

**An-Najah National University  
Faculty of Graduate Studies**

**Translating Brochures Advertising Personal  
Care Products from English into Arabic:  
Strategies and Linguistic Inaccuracy**

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2011**

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**This Thesis was defended successfully on 15/12/2011 and approved by:**

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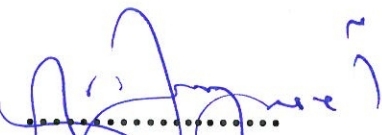
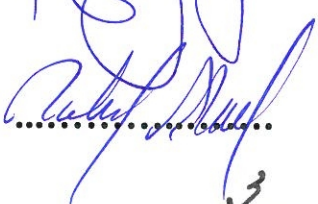


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## **Dedication**

*This thesis is dedicated with gratitude*

*To:*

*My dear mother for the million things she gave me, for the tears she shed to save me, and for the unlimited support she always gives me.*

*The soul of my father who passed away when I was a nine-month child and who would have been thrilled to see this work come to life.*

*Anyone who reads and appreciates this work*

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## الإقرار

أنا الموقعة أدناه مقدمة الرسالة التي تحمل العنوان :

## Translating Brochures Advertising Personal Care Products from English into Arabic: Strategies and Linguistic Inaccuracy

ترجمة النشرات الدعائية المتعلقة بمنتجات العناية الشخصية  
من الإنجليزية إلى العربية: الاستراتيجيات وعدم الدقة اللغوية

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### Declaration

The work provided in this thesis, unless otherwise referenced, is the researcher's own work, and has not been submitted elsewhere for any other degree or qualification.

Student's name:

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التوقيع :

Date:

التاريخ :

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**Abstract**

This study explores the issue of translated advertising brochures in terms of translation strategies and linguistic inaccuracies by examining a corpus of 35 English-Arabic brochures promoting personal care products. Specifically, the study identifies the translation strategies adopted in translating advertising headlines, body copies, and images. It also highlights and categorizes a few remarks of linguistic inaccuracies whose possible causes are clarified to help translators produce more adequate translations. In analyzing the corpus of brochures, the researcher adopted a descriptive and analytic approach in which examples were collected, categorized and explained, and, in some cases, more appropriate alternative translations were suggested. To give more accurate analysis and to enhance the quality of the study, the researcher conducted eighteen (18) personal interviews with people whose jobs are relevant to the personal care market. The analysis demonstrates that translating advertising brochures does not always involve giving the direct equivalent meaning in the target language (TL), but translators sometimes have to manipulate the source texts (STs) to produce readable and acceptable target texts, and so the findings showed that the strategies ranged from complete transference of the source language to complete substitution or adaptation. Finally, the study concludes with a set of recommendations that will hopefully help future researchers as well as future translators of advertising brochures.

## **Definitions of key terms**

**Calque:** "[T]hrough-translation" that refers to the case in which the translator imitates the structure of the source text and keeps the international names "which often consist of 'universal' words" in the language of the original text (Newmark, 1988: 84).

**Couplets:** Combining two translation "procedures" to tackle one translation "problem" (Newmark, 1988: 91).

**Transliteration:** A translation strategy in which the translator represents the sounds of the source language word using the target language writing system (Catford, 1965: 66).

**Substitution:** "[A]n item (or items) is replaced by another item (or items)" (Baker, 1992: 186).

**Transference:** "[U]ntranslated retention of the original" (Smith, 2006: 159).

**Literal translation:** "conveyance of denotative meaning of phrases and sentences in a text from one language to another" (Farghal and Shunnaq, 1999: 13).

## **Chapter One**

### **Introduction**

#### **Introduction**

As we live in the 21<sup>st</sup> century, the world comes to be considered as one global village. Therefore, there is a need for international communications for the sake of promoting cultural exchanges among communities, sharing experience, or exchanging knowledge, ideas, as well as products. Such products are manufactured to serve the customer who is believed by Macfarlane (2006: 82) to be a "king". This is due to the fact that most countries worldwide have a competitive struggle among each other to offer the consumer the best products with the best prices. This competition leads to the rapid development of industry which has transformed the world into a big market. Abu Te'ima (أبو طعيمة) (2008: 19) points out that the country which is leading the world of all competitors in the field of trade is the USA, so Venuti (1998: 159) is right as he says that the present has witnessed "the emergence of a world market for English-language cultural products". In fact, English has become a common language in international business; therefore, huge numbers of people use the language to communicate even though it is not their first language. However, there must be customers in the world whose English is poor, and, at the same time, they wish to benefit from foreign products whose names and illustrations are usually produced in English. Consequently, translation becomes essential in the field of marketing.

