

2. TERMINOLOGY- A) CONVERSION

<previous - next>

Conversion is a general term denoting all changes that happen when phonological and/or morphological elements of a particular language are transferred to another language. Particularly this concerns transformations from one script into another. Names may be converted from Roman script into Arabic, from Thai into Russian, etc. Speaking of the direction of the conversion, there is the **source script** (also called donor script) - in terms of which a name is originally produced; the other is the **target script** (or receiver script) - into which a name is converted. **Romanization** is a conversion from non-Roman into Roman script, e.g.:

Greek Αθήνα → Athina

Russian Москва → Moskva

Arabic بيروت → Bayrūt

Hebrew תל-אביב → Tel-Aviv.

Conversion is effected by either transcription or transliteration.

[Home](#)[Self study](#)

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[Conversion systems](#)[Contents](#)[Intro](#)[1.Solution](#)[2.Terminology \(a/b/c/d\)](#)[3.UN approved systems](#)[4.Typology of conversion types](#)

<previous - next>