

## **ADAPTATION OF ENGLISH-BASED SKI TERMS IN SERBIAN: PRACTICAL ASPECTS**

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**Abstract.** *The growing popularity of recreational skiing and snowboarding in this region has directed this corpus-based study towards getting an insight into standardization requirements of the ski register in Serbian within the framework of today's angloglobalized world of sport. The corpus consists of 292 ski terms in English and Serbian. After a brief overview of the creation of ski terms, the paper deals with a contrastive analysis of the corpus from the aspect of adaptation of English terms into the system of Serbian at the level of form, i.e. respelling, and at the level of content, i.e. translation. Guided by the results of this analysis, the following sections deal with the requirements related to the standardization of ski terms in Serbian.*

**Key words:** *English, Serbian, Standardization, Skiing, Terminology*

### INTRODUCTION

Within the framework of the global domination of the English language, especially in specialized fields, standardization is a matter of the highest concern for non-English language communities. With this in mind, the main aim of this paper is to contribute to the efforts relating to the process of standardization of the sports terminology in Serbian, by getting a corpus-based insight into the present state of ski terms in Serbian, in order to propose standardized units in this register. This is due to the fact that skiing is an integral part of a new expanded edition of the existing English-Serbian dictionary of sports terms entitled *Englesko-srpski rečnik sportskih termina* [Eng. English-Serbian dictionary of sports terms] (Milić, 2006). The theoretical aspects of the New dictionary have already

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been elaborated in Milić (2015b), Milić (2016a) and in Milić, Panić, & Kardoš (2017). Further justification of this research comes from the fact that skiing is not only an integral part of a compulsory course entitled Outdoor activities at the Faculty of Sport and Physical Education in this region, but it is also growing in popularity as a form of recreation. In light of the fact that English has established the status of an official language of sport, this analysis is based on an assumption that this register in Serbian is created by adaptation of terms from English into Serbian, even though a fewer number of terms would probably be of non-English origin because the cradle of this sport is Norway. In order to get a full linguistic background of this register, the following subsection presents a brief overview of the history of modern skiing.

### **Historical facts about skiing**

About 200 million people around the world practice alpine skiing recreationally or for competitions (Ropret, 2016). Generally speaking, skiing has been practiced from time immemorial by peoples in regions with abundant snow for a greater part of the year. Skiing has also been applied for military purposes in Finland, Norway, Poland, Russia and Sweden, representing a forerunner of today's biathlon. During World War I and World War II, ski troops were very active in warfare, as well as in promoting the sport of skiing when their military career was over. Referencing *Encyclopedia Britannica* online, the modern form of skiing is "recreation, sport and a mode of transportation that involves moving over snow by the use of a pair of long, flat runners called skis, attached or bound to shoes or boots" (<https://www.britannica.com/sports/skiing>). Skiing for sport includes Alpine, Nordic and freestyle events, as well as speed skiing and snowboarding. An important point from the terminological point of view is that the first skiing manual was written in Norway in 1733, which is probably the reason for a certain number of lexical units from Norwegian to be borrowed into English and Serbian. These borrowings are predominantly eponyms that are dealt with in more detail in Section 4.1. Focusing on the region of ex-Yugoslavia and Serbia, the first ski club was established in 1893 on Cetinje in Montenegro, but the first organized cross-country skiing was held not so long ago in 1929 on the mountain of Avala near Belgrade. However, recreational and competitive cross-country skiing was the only winter sport until 1938 when Alpine skiing was introduced. The first board of skiers that organized a ski event in Serbia was established in 1945 in Belgrade. This was followed by the establishment of a number of ski clubs and an ever increasing popularity of the sport, particularly skiing for recreation. From the international perspective, the most important winter event in the region were the 1984 Winter Olympics, officially known as the XIV Olympic Winter Games which were held in Sarajevo, Bosnia and Herzegovina, an ex-republic of the Socialist Federal Republic of Yugoslavia. It is worth mentioning that this occasion resulted in the compilation of the first English-Serbian glossary of ski terms entitled *Rječnik: XIV Zimske Olimpijske igre Jugoslavija* (Eng. Vocabulary: XIVth Olympic winter games Yugoslavia) (cf. Selimić 1983). Owing to recently popularized skiing for recreation, this sport has also aroused interest in academic circles (Lazović 2004).