In fact, in the age of globalization, the manufactured products are marketed in countries other than the country of origin. However, non-

English speaking audiences will need to know about these products, and they need to understand the benefits and the how-to-use instructions of such products. In this case, globalization in the business world will lead to the need for advertising and the translation of advertising which facilitates global communication among people.

Since advertising is becoming more and more internationalized, translation is also becoming more and more important. This idea is emphasized by Al Agha (2006: 3) who says:

The past few decades have witnessed an increased demand for the translation of advertisements from English into Arabic because most products and services available in Arab countries are imported from American [sic] and countries which use English as the language of commerce.

Unfortunately, few studies investigate the issue of translating advertisements promoting foreign products as Munday (2004: 210) states that not much has been written about the translation of advertisements. Concerning brochure advertisements in particular, Hansen (1997: 187) states that "brochures are among the least examined text types". As a result of the need for research in the field of translating advertisements in general and advertising brochures in particular, the present study is carried out to evaluate the translation strategies and any marks of linguistic inaccuracies in order to facilitate the task for future translators in the field in question. More specifically, this section introduces general aspects related to the topic of the study such as translation and advertising in general, the translation of brochures in particular, and the main purposes of this study.

### **1.1. Definition of translation**

Translation as a science has been discussed by many scholars, and so it has been given various definitions. For example, as cited in Trosborg

(1997: 89), Bassnett (1997) points out that Rider who was a professional translator in the 17<sup>th</sup> century commented that translations from one language to another are:

like old garments turn'd [sic] into new fashions; in which  
though the stuffe [sic] be[sic] still the same, yet the die [sic]  
and trimming are altered and in the making, here something  
added, there something cut away.

Using the "image of tailoring" (ibid) to describe translation, Bassnett (1997) suggests that it is a complex activity in which the translator plays a role in the "shaping process" (ibid). Here, the translator makes something new by altering the style of the original when omitting and/or inserting new components.

Another relevant definition is given by Neubert (1985: 18) who considers translation as a tool of communication. Neubert (1985: 18) precisely emphasizes that translation is "interlingual and intercultural, or cross cultural communication" (ibid). Neubert (1985) states that translators may need to paraphrase, describe, manipulate, or substitute one term for another in order to produce acceptable and comprehensible translations.

Further, Pinchuck (1977) tackles the notion of translation as a skill-bound activity. He criticizes the translation that involves strict word for word rendering. He wants translation as a skill in which the translator has to analyze the source text (ST) in order to comprehend the concepts and the intended message and then the source message is restated in words in the target language (TL). Generally, the above mentioned definitions show that translation is considered a means of communication.

## 1.2. Definition of advertising

Arens (2004: 6-8) states that the definition of advertising changes over time. For example, long before the advent of radio, TV, or the Internet, the nature of advertising was limited. At that time, Albert Lasker who is generally regarded as the father of advertising defined it as "salesmanship in print, driven by a reason why" (ibid). However, today advertising is given a functional definition that is:

[T]he structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media. [...] Advertising is, first of all, a type of communication (ibid).

Moreover, Arens (2004: 8) says that the advertising agency for Coca-Cola and Master Cards defines advertising as "truth well told". This means that advertisers use special methods to tell their story "communicatively, truthfully and creatively to the market place" (ibid).

Yeshin (2006: 3) points out that Chartered Institute of Marketing defines advertising as "the management process responsible for identifying, anticipating and satisfying consumer needs profitably". Yeshin (2006) emphasizes that for advertising to be successful, it has to deliver a persuasive message to a target audience. This point shows that advertisements present the products' benefits that help satisfy customers' needs.

Sihui (2009: 261) provides a more recent as well as more comprehensive definition which shows that advertising is a means of "transporting the ways of life, customs, attitudes, mindsets and values of one culture across time and space to another culture".

Dyer (1982: 2) gives a brief but general definition for advertising by saying that advertising is "drawing attention to something" or "notifying somebody of something".

In short, advertising has beneficial effects on people because it helps customers identify products available in the market, and advertising also helps people learn about the benefits of products and how they can use them, especially, that business competitions and rapid product developments make markets full of commodities manufactured to satisfy customer needs.

