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## **BUSINESS COMMUNICATION: CODE-SWITCHING AND LINGUISTIC ASSIMILATION IN LOGISTICS & SUPPLY CHAIN MANAGEMENT (SCM) JARGON**

**Abstract:** This paper examines the phenomenon of code-switching between Polish and English in the context of logistics and supply chain management (SCM). It focuses on the use of Business English as a Lingua Franca (BELF) in logistics, highlighting the prevalence and patterns of code-switching to facilitate intercultural communication. The study reveals that English, as the global business *lingua franca*, incorporates etymologically foreign terms into Polish professional discourse through various linguistic strategies like borrowing, loan blending, translation, adaptation, and transposition. This integration reflects tactics of foreignization and domestication in language translation. The extent of assimilation varies based on the communication context. The paper emphasizes how the substitution of Polish terms with English expressions aids in bridging linguistic gaps in cross-cultural interactions. It observes that both Polish and English jargon in logistics use metaphorical expressions, neologisms, abbreviations, and borrowings, with Polish professional terminology significantly influenced by English. The paper concludes that globalization necessitates a common language in business communication, leading to the adoption of English terms in cross-cultural interactions. These terms, integrated to varying degrees, become valid equivalents within Polish professional discourse. The paper suggests that standardized code-switching in specialized languages typically involves terms not native to the local culture, adapted to fit linguistic rules while maintaining flexibility. This leads to the evolution of a distinct linguistic variety in logistics and SCM.

**Keywords:** business communication, code-switching, jargon, Business English as a *Lingua Franca* (BELF), linguistic assimilation

## **KOMUNIKACJA BIZNESOWA: ZMIANA KODÓW I ASYMILACJA JĘZYKOWA W ŻARGONIE LOGISTYCZNYM ORAZ ZARZĄDZANIA ŁAŃCUCHEM DOSTAW**

**Streszczenie (abstrakt):** Artykuł przedstawia zjawisko przełączania kodu między językiem polskim a angielskim w kontekście logistyki i zarządzania łańcuchem dostaw (EN: SCM). Skupia się na użyciu języka angielskiego w biznesie jako kodu uniwersalnego (EN: BELF) w logistyce, podkreślając rozpowszechnienie i wzorce przełączania kodu w celu ułatwienia komunikacji międzykulturowej. Badanie ujawnia, że język angielski, jako tzw. *lingua franca*, włącza etymologicznie obce terminy do polskiego dyskursu zawodowego poprzez różne strategie językowe, takie jak zapożyczenie, mieszanie pożyczek, tłumaczenie, adaptacja i transpozycja. Ta integracja odzwierciedla wprowadzanie strategii efektu obcości i udomowienia w przekładzie. Stopień asymilacji różni się w za-

leżności od kontekstu komunikacji. Artykuł podkreśla, jak zastępowanie polskich terminów angielskimi wyrażeniami pomaga w zamykaniu luk językowych w interakcjach międzykulturowych. Zauważono, że zarówno polski, jak i angielski żargon w logistyce zawiera wyrażenia metaforyczne, neologizmy, skrótowce i zapożyczenia, przy czym język angielski znacząco wpływa na polską terminologię zawodową. Należy stwierdzić, że globalizacja wymaga wspólnego języka w komunikacji biznesowej, prowadząc do przyjęcia angielskich terminów w interakcjach międzykulturowych. Te obce jednostki, zintegrowane w różnym stopniu, tworzą ważne odpowiedniki w polskim dyskursie zawodowym. Standaryzowane przełączanie kodów w językach specjalistycznych działa głównie z terminami niepochodzącymi z lokalnej kultury, dostosowując je do zasad językowych przy jednoczesnym zachowaniu elastyczności. Ten stan fluktuacji charakteryzuje ewolucję odrębnej odmiany językowej w logistyce i zarządzaniu łańcuchem dostaw, pozbawionej sztywnych zasad asymilacji.

**Słowa kluczowe:** komunikacja biznesowa, zmienianie kodu językowego, żargon, język angielski w biznesie jako *język uniwersalny*, asymilacja językowa

### Introductory remarks

Modern sociolinguistics aims to identify the way in which social networks apply language in miscellaneous situations under diverse circumstances. It does not focus only on language meaning, but also on intentions and processes happening in the society, as well as how those alter and shape the language of people varying in social class, gender, occupation, etc.

Jargon is regarded as a tool of communication in the formal sphere, among specialists of a given domain and referred to as professional language and usually cannot be understood by the public since it is constantly developing (in terms of meanings, expressions, abbreviations, and acronyms) due to the vast expansion of industries.

In the global society, changes in register, such as switching between dialects, sociolects, technolects, or complete languages (depending on sociocultural factors) are recognized by sociolinguists as vital phenomena. The terms used to designate them are known as code-switching and code-mixing. The first pertains to the shift of one speech variety into another between whole sentences. The latter one relates to the switching of speech varieties in a particular sentence and application of distinctive linguistic units that deviate from the generally accepted rules of language and contributing to variety.