Hence, the aim of this study has been to propose measures for bringing ski terms to accordance with the model of Milić (2015a) in order to include this register into a new English-Serbian dictionary of sports terms

## THEORETICAL BACKGROUND

This research belongs to the field of terminological standardization with a special emphasis on the adaptation of ski terms from English into the system of Serbian. The analysis is linguistically-based, according to which terms are lexical units with specialized meaning (cf. L'Homme, 2005; Milić, 2004: 22), whereas terminology “is an interdisciplinary field of enquiry whose prime object of study are the specialized words occurring in natural language which belong to specific domains of usage” (Cabré, 1999: 32). Within the context of global linguistic dominance of English, terminological standardization has become a matter of the utmost importance for many non-English language communities (cf. Furiassi, Pulcini, and González 2012; Görlach 2001). Serbian being one of them, a few contributions are worth mentioning here. The first significant study of English language contact with the former Serbo-Croatian was undertaken by Filipović (1986), followed by the first Dictionary of Anglicisms (Filipović 1990). The second important work is an exhaustive study of the English elements in Serbian by Prčić (2019, first published in 2005) and a Dictionary of recent Anglicisms by Vasić, Prčić, & Nejgebauer (2018), as well as its new edition which is currently in the process of compilation (Prčić 2018). With reference to terminology, the first bilingual dictionary of sports terms was published in 2006 (Milić 2006), which is based on the standardization model theoretically elaborated in 2004 (Milić 2004). Further standardization work in sport is in progress as a part of a lexicographic project of a new English-Serbian sports dictionary (Milić, Panić, & Kardoš 2017), which will include terms of all sports taught in this environment. The present study is intended as a contribution to these efforts. Due to the fact that the new dictionary will include standardized entries, the model of standardization is briefly presented in the following section.

**Standardization of sports terms in Serbian**

Looking at sport within the global English-dominated framework, standardization of terms in this register in Serbian is predominantly focused on English-Serbian language contacts. The model of standardization which is presented here builds on a previous corpus-based study (Milić 2004), which includes six principles arranged in decreasing order of priority: bi-univocity, transparency, systematicity, productivity, concision, and frequency. As a result of a number of the first author's subsequent analyses of sports terms in English and Serbian, the original model has been upgraded to a certain extent, which is reflected on the level of the principle definitions rather than their number and hierarchy (cf. Milić 2015a). In the following paragraph, the principles are briefly defined and exemplified by ski terms from the corpus. When quoting examples, English and Serbian terms are shown in italics and small capitals respectively, whereas the symbol > indicates the direction of adaptation (from English into Serbian).

Bi-univocity is the most important principle according to which a term should designate only one concept in a register; the principle is applied when there are two terms in Serbian (e.g., BORDER, SNOUBORDER) denoting the same concept (Eng. *snowboarder*) in which case preference is given to the one that already exists in Serbian, i.e. SNOUBORDER (cf. Klajn & Šipka 2007: 1151). The second most important principle is transparency, which means that the concept a term designates should be inferred without a definition, as well as that it should be motivated etymologically, semantically, or morphologically, e.g., the English term *herringbone* should be adapted as MAKAZASTO PENJANJE rather than

ŠKARASTO PENJANJE, since the latter is a less transparent Croatism. The third principle is systematicity, which means that a term must be in accordance with the linguistic standard of Serbian on the level of: orthography, phonology, and morphosyntax; to exemplify, lexical borrowings from English are adapted according to the acoustic impression, e.g., *halfpipe*<sup>1</sup> should be adapted as HAFPAJP rather than HALFPIPE; also *x-y plane* should be adapted as RAVAN X-Y, but not X-Y RAVAN, since X-Y is a non-inflectional modifier in Serbian, which cannot be placed in front of the noun being modified. The fourth principle is productivity, which means that the standard term should imply a higher derivational and combining potential than its competitors, e.g., the Serbian term PLUG (Eng. *snowplow*) is given preference over PLUŽNA TEHNIKA, since the former allows several derivations of this form (PLUŽITI, PLUŽNI), whereas the same is not true of the latter. Concision is the fifth principle that gives preference to the term that is justified from the aspect of linguistic economy, e.g., RATRAK (Eng. *snowplow*) is given preference over MAŠINA ZA TABANJE I RAVNANJE SNEGA. Finally, the last sixth principle of frequency means that the standard term should be the one with the highest frequency of use, e.g., ANTICIPACIJA (a Latinism) is given preference over PREDVIĐANJE (Eng. *anticipation*), since it is more common in the terminological system than the latter.