### **1.3. Advertising brochures as a genre and a text type**

The Aarhus School of Business argues that "text typology involving genre analysis can help the translator develop strategies that facilitate his/her work in terms of various options as well as constraints" (Trosborg, 1997: 6). Consequently, scholars have started to focus particularly on genre analysis throughout the last decade. For example, Trosborg (1997: 7) points out that Swales (1990) has conducted a comprehensive study of genre analysis in which he revealed that genre analysis dates back to Aristotle who distinguished genres as classes of texts. Further, scholars find that a text used in a particular situation for a particular purpose may be classified using labels such as "a guidebook ..., a poem, a business letter, a newspaper article, and advertisements [...]". Such categories are referred to as genres, and so genres are considered as "text categories" (Trosborg, 1997: 8).

Generally speaking, each genre has its own characteristics. Concerning public texts like advertisements, Shaffner says that such texts are usually in a form of "an umbrella term covering a variety of text types

or genres" Trosborg (1997: 119). For example, advertisements can be of various varieties including personal contact, radio and TV commercials, outdoor sign advertisements, transportation posters and print advertisements such as magazine advertisements, newspaper advertisements, or brochure advertisements. Bellman (1999) believes that all forms of advertisements may show similarities but they are not the same. Each has its own characteristics that make it differ from others. Hansen (1997: 187) argues that "brochures are among the least examined text types". Thus, brochure advertising is considered a text genre on its own.

Trosborg (1997: 7) emphasizes that the study of genres is based on the study of the external criteria of text structure, form and text register. In relation to this, Bellman (1999: 139) states that print advertisement in a magazine or on a poster or in a brochure is a literary form known as a "picture-with-text" advertisement. Specifically, to clarify advertising brochures as a genre, Jones (1976: 194-251) states that an advertisement is known as a brochure if it takes one of the following forms: First, a booklet—small book which has to be small enough to fit into "a number 10 business envelop or an inside coat pocket". Secondly, a brochure can be a leaflet, a single sheet, or a collection of sheets in a form of a catalogue that fits into "standard file folders". Further, brochures must be appealing. Khokha (خوخة) (2010: 330-347) believes that for a brochure to be appealing, it must be printed on shiny papers which are of high quality, and the brochure must contain pictures or photographs and colors to catch the viewers eyes. Khokha (خوخة) (2010) believes that colored photographs of nice young girls are considered a crucial factor for successful advertising brochures. Besides, a brochure contains a text which gives basic information about the

products' benefits and ways of utilizing them. The text also should be brief and to the point.

Thinking of the register and the linguistic aspects of an advertising brochure, Jones (1976: 197) describes the language of the brochure as a "non-jargon-filled text". This idea indicates that brochures must not have words that can only be comprehensible to specialists of the same field. This makes public readers feel excluded although they may very much need the information about the advertised commodities. In fact, Jones states that the language of advertising brochures has to respect certain principles such as simplicity, clarity, legibility and comprehensibility (ibid). Meanwhile, Jewler (1995: 239) emphasizes that brochures will have to contain some scientific terms because these terms add to the credibility of the product. Such credibility strengthens the persuasive function of the advertising brochures.

Focusing on print advertisements of cosmetic products, Jewler (ibid) argues that the language of such advertisements must have scientific terms related to products such as body lotions, make up, and hair care products. That is because "when the language of cosmetics is used, the message is found to be more believable and extremely relevant" (ibid). Jewler adds that language with scientific skin care terms is what cosmetics manufacturers use to sell a great amount of skin/hair and body products as he believes that "this language lends credibility" (ibid).

Regarding the type of text of advertising brochures, Reiss (2000: 25-43) says that advertising texts from which cosmetics brochures are a part can be considered appeal-focused texts. Reiss (ibid) points out that in such texts, the persuasive function of language is emphasized. She argues that

such a text type calls for actions on the part of the receptors. Further, Reiss (ibid) believes that the persuasive function of advertising texts go hand in hand with the functions of other two types that she classifies as "depictive" and "expressive". However, she believes that the persuasive function of the appeal-focused text type is dominant over the other two functions. Newmark (1988: 42) shares the same idea as he says "[f]ew texts are purely expressive, informative or vocative: most include all three functions, with an emphasis on one of the three".

Al Nufouri (النفوري) (2001: 58) has reported that the manager of the famous American advertising company "BNB and B" said that the message of a successful advertisement is to persuade the consumer to take an action rather than to draw the consumer's attention towards the product advertised. As cited in Nufouri (ibid), the manager emphasizes that a successful advertisement can be strongly persuasive and psychologically effective if the advertisement respects the audience's general beliefs as well as their cultural systems.

Obeidat (2005) investigates a corpus of Arabic tourist brochures and their translations into English. She supports Hervy and Higgins (1992) as all three scholars state that a brochure is classified under what is called an operative text in which the persuasive function is emphasized. However, they add that this function is not the ultimate one, but other functions are also found. For example, advertising brochures usually convey essential information. Therefore, they are considered particularly informative texts.