In multilingual situations, people tend to assimilate themselves to the surrounding conditions of a particular social group they are facing. One of such manners, as viewed from a sociolinguistic stance, is to adapt the speech register to information one intends to convey, inclusive of the formality level of an utterance, as well as cultural and linguistic discrepancies. In terms of language adaptability, which interfaces with code-switching, our research findings itemize the purposes of this occurrence between representatives of two language groups, among which some principal functions may be recognized, such as: bridging accidental gaps of a language, retaining the context of a conversation, lessening interlingual impediments with monolinguals, expressing socio-cultural norms, etc.

Therefore, it can be ascertained that professional jargon of logistics and supply chain management (SCM) does not fall under a creative language variety or require

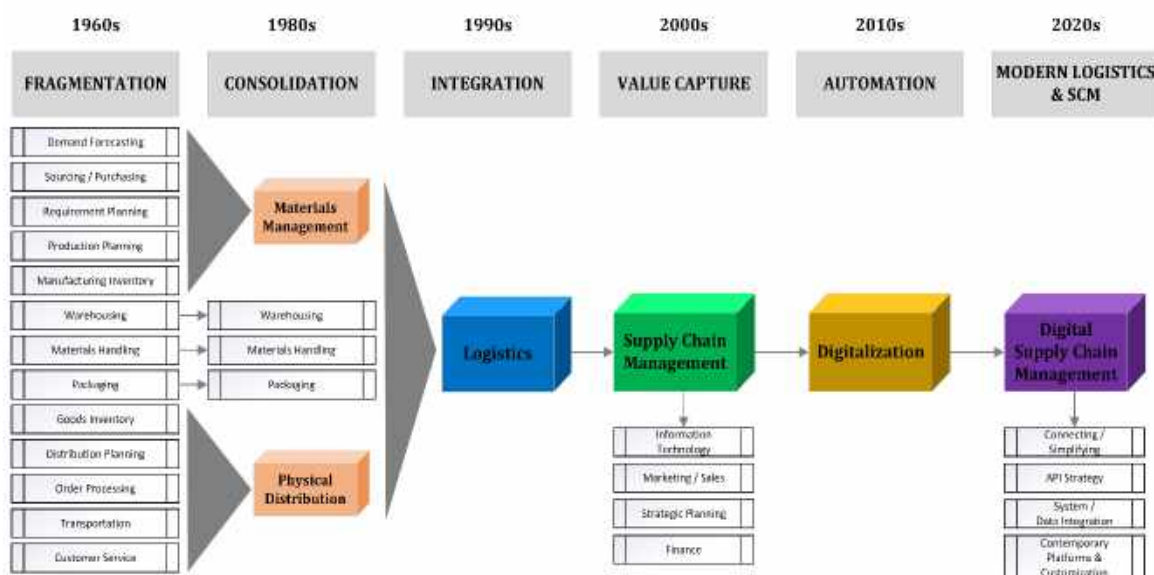
implementation of inventive tactics to render a meticulous translation to handle cross-language business communication.

### Interdependence of language in logistics and supply chain management (SCM)

To characterize the scope and influence of logistics & SCM on the present-day, one should seek an answer in the near past, namely, in the mid-20th century. Since then, global political, and economic shifts, combined with warfare and industrialization, have prompted demands for the accumulation of distinct activities to act jointly, generating therefore a coalescent spectrum that has begun to serve as an inherent medium for coordinating mainly technical, and industrial tasks, vital to provide the assistance in terms of emergencies, and disasters (humanitarian logistics), or regarding mercantile undertakings (commercial logistics).

Contemporarily, logistics, though it itself comprises a multitude of roles to be met on the trade market, and contains numerous subgroups of activity, is a paramount constituent of supply chain management. Figure 1 presents a pertinent pattern of the development of logistics into supply chain management over the last decades. It is visible that the multiple procedures of business activity that have been attributed into two sections – materials management and physical distribution – are assigned as milestones of the logistics concept and stand now as the operations conducted on behalf of this domain. Moreover, the onset of the modern century marked the rise of technological and industrial development, leading to the deployment of subsequent steps in the logistics sphere, incorporated in the pioneering area of supply chain management (SCM) and the advent of automatized processes, e.g. Enterprise Resource Planning (ERP) software.

**Figure 1.** The development of logistics and supply chain management.



**Source:** Visualization modified and developed by Kowol, D. based on Rodrigue, J.P. et al. (2020). *The Geography of Transport Systems*. <https://transportgeography.org/contents/chapter7/logistics-freight-distribution/evolution-supply-chain-management/>. [access: 14.03.2023]

Logistics and SCM are interrelated since they are dealing with the same realms. SCM covers additional operational processes, of which logistics approaches constitute a significant segment of activity. Moreover, they can be classified as parts of the broad Transport-Shipping-Logistic (TSL) sector.

Taking that distinction into account, it can be claimed that the language of SCM and logistics is interdependent, because the nucleus of both areas is set to yield integrated procedures in those paired economic areas to satisfy demands for goods/services from their origination in the macro sphere (the SCM), i.e., the whole organizational, and executive processes regarding assets pivotal to manufacture, store, supply, and sell products – at several levels among businesses, whereas logistics handles the micro sphere, mainly the requirements of order fulfillment (inter alia the abidance to storing and maintenance guidelines, as well as inventory control). In this paper we will refer to the scrutinized sector(s) as the macro sphere, that is the SCM, considering that logistic activities are executed on behalf of this domain, creating a coherent whole.