#### METHODS

The method applied in this research is corpus analysis . A corpus of 292 terms was compiled from two internet-accessible sources of ski terms in English (cf. Fry 2010; *Skiing and snowboarding: Terminology*). The English terms were adapted to Serbian at the level of form and content, whereas the equivalent Serbian units were taken over from online Serbian journalistic texts and sports professionals. Even though the first hypothesis put forward is that Serbian terms are created by the adaptation of ski terms from English, it must be kept in mind that the modern sport of skiing has predominantly been created in the non-English speaking region, which is an argument for another assumption that a certain number of terms have been borrowed from other languages into English and Serbian alike.

#### CREATION OF SKI TERMS IN ENGLISH AND SERBIAN

Before dealing with the particular processes of creation of ski terms in English and Serbian, it seems necessary to give a brief description of the register structure and sense relations of ski terms. Generally, specialized ski terms are predominant in the examined corpus, whereas the remaining terms belong to ski-related specialized fields that account for approximately 5%. These units are predominantly constituents of the registers of basic mechanics, medicine, and meteorology. Focusing on the hyponymic structure of the register, five hypernyms<sup>2</sup> can be identified. They are: biomechanics, equipment, ski learning, skiing, and snow and weather conditions. From the aspect of sense relations, the corpus includes a very small number of antonyms (5%) and an unexpectedly high number of synonyms (28%) (see Table 1 below). The high share of synonyms in English is predominantly due

<sup>1</sup> A U-shape run that skiers and boarders go through jumping off the sides.

<sup>2</sup> According to the term “*hypernym*” (Murphy 2003: 10), which is more frequent in English than its variant “*superordinate*” (Atkins & Rundell 2008: 132).

to changed conceptualization and clipping. In accordance with previous analyses of sports terminology (Milić 2015a; Milić & Kardoš 2016; Milić, Panić & Kardoš 2017), these units are predominantly transferred from English into Serbian, even though they are not necessarily correspondent in terms of sense acquisition processes. Focusing on Serbian, the findings indicate that there is an additional source of the proliferation of variant terms due to parallel adaptation through transshaping<sup>3</sup> and translation, e.g., *christie* > KRISTIJANJA, PLUG. With reference to morphosyntax, single-word and phrasal<sup>4</sup> units account for approximately equal shares in the corpus (see Table 1). Single-word units are predominantly simple and derived nouns (79%), whilst the remaining are: compound nouns (7%), clippings (4%), and semi-compounds (4%). The percentage of non-nominal units is negligible.

**Table 1** Morphosemantic analysis of ski terms

Sense Relations				Morphosyntax					
Antonyms		Synonyms		Single-word Nouns		Phrasal Nouns		Non-nominals	
No.	%	No.	%	No.	%	No.	%	No.	%
14	5%	82	28	174	59.59	118	40.41	15	5.14