The hybrid nature of brochures is investigated by Cook (2001: 12) as he shows that advertising texts share features with many other genres. Such genres may include: "propaganda", "cartoons", "soap operas". This leads

Cook (2001: 39) to claim that advertising texts "are in danger of having no separable identity of their own". Consequently, Cook calls such a text type "parasite" (ibid).

To sum up, although the above mentioned scholars give various classifications which show that advertising brochures could be of several types, they all agree that such texts are operative in their function. Such texts move the consumers into action through persuasion. This means that advertising texts such as brochures are informative as well as persuasive in an appellative way, and so brochures are considered hybrid texts.

In terms of translation, most, if not all, forms of text types have undergone translation, but, as mentioned before, advertising brochures in particular are among the least examined texts. Henceforth, translating such texts constitutes a challenging process in which translators may face serious problems related to culture-specific terms, jargon words, technical terms, and odd commercial names of products. Such problems may lead to translation inaccuracies that will negatively affect the target receptors' comprehensibility of the translated texts. Avoiding the possible translation problems requires skilful abilities that enable the translators to choose appropriate translation strategies. Such strategies are going to be investigated in this study. Specifically, this study tackles the issue of translating brochures advertising personal care products from English into Arabic. The study focuses on analyzing the translation strategies utilized in translating advertising headlines, body copies, and images. The study also highlights the marks of linguistic inaccuracies found in the translated brochures.

For more clarifications of the main objectives of this study, the following few pages introduce the statement of the problem, the purpose of the study, the significance of the study, and the questions that the study tends to answer.

#### **1.4. Statement of the problem**

Translation of brochures is very important as many commodity providers depend on them to improve their sales. For example, Krista (2004) examines the effects of a good brochure. She states that "a good sales brochure does more than explain and inform. It also persuades. It translates your facts and features into customer benefits" (<http://www.morningstarmultimedia.com>). Krista's words imply that translators of advertising brochures have to be careful to produce effective target texts that convey the same message of the original text. That is because a badly translated brochure may deter sales.

Through observation of brochures advertising several types of personal care products, it becomes clear that translating such advertising brochures is a problematic issue due to difficulties in translating brand names such as "Lux", "Silca", "Vatica", and "Indola" because such items belong exclusively to the source culture (SC), so they often lack direct equivalents in the receiving language. Further, translators of advertising brochures may face difficulties in translating culture-specific concepts such as "sexy", or "cohol" whose literal translations may sound offensive for the target audience in the Arab context. Another difficult area arises from the fact that brochure advertisements concerning personal care products are usually loaded with technical terms like "Pongamia globra", "Elastin", "Curcuma longa", "Hibiscus rosa-sinensiss", "AHA", and "THPE". Such technical

terms are of different origins other than English. Therefore, they constitute a challenging process for translators. Hence, translators of advertisements have to do a little research when that seems necessary.

The aforementioned problematic issues may lead to translation inaccuracies that may cause message distortion. To deal with such problems, the translators can utilize specific translation strategies, and so this study will mainly explore the translation strategies adopted in translating English brochures advertising personal care products into Arabic. The study also sheds light on the linguistic inaccuracies that appear in the translated material of the corpus brochures.

### **1.5. Purpose of the study**

This study examines the translation of a sample of brochure advertisements concerning personal beauty and health care products. Producers of such products distribute these brochures to many pharmacies, cosmetic stores, and health care clinics in several Palestinian cities from which the cities of Ramallah, Nablus, and Jenin are selected.

The study identifies and categorizes the translation strategies and the linguistic inaccuracies found in the translated material under study.

Specifically, this study focuses on analyzing the advertising headlines, advertising body copies, the use of images, and the linguistic inaccuracies in brochure translation.

The study also attempts to offer possible solutions for translation problems. It also offers suggestions and recommendations which may

hopefully facilitate the task of those interested in translation and give possibility for further studies in the field.

## **1.6. Significance of the study**

The significance of this study arises from the scarcity of research on this topic. This study is considered a pioneering step in this field because through research, to the best of the researcher's knowledge, it is noted that just few papers<sup>1</sup> tackle the topic of advertising brochures as a genre. Only one study<sup>2</sup> has directly dealt with the linguistic problems of translating Arabic tourist brochures into English. However, the researcher has found no study dealing directly with the translation strategies and problems of translating brochures from English into Arabic. More specifically, no study has yet explored translating English advertising brochures concerning personal care products into Arabic, so this area will be the main topic of this research.