In the manner of language variety, specialized discourse is what the field is implementing in their communicational aspect of activity. Alluding to the scientific area of Language for Specific Purposes (LSP) in terms of purpose of language usage, rather than educational requirements, jargon in this case qualifies itself in its successive branch of Language for Occupational Purposes (LOP), due to its adaption in professional schemes, contexts, and situations, in lieu of the general, and commonly encountered circumstances.

Jargon serves as the medium of communication for every specialist in a certain discipline, including our focused SCM field, on a global scale among professionals of the same branch, but varying ethno-cultural factors. Even though a business field remains constant in terms of fulfilling duties and pursuing goals, there are interlingual differences that must be considered in respect of rendering message comprehension between local specialists of a particular field vs. international communication, taking place among equal professionals of disparate languages.

### **The role of EN in the PL logistics and supply chain management jargon**

Currently, the English language is an ingrained driver of almost every applied area of social activity, as perceived worldwide. The arena of sociolinguistic interest, focusing on the pragmatic use of English by non-native English-speaking groups, in various contexts, distinguishes the research fields termed English as a Lingua Franca (ELF), as a large-scale investigation environment concerned with this issue broadly, and English as a Business Lingua Franca (BELF), which approaches the interlinguistic contact between specific domain specialists being non-native speakers of English, applying this language in their type of business territory. Poland is one of those countries that has undergone and proceeds to sustain the impact of anglicizing portions of the Polish language, both in the plain language (ELF interest), or specialized language variety (BELF interest). The latter concerns our subject of analysis, namely the SCM jargon, which is mightily employed in the local, and global trade industry. In consonance with the English language in business communication, Ehrenreich (2010) relevantly points out that “although English is clearly

the dominant language in international business, other languages do not disappear from the business scene but interact with English in many ways. This interaction is played out on the individual, the social, as well as the organizational level”<sup>1</sup>.

For the Polish jargon of SCM, its considerable segment is constituted by the English *lingua franca*, in the view of international communication since it is consensually endorsed as the foremost language used in international exchange of information in the European Union. Yet, as stated above, foreign languages adapt English equivalents in their miscellaneous spheres of business activity (i.e., loans, abbreviations, acronyms), and modify them to suit their language culture according to their environmental demands.

The Polish specialized slang is certainly no different either. SCM relies on an array of challenges that must be met in the economic sector; therefore, mutual intelligibility is a sought hallmark among the Polish local specialists of a discipline, who adapt the terminology to their channels of communication by amending parts of the specialized discourse into their mother tongue, rather than forming a regenerated language variety from the ground up. However globally, language unification is a desired feature to find common conversational ground, wherein BELF establishes the foothold for proper understanding, as one variety functioning as a liaison between nationalities and cultures of heterogenous languages.

Accordingly, the international business sector, including SCM, is an enormous venture that requires compliance in communication between the activities happening at the domestic market, in which the language is geared towards implementing Polish terminology in everyday communication, and the far-reaching multinational commercial correspondence that involves mainly BELF.

It may be remarked that English plays a crucial role in the Polish SCM professional slang, as it serves as a *lingua franca* in the commercial world, at multiple levels of activity, such as logistics, transportation, warehousing, customer service etc., and its individual elements are derived and passed into the Polish business language in form of loans of various kinds.

### **EN and PL logistics and SCM jargon: basic characteristics**

As every professional language, logistics and SCM jargon consists of salient features that compose its coherent entirety. When it comes to distinctive qualities in this certain jargon, in the PL and EN variety, it is possible to distinguish primarily lexical items that influence the uniqueness of the channeled information, as compared to the textual and syntactic elements, which can be traced throughout most specialized languages in terms of overall coherence. Those lexical attributes include mainly EN loans, abbreviations, acronyms, and metaphors that are adapted in the PL professional field.

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<sup>1</sup> S. Ehrenreich, *English as a Business Lingua Franca in a German Multinational Corporation: Meeting the Challenge*, „International Journal of Business Communication” 2010, 47(4), 411, <https://journals.sagepub.com/doi/abs/10.1177/0021943610377303> [access: 14.03.2023].

Conforming to the interlinguistic context in the logistics and SCM sphere, Dževerdanović-Pejović (2020) puts forward a cogent elucidation on the mechanisms happening within the specialized terminology of this certain language variety, as observed from a pragmatic approach “Changes in logistics have speeded up the pace at which the new terms have been created and applied by the professional users. Logistics and transportation discourse, being international, connects various stakeholders in communication activities taking place within national borders, or more frequently, on a cross-border level. Members of the latter discourse communities speak different languages, and they must adapt to a changing discourse environment and use discourse in their professional assignments”<sup>2</sup>.

In the PL variety of this jargon, the adaptation is being executed to a great degree by the acquisition of elements from the English language, to suit the local language culture, either utterly, partly, or is being replaced with equivalents utilized in our PL target language.

Furthermore, Dževerdanović-Pejović points out the fact “that many words and phrases in a discourse of logistics and transportation [vital components of SCM] are very illustrative and depictive, although this discourse is mainly categorized as a technical one”<sup>3</sup>. The use of metaphorical expressions for conveying messages is likewise an evident feature of the analyzed language variety, in both the EN and PL specialized language variants, which may shift in structure during the assimilation process.