From the aspect of creation, ski terms in both languages have been created by adding terminological meaning to the existing lexical units, e.g., *gate* > KAPIJA. Due to the fact modern skiing was not created in the English-speaking region, it is not surprising that a certain number of terms have been borrowed from Norwegian (e.g., *ski* > SKIJA, *skijoring* > SKIJERING and *slalom* > SLALOM), German (e.g., *sitzmark* > ANĐEO U SNEGU, *schuss* > SPUST) and later from French (e.g., *après ski* > APERITIV POSLE SKIJANJA, *luge* > LUŽ, *piste* > STAZA). However, it is difficult to judge whether there is formal correspondence in terms of etymology of ski terms in English and Serbian for two reasons. Firstly, reference books of skiing terms are rather scarce in Serbian, and secondly, Serbian terms have predominantly been English-based during the recent period (cf. Milić 2015a). The difficulty is exemplified by *christie* > KRISTIJANJA, which has been created by adding terminological meaning to a proper noun, in order to produce an eponym. While the English term is created by clipping the name of a geographical region in Norway (*Christiania*), the fact that the Serbian equivalent is a full word (KRISTIJANJA) puts forward a hypothesis that the adaptation of this term has been done without English interference. As a result of global linguistic dominance of English, a number of terms (4.5%) have also been borrowed from English into Serbian e.g., *bobsleigh* > BOB, *curling* > KARLING, *skeleton* > SKELETON, *snowboard* > SNOUBORD.

An interesting finding of this corpus study is the important role of metaphor in creating ski terms, since approximately 10% of the terms in the corpus are created by metaphorical transfer of meaning in both languages, e.g., *gate* > KAPIJA (both, COURSE MARKERS (FLAGS/POLES) ARE GATES), *snow cannon* > SNEŽNI TOP (both, SNOW-PRODUCING MACHINE IS A WEAPON), and *wedge (turn)* > (ZAOKRET) U KLINU (both, SKI POSITION IS A VEE-SHAPED PIECE OF METAL/WOOD). This finding is in accordance with earlier research into the use of metaphor in the sports register (Milić 2016b: 69) according to which metaphor is a

<sup>3</sup> The term “transshaping” has been introduced by Prčić (2011, 124), and it involves the creation of a new form whose inherent content is taken from English, but which is adapted to the orthographic and semantic standard of Serbian.

<sup>4</sup> According to the term “phrasal lexeme” in Lipka (1992: 74) and Lyons (1977: 23).

productive generator of sports terms in English and Serbian, owing to the transparency and concision of metaphorical units. It is also more productive in English owing to the present sociolinguistic status of English as *lingua franca* of the world communication. As a result of this, a number of metaphorical terms in English do not have formal correspondents in Serbian. e.g., *fat skis* [SKIES ARE A BEING] > ŠIROKE SKIJE (Eng. *wide skis*), *magic carpet* (TRANSPORTING MECHANISM IS A MAGIC CARPET) > TRANSPORTNA TRAKA (Eng. *transport conveyer*), and *white out* (FOG/MIST IS A FADING COLOR) > SMANJENA VIDLJIVOST (Eng. *reduced visibility*). However, the occurrence of metaphorical transfer of meaning in both languages more often than not results in a mismatch in terms of the source domain due to different conceptualization, e.g., *hairpin/herringbone* (SKI TECHNIQUE IS A HAIR FASTENER/FISH BONE) > MAKAZASTO PENJANJE (Eng. *scissors climbing*) (SKI TECHNIQUE IS SCISSORS), *T-bar* (TRANSPORTING MECHANISM IS A LETTER) > SIDRO (Eng. *anchor*) (TRANSPORTING MECHANISM IS A BOAT EQUIPMENT).

The following term creation process is eponymy, by means of which a certain number of proper names of geographical locations or persons underwent the process of sense acquisition. The interpretation that proper names have undergone the process of sense-acquisition in sports terminology is based on Crystal's (2008: 171) definition that an eponym is "the name of a person after whom something (such as an invention or a place) is named". Examples include *christie* > KRISTIJANIJA (from Christian IV, the king of Denmark and Norway 1577-1648), and *ollie* > NO EQUIVALENT (from *Ollie*, a nickname of the US snowboarder Alan Gelfand). In accordance with previous findings (cf. Milić 2013b: 69), eponyms are first adapted following the linguistic standard of English, wherefrom they are borrowed into Serbian.

Finally, the feedback from sports professionals shows that some ski terms do not have equivalents in Serbian, e.g. *backscratcher*<sup>5</sup> and *ollie*<sup>6</sup>, which is due to lexical gaps in Serbian. Focusing on the fact that sports terms in Serbian are generally formed by adaptation of English terms, the following sections deal with adaptation at the level of form, i.e. transshaping and at the level of content, i.e. translation, with special emphasis on standardization requirements according to the model Milić (2015a).