This study works as a descriptive and analytic one which attempts to describe the genre of brochure advertisements. The study also identifies the strategies used by translators to render effective personal care advertising. Certain instances of translation inaccuracies are also identified in order to help translators to be more careful in the translating process. This, in turn, leads to better translations, of course.

---

<sup>1</sup> Jones, G. (1976). *How to Prepare Professional Design Brochures*. New York and San Francisco: McGraw-Hill, Inc.

Hansen, J. (1997). "Translation of Technical Brochures." In Trosborg, A. (ed.), *Text Typology and Translation* Vol. 26. pp. 185-202.

Krista (2004). "Benefits of Brochures – How to Create an Effective Brochure." Available on 14<sup>th</sup> Oct. 2010, from <<http://www.morningstarmultimedia.com>>

<sup>2</sup> Obeidat, E. (2005). Problems in Arabic – English Translations of Tourist Brochures in Jordan. Unpublished MA Thesis. Yarmouk University.

## **1.7. The questions of the study**

The present study attempts to answer the following questions:

1. What is the state of translating English personal care brochures into Arabic?
2. What factors influence the translators' decision-making process?
3. What are the main strategies adopted by translators of advertising brochures concerning personal care products at various levels?
4. How do translators specifically tackle brand names and technical terms in brochures advertising personal care products?
5. Are there any remarks of inaccuracy in translating advertising brochures about personal care products? If so, of what type are they, and how can they be explained?

## **1.8. Chapters structure**

The sequence of the coming chapters will be as follows:

Chapter II introduces a review of the related literature, the corpus of the study and the data collection, the methods adopted in analyzing the data, and the limitations of the study.

Chapter III presents tables with explanations showing findings on translation strategies adopted in translating direct and indirect headlines. The chapter shows that transliteration is frequently used in rendering advertising headlines. It is clear that transliteration is used to solve the problem of non-equivalence in the target culture (TC), and so it is a

translation strategy used to fill the cultural gap between the SC and the TC. Besides, transliteration is used to reflect a sense of prestige which helps satisfy customers' preferences.

Chapter IV tackles the translation of the body copies of advertising brochures focusing on two major categories including translating technical terms as well as images. The chapter shows that translators opt to transliterate technical terms whose direct equivalents are not available in the TC, and, in few cases, translators borrow technical terms which are in circulation in the TC. Further, the strategies of literal translation, substitution, and couplets are utilized to render easily comprehensible target texts. Moreover, the chapter shows that translators seldom modify images used in advertising texts. That is because changing images and designing new ones is a time-and-money consuming process.

Chapter V explores remarks of linguistic mistakes with the explanation of possible causes and the recommended renderings. The chapter shows that the translated material contains a few examples of incoherent sentences, mistranslations, and misspelling of a few words. The lack of coherence is due to differences between the linguistic structures of both, the SL and the TL. Besides, mistranslations and misspelling can be attributed to the inaccurate use of dictionaries, oversight, lack of attention, or to the lack of proofreading.

Finally, the thesis ends with specific conclusions that the researcher has come up with after the analysis of the data and the discussion of the findings. The thesis also provides recommendations that could possibly be helpful in translating brochure advertisements. In short, the overall findings of the study reveal that translators did not always stick to a specific method

of translation. Instead, their choice ranged between formal equivalence and dynamic equivalence. For example, the translators sometimes adopt formal equivalence through the use of the strategy of literal translation, while, they resort to dynamic equivalence to render the message more communicatively without giving every single word in the ST its literal meaning in the TT. Here, the dynamic equivalence gives translators a certain degree of freedom. Therefore, translators can add slight changes to the style through the use of techniques of adaptation, addition and omission. Clearly, the choice of suitable translation strategies is determined by several factors including the type of receptors, the purpose of translation, the TL, the target culture and context.

## **Chapter Two**

### **Scope and methodology**

This chapter highlights the review of related literature, the corpus of the study, the data collection, the methodology adopted in the process of analyzing data, and the limitations of the study.

In her attempt to achieve the purposes of the study, the researcher views more and more aspects that are relevant to the field of advertising and its translation through examining a few of earlier studies. The main points of the studies will be briefly examined in the coming part of this chapter.

#### **2.1. Review of related literature**

Intensive reading of past researches reveals that advertising has influenced various aspects of our life. Therefore, it is needed by different types of receptors in order to know about the product or the service advertised. For an advertisement to reach vast audiences who speak different languages and for advertisers to become able to market and distribute their products in countries other than the country of origin, there is a crucial need for multilingual communication that can be achieved with the help of translation and translator. This idea is made clear by Obeidat (2005: 1) as she has cited that Holloway (1998) claims that "translation has been the recourse of many advertisers [...] to overcome the barriers imposed by the language and the culture".