Hence, both varieties (EN & PL) of the logistics and SCM jargon applied in these respective areas are substantially analogous and parallel, due to the implementation of EN expressions into PL to facilitate intercultural communication, which is urged in our contemporary developing industrial world, not forgetting, however, that linguistic and cultural discrepancies can cause changes in the structural and phonological adaptation of such terms.

It can be noticeable (Table 1) that the Polish jargon of SCM consists of different types of borrowings. Among them, the majority are represented by direct adaptation of an EN expression into PL, as well as the formation of calques, as an attempt to convey the complete concept, and align the concerned term to the phonological pronunciation, and written structure of the borrowed etymon.

Moreover, some terms bear a metaphorical message with them, as well as polysemantic meaning. For instance, “piggyback” assimilates oneself in the PL language as “na barana”, where both expressions indicate primarily the process of riding on one’s shoulders, whereas in the specialized case the meaning is extended to the transportation procedure of truck trailers on flatcars. Such pattern is as well perceptible in the following epitomes: “bottleneck” as the PL “wąskie gardło”, where the same meaning remains, but

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<sup>2</sup> M. Dževerdanović-Pejović, *Discourse of Logistics and Transportation*, „Promet–Traffic & Transportation” 2020, 32(6), p. 812, <https://traffic.fpz.hr/index.php/PROMTT/article/view/3463/561561863> [access: 20.04.2023].

<sup>3</sup> *Ibidem*, p. 817.

the visual indicator is slightly different; “bullwhip effect” as the PL calque “efekt byczego bicza”, which contributes to the establishment of a second meaning to the term “bullwhip” in both varieties; “long tail” as the PL calque “długi ogon” providing a semantic meaning of selling products of various kinds in small quantities.

Correspondingly, with the single exception being “piggyback” that is context-dependent, and can function as either an adverb, adjective, verb, or noun, most of the presented loaned expressions prove to be nouns and are assimilated to the PL target language to function also as nouns, due to their practicality in performing the conceptualization of ideas and objects. This, however, does not prove the prevalence of only noun borrowings, as the terminology of the TSL and SCM sector concerns a multiplicity of subsections, which are interconnected, and require a separate in-depth analysis and classification to distinguish a predominant word class, because some words may function as more than one part of speech.

**Table 1.** Instances of EN borrowings found in PL jargon of logistics & SCM.

<i>English expression</i>	<i>Polish parallel</i>	<i>Definition</i>	<i>Type of loan assimilation</i>
<i>last mile</i>	ostatnia mila	the last stage in a process, especially of a customer buying goods	Calque
<i>cabotage</i>	kabotaż	a set of laws made by a government of a country to prevent or limit the transport of goods or people within the country's borders by foreign vehicles, ships, or aircraft	Calque
<i>dock</i>	dok	an area of water in a port that can be closed off and that is used for putting goods onto and taking them off ships or repairing ships	Calque
<i>outsourcing</i>	outsourcing	a situation in which a company employs another organization to do some of its work, rather than using its own employees to do it	Direct transference
<i>piggyback</i>	na barana	the movement of loaded truck trailers on railroad flatcars	Equivalence and Semantic loan
<i>drop shipping</i>	drop shipping	an arrangement in which a manufacturer sends products directly to buyers at the request of businesses who advertise and sell the products but do not stock them	Direct transference
<i>franchise</i>	franczyza	the right or license granted to an individual or group to market a company's goods or services in a particular territory	Calque
<i>planogram</i>	planogram	a schematic drawing or plan for displaying merchandise in a store to maximize sales	Direct transference
<i>bullwhip effect<sup>4</sup></i>	efekt byczego bicza	occurs when small fluctuations in retail demand cause fluctuations in wholesale, distributor, and manufacturer demand, resulting in inefficiency and disorganization throughout the supply chain	Calque and Semantic loan

<sup>4</sup> From GEP's website (global leader in procurement and supply chain transformation) <https://www.gep.com/knowledge-bank/glossary/what-is-bullwhip-effect> [access: 14.03.2023].

<i>bottleneck</i>	wąskie gardło	a delay in one stage of a process that makes the whole process take longer	Equivalence and Semantic loan
<i>broker</i>	broker	a person who acts for or represents another in the buying and selling of shares in companies or protection against risk, or who arranges for the lending of money	Direct transference
<i>factoring</i>	faktoring	a situation in which a company buys the right to collect payments and debts owed to another company and charges for doing this	Calque
<i>omnichannel</i>	omnichannel	used to refer to a way of selling products that is the same and equally good for the customer whether they are buying from a computer, a mobile phone app, etc., or in a physical shop	Direct transference
<i>long tail</i>	długi ogon	the idea that the availability of products online has changed the economy by allowing companies to make a profit selling small quantities of many products rather than large quantities of the same product	Calque and Semantic loan

Source: Own study based on Cambridge Dictionary (2023), Longman Dictionary of Contemporary English (2023), Merriam-Webster Dictionary (2023).