### **Adaptation of ski terms through transshaping – the existing state**

To be more specific, this section essentially deals with borrowing a new form and its inherent content from English into Serbian. From the aspect of grammatical class, all borrowed terms are nouns, which is in accordance with the conclusion of Filipović (1986: 127) that lexical borrowing is a process that follows the borrowing of objects and concepts from one linguistic community to another, as well as Cabré's finding (1999: 87) that "the number of nouns is highly disproportionate in relation to adjectives or verbs". In spite of the ubiquitous linguistic hegemony of the English language, the number of transshaped units is not high, amounting to only 13 or 4.5%. The fact that all of them are adapted according to the acoustic impression, which is in accordance with the standard of Vasić, Prčić, & Nejgebauer (2018: 11),

<sup>5</sup> The position of an airborne skier whose knees are bent so as to force the ski tips to drop sharply downward, so that the tails of the skis may even scratch one's back.

<sup>6</sup> An eponym created according to the nickname of an US snowboarder Alan Gelfand, which describes a jump/hop that can be done on a flat surface, during which the skier/boarder's weight is thrown to the back of the skis/board so that the skis/board bend and the nose comes into the air, after which the skier/boarder throws his weight upwards and forwards springing off of the back of his skis/board and lifting himself into the air.

is an argument for the conclusion that they are recently borrowed Anglicisms, which involve “Anglicisms that entered the Serbian language system within the past 30 years or so, as well as older established Anglicisms which developed a new meaning in Serbian or were reborrowed with a new meaning within this period” (Prčić 2012: 135). Examples include: *free rider* > FRIRAJDER, *heli-skiing* > HELI-SKIJANJE, *skeleton* > SKELETON, *curling* > KARLING, *snowboard* > SNOUBORD, and *snowboarder* > SNOUBORDER, BORDER. Focusing on the level of morphology, a general observation is that most borrowed nominal units do not take adjectival suffixes when used as nominal modifiers within a phrasal unit. Also, they do not comply with the orthographic standard for English-based compounds and semi-compounds, according to which they are written as single words in Serbian, e.g., *ski pass* > SKI PAS (cf. Vasić, Prčić, & Nejgebauer 2018: 222), *garland* > GARLAND TEHNIKA. The only lexical borrowing that follows the morphological standard of Serbian is a cluster<sup>7</sup> of semantically related words with the same root morpheme *ski* > SKIJA that was borrowed from Norwegian into English and subsequently from English into Serbian (cf. Klajn, & Šipka 2006: 1145), e.g., *skier* > SKIJAŠ, *skiing* > SKIJANJE and *skier-day* > SKIJAŠKI DAN. Commonly borrowed derivational forms from English are those resulting from suffixation, e.g., *-er* (*freestyler* > FRISTAJLER), and *-ing* (*curling* > KARLING).

At the level of semantics, all borrowed terms are adapted with specialized meaning in the register of skiing. However, a one-way relationship between the term and the concept, which is a sign of semantic stability, does not guarantee the inclusion of ski terms in the already existing English-Serbian dictionaries. Excepting *ski* > SKIJANJE, *skijoring* > SKIJERING, and *snowboard* > SNOUBORD and their semantically-related derivational and combined forms and the neologism *snowmobile* > SNEGOMOBIL (cf. Šipka 2014: 1896), the borrowed skiing terms are not included in the existing general English-Serbian dictionaries (cf. Hlebec 2005) nor the specialized ones (Klajn & Šipka 2006; Vasić, Prčić, & Nejgebauer 2018). Even though not fully integrated into the lexical system of Serbian, it can generally be concluded that lexical borrowings in the ski register are justified, since they fill lexical gaps in Serbian, provided they are adapted to the standard of Serbian.