Concerning translating advertisements, Smith and Klein (1997: 175) argue that translating advertisements is not an easy task. Therefore, only a

few articles and short papers have been written about this topic as Munday (2004: 210) states that "advertising translation has long been ignored in translation theory". Despite stating so, Munday points out that "things have come to change recently". This change is emphasized by Al Agha (2006: 3) as he points out that "the past few decades have witnessed an increased demand for the translation of advertisements from English into Arabic".

In this section of this study, the researcher is going to review the work done on this topic. The studies tackle three main issues including the procedures that are appropriate for dealing with the language of marketing materials in general and advertisements concerning personal care products in particular, the strategies involved in the process of translating advertising materials, and the linguistic inaccuracies that have been observed by translation researchers.

A broad sense regarding the translation of advertisements is made clear by several scholars. For example, Leonardi (n.d.) emphasizes that the translation of advertising texts can not be considered as a "mechanic activity" but as a "negotiation process" which involves decision making that is usually affected by certain factors including the author, translator, target audience, the translation commission, the purpose of translation as well as the ST versus target text (TT) culture and context ([www.ruc.dk/leonardi-Khoutyz.pdf](http://www.ruc.dk/leonardi-Khoutyz.pdf)).

Further, as cited by Ho (2008: 189-213), Wong, a professional translator in the field of advertising, says that the translation of advertisements as well as brand names, is an "intentional act of betrayal" (ibid: 190). Wong means that translating advertisements requires "creative interpretation" (ibid). In other words, translators of advertisements must not

be extremely faithful or loyal to the original because Wong (ibid) points out that the successful translator of advertisements must use appealing language that is persuasive enough to make customers consider purchasing the product. Ho (2008: 192) agrees with Wong as he says that if the translation of advertisements is persuasive enough, it will "win the consumers' hearts", so the effect of the advertisements will "reach the consumers' pocket ignoring everything else" (ibid).

Similarly, Chau (1984) as cited by Ho (2008: 192) points out that translators of advertisements should adopt the strategy of "the beauty of disloyalty". Chau (1984) means that translators have to manipulate the social and cultural values in order to meet the target audience expectations. Additionally, Ho (ibid: 193) has cited that Ganse (n.d.) states that "if advertisement translation does not hit home, the consumer will not buy". This idea emphasizes the need for the translator's creativity which can be made possible through adopting the strategy of adaptation. Precisely, Ho (ibid: 193-196) summed up the whole process of translating advertisements by saying that it is a process of "covert translation" in which the translator uses "cultural filter" that makes the translator "less visible" or "totally absent". In a word, Ho (ibid: 197) states that "advertising translation is interpretation rather than translation in its strict sense".

The translatability of advertising material is doubted by people who often wonder whether marketing material "can actually be translated or it needs to be created from scratch". As a step of responding to these wonderings, Dorey (2009) wrote a report entitled "Can you really translate marketing material?" In fact, Dorey (2009) agrees that "it is possible to

translate marketing material that has to be 100 % - faithful-to-the marketing material". She states that being faithful and keeping the same effect of the source text is possible, but this requires adapting the message where appropriate. Because of this, Dorey (2009) gives certain tips needed for translating marketing material. She recommends translators to know both the source and the target cultures well in order not to lose the impact of the message in translation. Thus, the marketing material will work well in different languages. Moreover, in her report, Dorey (2009) focuses on the advice given by the translator Sam Berner who has a sufficient experience in adapting marketing materials to Middle Eastern markets. She reports that Berner recommends that translators need to understand the culture and the subculture of the audience at which the translation is aimed, and then do a "free translation that keeps the same effect that the original text does for its native market." Ultimately, Dorey (2009) points out that one of her clients is right as he calls translation of marketing material as "transcreation". She states that "this term sums up the whole process nicely" ([www.marketingtranslationblog.com/~~/](http://www.marketingtranslationblog.com/~~/)).

The transcreativity is valued by scholars who comment on the translation of advertisements concerning personal care products. For example, Sunflower Agency which was originally established in the Czech Republic, and which has twenty years of experience in translations in the fields of beauty and health care has quoted Voltaire's comment on the process of translating the language used in the field of personal care by saying "Woe to the makers of literal translations, who by rendering every

word weaken the meaning! It is indeed by doing so that we can say the letter kills and gives the spirit of life" (<http://www.sunflower-agency.com>). Obviously, Voltaire means to reveal that the art of translation is not a formal process that involves one-to-one translation. But, translators in this field are effective communicators. In other words, translators must have the ability to deal with cultural concepts, terminology, and jargon words. Translators can modify, omit, insert what is necessary for them to create an accessible translation which is appropriate to the world of cosmetics.