Among foreign language items constituting the English specialized terminology of logistics & SCM one can distinguish borrowings originating from such languages as Spanish, Latin, French and German. Borrowings are mostly directly transferred, or calqued into the business language (Table 2). Additionally, the loaned language counterparts in the discourse of logistics & SCM are in line with the underlying concept of language interculturality, which endorses joint cognizance of implemented foreign expressions on a cross-language level to facilitate understanding in the specialized area among specialists of varying cultural and language backgrounds.

**Table 2.** Instances of foreign borrowings found in the EN logistics & SCM jargon.

Foreign expression	Loan functioning in English	Borrowing Language	Definition	Type of loan assimilation
déboursement	disbursement	French	<u>a large payment of money, for example, from a bank, organization, or government, or the act of making such a payment</u>	Calque
tonnage	tonnage	French	<u>total weight in tons shipped, carried, or produced</u>	Direct transference
bordereau	bordereau	French	<u>a detailed note or memorandum of account</u>	Direct transference
carga	cargo	Spanish	<u>the goods or merchandise conveyed in a ship, airplane, or vehicle</u>	Calque
embargo	embargo	Spanish	<u>a government order to temporarily stop trading certain goods or with certain countries</u>	Direct transference
châssis	chassis	French	<u>the frame of a vehicle, usually including the wheels and engine, onto which the metal covering is fixed</u>	Calque
pro forma	pro forma	Latin	<u>made or carried out in a perfunctory manner or as a formality</u>	Direct transference



quai	quay	French	<u>a structure built parallel to the bank of a waterway for use as a landing place</u>	Calque
marchandise	merchandise	French	<u>goods that are bought and sold</u>	Calque
ad valorem	ad valorem	Latin	<u>an ad valorem payment, rate, or tax is calculated according to the price of a product or service, rather than at a fixed rate</u>	Direct transference
capacité	capacity	French	<u>the total amount that can be contained or produced</u>	Calque
Taktzeit	takt time	German	<u>the rate at which a finished product needs to be completed to meet customer demand</u>	Calque
arbitrage	arbitrage	French	<u>the purchase of the stock of a takeover target especially with a view to selling it profitably to the raider</u>	Direct transference
caveat emptor	caveat emptor	Latin	<u>the principle that it is the buyer's responsibility, not the seller's, to find out if there is anything wrong with what they are being sold</u>	Direct transference

**Source:** Own study based on Online Etymology Dictionary (2023), Wiktionary (2023), Cambridge Dictionary (2023), Merriam-Webster Dictionary (2023), Macmillan Dictionary (2023).

In terms of interchangeable abbreviations found within the target discourse in EN & PL (Table 3), it is possible to distinguish various types of abbreviated forms: initialisms, acronyms, numeronyms, and clippings. Abbreviations are widely introduced in the business sphere of logistics & SCM as they contract ideas, concepts, activities etc., to provide and share connotations of meanings in the group of field professionals, as well as non-experts. In the Polish variety, most abbreviations are primarily loaned from English into the sector's language, however, they predominantly acquire a Polish equivalent, or a literal translation as being defined to Polish speakers – an act for local comprehension, and adaptation to the language culture.

**Table 3.** Instances of EN & PL abbreviations in logistics & SCM jargon.

English abbreviation	Expanded abbreviation	Loan functioning in Polish	Expanded loan	Type of abbreviation
WMS	Warehouse Management System	WMS	System Zarządzania Magazynem	Initialism
Ro-ro	Roll On / Roll Off	Ro-ro	Roll on / Roll off	Acronym & Clipping
ERP	Enterprise Resource Planning	ERP	zarządzanie zasobami przedsiębiorstwa	Initialism
FCL	Full Container Load	FCL	ładunek całokontenerowy	Initialism
RFID	Radio Frequency Identification	RFID	identyfikacja radiowa	Initialism
B2C	Business To Consumer	B2C	business to consumer	Numeronym
JIT	Just-In-Time	JIT	dokładnie na czas	Initialism

3PL	Third Party-Logistics	3PL	logistyka firm trzecich	Numeronym
FIFO	First-In First-Out	FIFO	pierwsze przyszło pierwsze wyszło	Acronym
EXW	Ex Works	EXW	loco fabryka	Acronym
FOB	Free On Board	FOB	franco statek	Acronym
FMCG	Fast Moving Consumer Goods	FMCG	dobra szybkozbywalne	Initialism
P2P	Purchase-To-Pay	P2P	od zakupu do zapłaty	Numeronym
TCO	Total Cost of Ownership	TCO	Całkowity Koszt Posiadania	Initialism
IATA	International Air Transport Association	IATA	Międzynarodowe Zrzeszenie Przewoźników Powietrznych	Acronym
ISO	International Organisation for Standardization	ISO	Międzynarodowa Organizacja Normalizacyjna	Acronym
OEM	Original Equipment Manufacturer	OEM	Producent Oryginalnego Wyposażenia	Initialism

Source: Own study.

### **A case study of nomenclature used by Polish multinational logistic enterprises**

Language is a constantly changing medium, and with the frequency increase of foreign expressions in the local area of Poland, both in common and specialized language, terms are assimilated into the daily language, either fully, by directly transferred borrowings, partly by performing loan blends or loan translations, or by equivalent terms, together with their alignment to the structural and grammatical rules of the target language. In addition, as one of the main *lingua franca*'s in the business world, English takes over in foreign countries to serve as a causal link between varying ethno-cultures in specialized domains of economy, consequently introducing terms that are to different degrees absorbed by the local communities, including the Polish communities.

