERLINGUAL TRANSLATION

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This article discusses the concept of multidimensional transfer functions in Translation Studies (TS) within the framework of business coaching discourse, which becomes the object of the translation transfer analysis. Our approach to the process of business coaching discourse transfer is threefold i.e. linguistic, psychological and social in the interlingual translation. The discussion of the mechanism of business coaching discourse transfer from English into Polish is presented in the following sections. At first we concentrate on various assumptions about transfer to elaborate not only on the transfer of "know how", but also on the transfer of "know why" and "know what" in TS. Unlike previous approaches to transfer in TS we do not limit our discussion only to morphology and syntax from linguistic point of view but also discuss extralinguistic factors related to the transfer of business coaching discourse from the source culture into the target culture. Next we review the elements of business coaching discourse in the Polish language and culture to illustrate the point if the concepts and their meanings are identical or different when transferred across traditions and contexts into the target language. In the subsequent section we evaluate our statements through results of quantitative and qualitative analysis with the application of statistical data. We conclude by offering our priorities related to future research on this topic. The method used in this article refers to an explanatory analysis of the business coaching discourse in Polish to account for the multidimensional transfer of the content and form. The overall approach to this analysis is based on a premise that the form conveys the meaning. Moreover, we argue that the same features of the transfer process which distinguish business coaching discourse in international Icarus architecture support representation mapping in a natural way in the worldwide business context and contribute to the establishment of a new profession in the target culture.