At this point, it can be said that creativity in translating advertising texts can be utilized for several reasons. For example, Al-Tahtamouni (2006) believes that creativity gives the translator the chance to simplify jargon words, or to manipulate or modify the ST in order to achieve the same effect on the target audience, as that intended by the author of the original text. Besides, Snell-Hornby (1999) believes that translators' creativity helps them to widen their cultural and linguistic knowledge which will help translators to play the roles of cultural mediators and to master the appropriate uses of words. Consequently, translators will render adequate and effective target texts that can let the readership feel the effect of the advertisements.

Generally speaking, translating advertising texts is a challenging process through which translators may adopt problematic strategies that may lead to mistranslations which are considered a sign of inaccuracy. The issue of translation inaccuracy has not been ignored by researchers. For example, Al-Tahtamouni (2006) focuses on analyzing the linguistic errors in the translation of cosmetic language from English into Arabic. He

believes that cosmetic jargon terms can be well comprehended only by specialists in the field of cosmetic care, and so the translators who have insufficient exposure to the cosmetic jargon terms are likely to produce inaccurate translations. Further, Al-Tahtamouni believes that mistranslation often occurs in translating brand names because translators usually avoid making big changes in translating commercial names of products for the sake of having one international brand name used everywhere. Consequently, translators transliterate brand names. However, Al-Tahtamouni (2006) emphasizes that brand names and certain jargon terms that can have comprehensible equivalents have to be meaningfully translated to consumers. Therefore, he considers transliteration of such brand names, or jargon terms, as a translation problem since this leads to message distortion and unnatural sentences. Al-Tahtamouni (2006: 68) points out that such a problem "can be attributed to the translator's assumption that what is linguistically unfamiliar to consumers attracts them more than what is familiar to them".

Moreover, Asqalan (1997) studies the translation errors that appeared in translated documents related to the field of health care. The Ministry of Health in Jordan published those documents between 1973 and 1997. Asqalan (1997) has found out that most errors result from the difficulty of establishing translational equivalents for technical terms used in the field of health care. To suggest a solution for this problem, Asqalan states that translators have to refer to the context in which the term is used in order to come up with an equivalent that has similar relevance of the source language term.

Further, Rusu (2000) investigates a variety of aspects related to the language of advertisements through examining a sample of English magazine advertisements. Rusu (2000) points out that English advertisements usually contain culture-bound concepts that require special attention from the translators. In short, Rusu (2000) concludes that translation of all types of advertisements constitutes an interesting and challenging process which requires skilful abilities from the part of the translator.

Finally, it can be said that the linguistic problems such as misspelling and mistranslation that the translated material has usually cause loss in the informative function. Zequan (2000) tackles the issue of loss and gain that may occur in the textual meaning in the translation of advertisements. Zequan (2000) suggests that the solution of the problem of the loss of meaning in translation is the choice of an appropriate translation strategy. Hence, Zequan (2000) suggests some translation strategies that translators have to adopt in order to compensate for the loss that may occur in translation. He calls such strategies "redrafting strategies" which are addition and explication ([www.http://accurapid.com](http://accurapid.com)).

To sum up, it can be said that the translation of advertisements is considered a decision making process in which the translator has to judge every single word translated and to think of the best way to translate it. In this process, translators sometimes recreate the source text through employing a set of modifications. Such modifications are sometimes necessary to make the product effective, accessible and desirable. Through modification of the original texts, translators could adopt various translating strategies, and translators may also make some inaccuracies due

to cultural or linguistic differences between the source context and the target one.

Specifically, this study is intended to explore the translation strategies and the linguistic inaccuracies that appear in translating advertising brochures concerning personal care products. The study also traces problematic sites in Arabic translations and describes the way they were handled, and it describes the overall translation approach used in the translation of this particular text type.

## **2.2. Corpus of the study**

Out of more than sixty advertising brochures concerning personal care products, a set of 35 English-Arabic pairs of brochures was chosen for the sake of the study. The brochures are available free of charge in certain pharmacies, cosmetics stores, and with cosmetics sales representatives and agents in many Palestinian cities including Ramallah, Nablus and Jenin. selected brochures advertise various kinds of health and beauty care products. Specifically, they deal with several types of commodities including body lotions, facial creams, toothpastes, shaving creams, shampoos, soap, perfumes, hair-care products, health-protecting products as well as make up products.