An analysis of jargon is based on exemplifications utilized by two international logistics enterprises X & Y. The first company (X) is an international full-stack fulfillment logistics enterprise providing its SCM services on the European market for medium entrepreneurs functioning in the e-commerce sector. The Y, on the other hand, serves as a Polish logistics operator in Central Europe. The gathered data consists of EN & PL specialized statements, found on the companies' corporate websites in the PL and EN versions, which are juxtaposed, categorized, and contrasted interdependently, according to their type of jargon units' utilization, including direct and oblique translation techniques. The results are colligated and contrasted qualitatively; therefore, interlingual dependencies and methods of translation analysis are presented. Moreover, the quantitative analysis is performed, according to the trends of individually employed translation tactics to reveal a link between the EN & PL jargon. There are exemplary excerpts (pertaining solely to enterprise X) presented in a tabular form below that serve only as representative cases.

In Excerpt 1, translation techniques such as borrowing and calquing are apparent. The word “fulfillment” is directly loaned into the PL sentence, while the word “outsourcing” underwent a transformation to suit the sentence structure in PL into “wyoutsourcowaniu”, as an attempt of naturalization, to form a neologism by blending PL affixes with the EN root “outsourc(e)”, which lost the vowel “e” due to its inarticulation in the newly coined PL variant.

EXCERPT 1		
EN	PL	Translation tactic(s) from EN into PL
<u>Fulfillment involves outsourcing all logistics operations to a professional logistics company.</u>	<u>Fulfillment polega na wyoutsourcowaniu wszystkich operacji logistycznych do profesjonalnej firmy logistycznej.</u>	<b>FOREIGNIZATION:</b> <i>Borrowing:</i> ➤ Fulfillment  <b>DOMESTICATION:</b> <i>Calque:</i> ➤ Wyoutsourcowaniu
		<b>TYPE OF LOAN ASSIMILATION:</b> <i>Direct transference:</i> ➤ Fulfillment <i>Loan translation:</i> ➤ Wy + outsourc(e) + owaniu ↑            ↑            ↑ PL prefix EN root PL suffix

The next fragment (Excerpt 2) features the employment of borrowing. The abbreviation WMS (i.e. warehouse management system) while transferring it in the PL variety is formulated as “system zarządzania magazynem”, which is a loan translation that retains the abbreviated form. Moreover, the phrase “last-mile” is calqued into PL as “ostatniej mili”, in order to retain the PL grammatical structure of the sentence. In addition, the transposition tactic appears in the translation of “last-mile delivery” (adjective (ADJ) + noun (N) combination) to “dostawy na ostatniej mili” (noun (N) + preposition (prep) + noun (N) combination).

EXCERPT 2		
EN	PL	Translation tactic(s) from EN into PL
<u>If you want to optimize last-mile delivery, you have to have a fully operational and efficient WMS.</u>	<u>Jeśli chcesz zoptymalizować dostawy na ostatniej mili, potrzebujesz mieć w pełni sprawny i skuteczny system zarządzania magazynem (WMS).</u>	<b>FOREIGNIZATION:</b> <i>Borrowing:</i> ➤ WMS <b>DOMESTICATION:</b> <i>Calque:</i> ➤ ostatniej mili ➤ system zarządzania magazynem <i>Transposition:</i> ➤ EN: last-mile (ADJ) delivery (N) ➤ PL: dostawy (N) na (prep) ostatniej mili (N)

		<b>TYPE OF LOAN ASSIMILATION:</b> <i>Direct transference:</i> ➤ WMS <i>Loan translation:</i> ➤ last-mile → ostatniej mili ➤ warehouse management system → system zarządzania magazynem
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In Excerpt 3, the EN term “inventory” and the metaphorical expression “dead stock” were utilized. Whereas in the PL text variant the first word would translate into “zapas”, “stan magazynowy” or “inwentarz”, it was assimilated as “produkty” [EN: products]. Furthermore, the latter expression “dead stock” acquired the meaning “produkty niesprzedawalne”, where the word “stock” acts as a synonym of “inventory”, but “products” in plural form were used instead). This change in meaning does not interfere with the sense, as it is referring to the inventory as multiple units, rather than the stock itself. Therefore, the context is captured coherently.

EXCERPT 3		
EN	PL	Translation tactic(s) from EN into PL
<u>If you don't deal with this issue on time, before long, your inventory will start to pile up, and, eventually, it will become dead stock.</u>	<u>Jeśli nie poradzisz sobie z tym problemem na czas, wkrótce produkty zaczną się piętrzyć i w końcu staną się niesprzedawalne (ang. dead stock).</u>	<b>DOMESTICATION:</b> <i>Equivalence:</i> ➤ dead stock → produkty niesprzedawalne ➤ inventory → produkty

In the following case (Excerpt 4), by juxtaposing both texts, the term marketplace is assimilated into PL as “marketplejsie”, which is a loan blend of the EN expression, but written as a PL articulation of the EN word. In the PL language “marketplace” has its equivalent “rynek”. It is evident that such a parallel was disregarded in this instance, a clear sign of a language calque.