#### *Standardization requirements*

First of all, an intervention is needed from the aspect of the principle of bi-univocity. Owing to the fact that this principle implies the requirement that a term should represent only one concept in a register, the English term *snowboarder*, which is subjected to dual adaptation through transshaping (SNOUBORDER and BORDER), should be adapted in such a way that preference is given to an already existing Anglicism SNOUBORDER (cf. Vasić, Prčić, & Nejgebauer 2018: 227). For the reason of bi-univocity, further standardization measures should also be undertaken in the whole cluster of terms related with the same root morpheme SNOUBORD. Thus, it is suggested to standardize all derivational forms of full and clipped terms of the English base *snowboard* as SNOUBORD in Serbian, e.g. *boarder* > SNOUBORDER, *snowboarder* > SNOUBORDER and *snoubording* > SNOUBORDING. The reason for this is best illustrated by the following example taken from a journalistic text in which four different forms are used: SNOUBORD, SNOUBORDING, BORDER and the translation equivalent DASKA.

<sup>7</sup> According to the term used by Ginzburg et al. (1978: 61).

“Najbolja mesta za snoubording (naslov)... Ako još niste odlučili gde želite da uživite na svojoj *dasci*, možda će vam pomoći spisak četiri najpopularnije svetske destinacije za *snoubord*... *Borderima* svih nivoa znanja ili staza, 33 lifta i najviši vrh na 2.792 metra nadmorske visine...” [The best places for *snowboarding* (title)...If you still haven't decided where you want to enjoy on your *board*, perhaps a list of the four most popular world destinations for *snowboard* will help you ...to *boarders* of all knowledge levels and pistes, 33 lifts and the highest peak at the elevation of 2,792 m above sea level...] (Milić 2013a: 211)

The same is true of *carving* in Serbian, which has undergone dual adaptation in Serbian through translation and transshaping (*carving* > LUČNO SKRETANJE and *free carving* > FRI KARVING, correctly adapted as FRIKARVING, according to Vasić, Prčić, & Nejgebauer 2018). For reasons of bi-univocity, the proposal of this paper is to allocate the status of the standard term to the borrowed term KARVING, since it is already present in the compound FRIKARVING. If dual terms in Serbian obtained through parallel adaptation of English terms have a certain extent of frequency of use, the proposal is to introduce a label for the standard term and its variant/s, in accordance with the model Milić (2006), e.g., *carving* > 1. KARVING, 2. LUČNO SKRETANJE.

Some lexical borrowings from English need additional adaptation in accordance with the principle of systematicity, in terms of writing compound and semi-compound ski terms. Accordingly, English-based compounds and semi-compounds in Serbian comply with the standard of Vasić, Prčić, & Nejgebauer (2018: 11), according to which they are written hyphenated or non-hyphenated depending on whether the semantic relations of constituent words are transparent in Serbian or not. Examples include *ski center* > SKI-CENTAR (not SKI CENTAR), and *ski pass* > SKI-PAS (not SKI PAS).

Finally, the solution to the problem of terms that sports professionals have failed to adapt from English into Serbian can be transshaping according to the model of Vasić, Prčić, & Nejgebauer (2018) – provided no justified forms can be obtained through translation. Accordingly, the proposed equivalents of *backscratcher*, *ollie* and *skeleton* in Serbian are BEKSKREČER, OLI and SKELETON, due to the fact that definitions of meaning of the three terms do not offer the possibility of adaptation through translation that is justified from the aspect of the principle of concision.

After the above interventions, the proposed standard ski terms in Serbian would be the ones shown in Table 2 below.

**Table 2** Standardization of English-based terms in Serbian through transshaping

English Term	Serbian Term		
	Existing form	New form	Principle
<i>backscratcher</i>	-	BEKSKREČER	bi-univocity
<i>boarder</i>	BORDER	SNOUBORDER	bi-univocity
<i>carving</i>	LUČNO SKRETANJE	KARVING	systematicity
<i>free carving</i>	FRI KARVING	FRE-KARVING	systematicity
<i>oli</i>	-	OLI	bi-univocity
<i>skeleton</i>	SKELETON	SKELETON	productivity
<i>ski center</i>	SKI CENTAR	SKI-CENTAR	systematicity
<i>ski pass</i>	SKI PAS	SKI-PAS	systematicity
<i>snowboarder</i>	SNOUBORDER	SNOUBORDER	bi-univocity
<i>snowboarding</i>	SNOUBORDING	SNOUBORDING	systematicity



### Adaptation of ski terms through translation – the existing state

The following analysis is based on Prčić's typology (2019: 177-179) consisting of four translation procedures: direct translation, structural translation, functional approximation, and definitional translation.