EXCERPT 4		
EN	PL	Translation tactic(s) from EN into PL
<u>In the United Kingdom and Italy, 97% of respondents said they made at least one purchase on a marketplace over the past year.</u>	<u>W Wielkiej Brytanii i Włoszech 97% respondentów przyznało, że w ostatnim roku złożyło przynajmniej jedno zamówienie w jakimś marketplejsie.</u>	<b>DOMESTICATION:</b> <i>Calque:</i> ➤ marketplejsie <b>TYPE OF LOAN ASSIMILATION:</b> <i>Loan blending:</i> ➤ market + plejsie ↑            ↑ EN root   PL suffix

In Excerpt 5, borrowing, loan translation, and adaptation are distinguished. In terms of borrowings, the initialisms GHP & GMP are fully assimilated in the PL text variety, whereas their interpretations in PL are calqued as: “Dobra Praktyka Higieniczna” for GHP

& “Dobra Praktyka Produkcyjna” for GMP. Moreover, adaptation is employed in the following fragment: “We are fully authorised to...”, which is assimilated as “Posiadamy zgodę Sanepidu na...”. In the EN text it means “We are empowered to...”, while the PL expression translates itself as “We are permitted by the sanitary-epidemiological station to...”. “Sanepid” is a PL colloquial term of the sanitary-epidemiological station. This is a sign of naturalization, as in PL the party in charge of hygiene and sanitary regulations is the above-mentioned “Sanepid”.

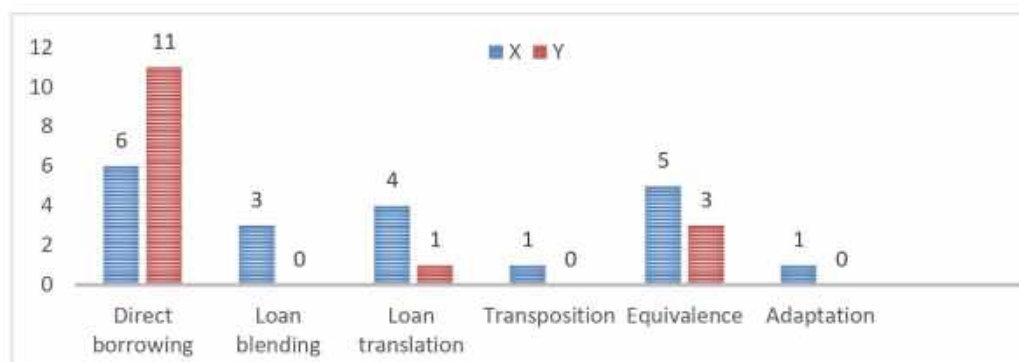
Furthermore, the equivalence procedure has been applied with the expression “to handle”, pertaining in this case to the PL meaning “obchodzić się”, or “zajmować się”. Consequently, this EN expression, in comparison to the utilized detailed PL plural explication “magazynowanie i wprowadzanie do obrotu” [EN: “storing and placing on the market”] indicates the employment of free translation. Lastly, “refrigeration” defined as the PL “chłodzenie” is assimilated as “chłodnicze warunki przechowywania”, likewise denoting free translation. In these examples, the EN variety defines activities in a more general way, whilst Polish jargon includes specific operations that are introduced or implemented in the logistic process.

EXCERPT 5		
EN	PL	Translation tactic(s) from EN into PL
<p>We are fully authorised to handle foodstuffs in factory packaging that do not require refrigeration. We work to the Good Hygiene Practice (GHP) and Good Manufacturing Practice (GMP) standards.</p>	<p>Posiadamy zgodę Sanepidu na magazynowanie i wprowadzanie do obrotu artykułów spożywczych w opakowaniach fabrycznych, niewymagających chłodniczych warunków przechowywania. Działamy również w zgodzie ze standardami: Dobrą Praktyką Higieniczną (GHP) i Dobrą Praktyką Produkcyjną (GMP).</p>	<p><b>FOREIGNIZATION:</b> <i>Borrowing:</i></p> <ul style="list-style-type: none"> <li>➤ GHP</li> <li>➤ GMP</li> </ul> <p><b>DOMESTICATION:</b> <i>Calque:</i></p> <ul style="list-style-type: none"> <li>➤ Dobra Praktyka Higieniczna</li> <li>➤ Dobra Praktyka Produkcyjna</li> </ul> <p><i>Adaptation:</i></p> <ul style="list-style-type: none"> <li>➤ We are fully authorised → Posiadamy zgodę Sanepidu</li> </ul> <p><i>Equivalence:</i></p> <ul style="list-style-type: none"> <li>➤ to handle → magazynowanie i wprowadzanie do obrotu</li> <li>➤ refrigeration → chłodnicze warunki przechowywania</li> </ul> <p><b>TYPE OF LOAN ASSIMILATION:</b> <i>Direct transference:</i></p> <ul style="list-style-type: none"> <li>➤ GHP</li> <li>➤ GMP</li> </ul> <p><i>Loan translation:</i></p> <ul style="list-style-type: none"> <li>➤ Good Hygiene Practice → Dobra Praktyka Higieniczna</li> <li>➤ Good Manufacturing Practice → Dobra Praktyka Produkcyjna</li> </ul>

Conforming to the utilization of specialized terms in the PL variety of logistics & SCM jargon, in both companies the preponderance of EN language features prevails. They are representing a substantial section of the PL nomenclature, as they are globally applied in international communication, and various units are as well adopted in the local language, as to perform a coherent assimilation of the main contexts this area utilizes in its specialized discourse, thus facilitating information transfer.