Direct translation involves the direct translation of literal or transferred meaning from English into Serbian, including possible additional semantic features contained in a monomorphemic or polymorphemic lexeme from English (e.g., *artificial snow* > VEŠTAČKI SNEG, *binding* > VEZ, *downhill* > SPUST, *x-y plane* > X-Y RAVAN and *vacuum* > VAKUM (correctly spelled VAKUUM). Expanded translation equivalents will also be treated as products of direct translation, provided they compensate for an implied/elided constituent of an English term, e.g., *carving* > LUČNO SKRETANJE, *nordic combined* > NORDIJSKO KOMBINOвано SKIJANJE, each of which contains an extra word (SKRETANJE and SKIJANJE).

Structural translation is applicable exclusively to polymorphemic words (derived, compound or phrasal) and involves the direct translation of English literal or transferred meaning into Serbian, e.g., *snow cannon* > SNEŽNI TOP, as well as those in which one element is transshaped while the other is translated, e.g., *arleberg strap* > ARLBERG TRAKA.

Functional approximation involves the expression of the content of an English word with Serbian lexical resources so as to reflect as closely as possible the function of the referent, regardless of whether the original conceptualization is kept or changed, e.g., *magic carpet* > TRANSPORTNA TRAKA (changed conceptualization – *carpet* versus CONVEYER), *black diamond* > CRNA STAZA (partially changed conceptualization – *diamond* versus PATH), *mashed potatoes* > BLJUŽGAVICA (changed conceptualization – *food* versus WEATHER).

Finally, the least frequent is definitional translation which involves a translation in the form of a concise definition, e.g., *skier cross* > GRUPNO TAKMIČENJE U SPUSTU, *freerider* > SKIJAŠ ILI BORDER VAN UREĐENIH STAZA and *worm turn* > PAD SA POVALJKOM DO USPRAVLJANJA. This translation procedure is also applied to the adaptation of various names of ski slope grooming machines, e.g., *groomer*, *piste basher*, *ratrack* and *snowcat*, all of which are matched by the same definitional translation equivalent MAŠINA ZA TABANJE I RAVNANJE SNEGA, except *ratrack* which has undergone dual adaptation through translation and transshaping (MAŠINA ZA TABANJE I RAVNANJE SNEGA, RATRAK).

#### Standardization requirements

From the aspect of the principles of standardization proposed by Milić (2015a), a certain number of translation equivalents obtained through the four translation procedures need adaptation in accordance with the principles of systematicity, productivity concision and frequency. Complying with the requirements of systematicity, noninflectional nominal modifiers cannot precede the noun they modify unless they are constituents of a compound or semi-compound. Accordingly, the phrasal term obtained through direct translation *x-y plane* > X-Y RAVAN should be written as RAVAN X-Y. In addition, *vacuum* (originally a Latinism in both languages) is correctly spelled VAKUUM in Serbian (cf. Šipka 2010: 124) (not VAKUM). Complying with the principle of productivity, it is sometimes better to give preference to borrowed terms over phrasal ones. Accordingly, the definitional translation equivalent of *freerider* > SKIJAŠ ILI BORDER VAN UREĐENIH STAZA loses preference over the borrowed term FRIRAJDER, since it can encode higher-order forms using derivational and inflectional properties of Serbian (e.g. FRIRAJD,