Among translation tactics used in comparison of the two cross-linguistic text versions, they can be categorized according to global translation strategies, namely foreignization, and domestication. On behalf of the foreignization strategy, direct borrowings of expression can be classified. They are evident in the language used by X, as well as Y. Conversely, among techniques representing the domestication of specialized expressions from EN to PL, calques (such as loan blending and loan translation), transposition, equivalence, and adaptation can be enumerated. According to the analyzed data, examples applied on the side of individual tactics perceived for each company separately are presented as follows:

**Diagram 1.** X vs. Y logistics: the number of examples per applied strategy.



**Source:** Own study.

In terms of convergent points of the ology, both companies used a large amount of EN borrowings, which were directly imported to the PL version of the text. X used such expressions as: fulfillment, billing, cash flow, whereas such abbreviations as WMS, GHP, GMP were transferred in their original form. In turn, Y implemented in the PL text a greater number of examples of direct loans, i.e., such abbreviations as: RFQ, 4PL, SOP, BDP, SLA, OPS, ADR, while transferred expressions included: end-to-end, leadtime, cross dock, stand by trailer. Moreover, in both companies' extracts, the domestication is prevalent.

In addition, it can be acknowledged that both companies largely rely on the terminology found in the EN specialized domain of logistics & SCM, yet their adaptation processes concerning separate nomenclature units into PL are disparate. Company X, after directly adapting EN units (such as abbreviations or phrases) performed additional domestication tactics, such as: loan translation, loan blending, transposition and equivalence. Conversely, company Y chiefly employed the direct transference of EN linguistic units, mainly abbreviations, without introducing domestication techniques, yet single attempts of loan translation and equivalence were evident.

Despite the quantitative fluctuations in the data, i.e., X's greater tendency to domesticate specialized nomenclature in the PL jargon variety, and Y's propensity to retain the EN structure of terms and abbreviations as an act of foreignization, both companies vastly depend on EN discourse counterparts, and apply code-switching between the PL and EN

language register to cover the conceptual matters of their field of activity, in order to accurately render professional communication.

To sum up, the Polish variety of logistics & SCM jargon utilized by Polish logistics enterprises, although it regards the same field of activity, is disparate among firms providing SCM services. The phenomenon of code-switching is an evident feature in the specialized sphere, also in our surveyed field. Language is a constantly changing medium, and with the frequency increase of foreign expressions in the local area of Poland, both in common and specialized language, terms are assimilated into the daily language, either fully, by directly transferred borrowings, partly by performing loan blends or loan translations, or by equivalent terms, together with their alignment to the structural and grammatical rules of the target language. In addition, as one of the main *lingua franca*'s in the business world, English takes over in foreign countries to serve as a causal link between varying ethno-cultures in specialized domains of economy, consequently introducing terms that are to different degrees absorbed by the local communities, including the Polish communities.

### **Conclusions**

The aim of this investigative work was to analyze the phenomenon of interlinguistic communication, and its correlated phenomenon of code-switching, on the grounds of PL & EN jargon of logistics & SCM. Research results indicate that code-switching in the PL specialized language of logistics & SCM is a conspicuous feature, because various SCM terms are coined, or borrowed from EN to facilitate intercultural communication by means of BELF.

Moreover, the exploratory work has found that EN serves as a *lingua franca* in the business sphere, and is constituted by etymologically foreign terms that are utilized in the daily professional language, whereas PL jargon assimilates EN jargon constituents by means of direct borrowing, loan blending, or loan translation, equivalence, adaptation, and transposition – the tools deployed pursuant to the foreignization, and domestication strategies of language translation. Yet, the degree of EN terminology assimilation is varying among individual specialists, in our case two international Polish logistics operators, because there are no set rules for language assimilation, as it is dependent on the communication sphere in which it needs to function coherently. What is more, the substitution of PL terms with EN expressions helps to bridge linguistic gaps of a language, which are a conspicuous feature of cross-cultural communication. In addition, it was found that metaphorical expressions, neologisms, abbreviations, and borrowings are evident in both the EN and PL jargon varieties interdependently, whereas PL professional nomenclature of logistics & SCM acquires a substantial amount of those features from the EN specialized discourse.

In recapitulation, globalization and intercultural relations are generating an urgency to find common conversational ground in the business area. Therefore, foreign units of *lingua franca*'s – in our researched jargon mainly EN ones, are implemented and frequently utilized in cross-cultural communication, and are thus declared as valid equivalents

comprising to a greater or lesser extent the local professional discourse of the PL jargon variety. The phenomenon of code-switching has been standardized to such a level that every specialized language chiefly operates with terminology not deriving from their local language culture, but rather implements a majority languages' terms to convey information in the local community, while assimilating them to the languages grammatical and structural rules, creating their special variety, which does not have strict principles for the degree of assimilation, but is flexible, and in a state of abiding flux.

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