FRIRAJDERKA, FRIRAJDERSKI). However, even though cutting down the number of words of a terminological unit is desirable, it is not always possible. This is due to the fact that a number of multi-word terms have already established lexical status within the register. For example, the English term *skier cross* is adapted using two extra words in Serbian (GRUPNO TAKMIČENJE U SPUSTU), whereas the English term *worm turn* is adapted using four extra words in Serbian (PAD S POVALJKOM DO USPRAVLJANJA). According to the principle of concision, phrasal terms should be reduced to a minimum number of constituents, due to which definitional translation equivalents generally favor lexical borrowing rather than translation. Thus, *snowplow* > PLUŽNA TEHNIKA could be reduced to a single-word term PLUG, since the other word is implied in the ski register. Also, *piste basher* > MAŠINA ZA TABANJE I RAVNANJE SNEGA loses preference over RATRAK which is a newly adapted lexical borrowing from English that has not been included in the existing general and specialized Serbian dictionaries. The borrowed term is also proposed as a Serbian equivalent for variant names of piste grooming machines in English (*groomer*, *piste basher*, *ratrack*, and *snowcat*). Finally, considering the frequency of use, *anticipation* is adapted in Serbian as ANTICIPACIJA (Latinism) rather than PREDVIĐANJE, even though the former is also motivated from the aspect of transparency, since the international forms are generally preferred in terminology (Felber 1984: 114).

After the above interventions, the proposed standard ski terms in Serbian would be the ones shown in Table 3 below.

**Table 3** Standardization of English-based terms in Serbian through translation

English Term	Serbian Term		Principle
	Existing form	New form	
<i>anticipation</i>	PREDVIĐANJE	ANTICIPACIJA	transparency, frequency
<i>free rider</i>	SKIIJAŠ ILI RAJDER VAN UREĐENIH STAZA	FRIRAJDER	productivity
<i>herringbone</i>	ŠKARASTO PENJANJE	MAKAZASTO PENJANJE	systematicity
<i>groomer</i>	MAŠINA ZA TABANJE I RAVNANJE SNEGA	RATRAK	concision
<i>piste basher</i>	MAŠINA ZA TABANJE I RAVNANJE SNEGA	RATRAK	concision
<i>skier cross</i>	GRUPNO TAKMIČENJE U SPUSTU	GRUPNO TAKMIČENJE U SPUSTU	frequency
<i>snowcat</i>	MAŠINA ZA TABANJE I RAVNANJE SNEGA	RATRAK	concision
<i>snowplow</i>	PLUŽNA TEHNIKA	PLUG	productivity
<i>vacuum</i>	VAKUM	VAKUUM	systematicity
<i>worm turn</i>	PAD POVALJKOM DO US-PRAVLJANJA	PAD POVALJKOM DO USPRAVLJANJA	frequency
<i>x-y plane</i>	X-Y RAVAN	RAVAN X-Y	systematicity

## CONCLUSIONS

The study is a corpus-based contrastive analysis of ski terms in English and Serbian from the aspect of standardization of English-based sports terms in Serbian. Notwithstanding the fact that English-speaking region is not the cradle of skiing, the findings indicate that ski terms are predominantly created by adaptation of terms from English into Serbian through transshaping and translation. Seen within the framework of standardization, the findings have indicated the necessity for a number of measures for bringing the existing Serbian terms into accordance with the terminological standard in Serbian. And, perhaps

more importantly, the paper has offered the standard forms for representative examples of ski terms that deviate from the terminological standard in Serbian.

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## ADAPTACIJA SKIJAŠKIH TERMINA IZ ENGLESKOG JEZIKA U SRPSKOM: PRAKTIČNI ASPEKTI

*S obzirom na sve veću popularnost rekreativnog skijanja i snoubordinga u našoj sredini, cilj ove studije, koja se zasniva na analizi korpusa, jeste sticanje uvida u vezi s potrebama standardizacije registra skijanja u srpskom jeziku, u kontekstu sanašnjeg angloglobalizovanog sveta sporta. Korpus se sastoji od 292 skijaška termina u engleskom i srpskom jeziku. Nakon kratkog prikaza stvaranja skijaških termina, rad se bavi kontrastivnom analizom korpusa sa aspekta adaptacije engleskih termina u sistemu srpskog jezika na nivou forme, tj. preoblikovanjem, i na nivou sadržine, tj. prevodenjem. Rukovodeći se rezultatima ove analize, u nastavku su predložene potrebne mere za standardizaciju skijaških termina u srpskom jeziku.*

Ključne reči: engleski jezik, srpski jezik, standardizacija, terminologija, skijanje