## **2.3. Data collection**

The corpus of this study was collected over the period between January 1<sup>st</sup>, 2010 to June 10<sup>th</sup>, 2010. The researcher obtained the cosmetics brochures from different sources. For example, fourteen brochures were taken from an advertising company, pharmaceuticals company, and four pharmacies in Ramallah. Another twenty brochures were collected from

different sources in Nablus. The brochures were given to the researcher by a sales representative and an agent of cosmetics products, four owners of stores for personal care products, and five pharmacists working in Nablus city. Only one brochure is given to the researcher by a sales representative of personal care products in Jenin. The brochure is designed in a form of a catalogue that advertises more than forty products.

The catalogue brochure is divided into six sections. The first section is concerned with facial care products for women. The second section promotes personal care products for men. The third section is about body care products. Section Four promotes anti-sunburn products. The fifth section is about anti-aging products. The final one advertises hair-care products.

## **2.4. Methodology**

The study examines a set of thirty five (35) English-Arabic pairs of personal care advertising brochures with relation to several aspects such as direct and indirect headlines, the technical terms and the images that are used in the body copies (texts), as well as the linguistic inaccuracies in the translated material of the corpus brochures. The focus of the study will be on the translation strategies and the types of the linguistic inaccuracies encountered in the translations of the corpus brochures.

Specifically, the researcher uses both descriptive and analytic methods. It is descriptive with regard to describing the features of brochure advertising as a genre. Besides, the analytic method is used through the analysis of the various brochure categories such as brand names, headlines, body copies, and images in terms of translation strategies and linguistic inaccuracies.

Further, to enhance the researcher's analysis of brochure categories and to supplement the written sources, the researcher conducted eighteen (18) personal interviews with pharmacists, beauty experts, sales representatives, a translator as well as specialists in the field of dentistry because these subjects have relevant experience in the field of personal care, and they are in direct contact with customers, and so they are familiar with customers' preferences (see Appendix IV, pp. 113-115).

## **2.5. Limitations of the study**

Through the observational survey of previous studies, it is noted that not much has been written about the translation of advertising texts. No study, to the best of the researcher's knowledge, dealt with the translation of English brochures into Arabic. Accordingly, the researcher decided to conduct this study which is limited to brochure advertisements. More specifically, the study is devoted to the translation of English-Arabic brochures advertising personal care products.

Although the researcher has done her best to come up with a significant study, she acknowledges the following limitations:

- 1) The corpus of brochures is limited to 35 versions because many brochures are written only in English, and many others are written only in Arabic, and so the difficulty was in finding pairs of brochures, the English version and its Arabic counterpart.
- 2) The area of the study is limited to three Palestinian cities: Ramallah, Nablus, and Jenin. Gaza city is excluded because of difficulties in communication due to political reasons.

## Chapter Three

### The translation of headlines

This chapter discusses the translation strategies adopted in the process of translating brochure headlines. Translations of both kinds of headlines including direct and indirect ones are examined.

Regarding advertising headlines, Wells et al. (2000: 324) as well as Smith (2006: 160) agree that the headline of print advertisements is the most important element in which words and visuals work together to communicate the idea in the best way possible. A recent study by Arens et al. (2009: 653) defines an advertising headline as "the words in the leading position of an advertisement – the words that will be read first or that are positioned to draw the most attention". Another definition reveals that a headline is "an informative or benefit oriented statement, usually in large type, intended to quickly attract a reader's attention and create interest in reading the copy" (<http://en.mimi.hu/marketingweb/headline.html>).

The advertising expert David Ogilvy says "[t]he wickedest of all sins is to run an advertisement without a headline". He means that headlines are important as they show readers brands and tell them how they benefit by using the advertised product (<http://www.presentation-pointers.com/show>).

Headlines must not be complex or too difficult. This point is explained by Ogilvy who says that the advertising headline must follow the "**KISS** theory"; that is, "**Keep It Simple, Stupid**" (<http://www.presentation-pointers.com/show>). This means that headlines have to be clear enough in order to be easily understandable by average readers.

According to Wells et al. (2000: 324-325), the importance of advertising headlines is attributed to the fact that headlines serve two purposes. First, headlines carry the persuasive content to encourage receivers to read on and, hopefully, buy the product. Secondly, headlines save the time of people who do not have much free time, so these quick-to-glance customers may read the headline and nothing more.

Generally, headlines can be of several forms. According to Arens et al. (2009: 364), the first kind is called the "information" headlines. Such headlines express promises with the help of visuals. They attract the receivers and lead them to read the body copy. The second form is called "provocative" headlines. Such headlines arouse the audience's curiosity and tap their imaginations. To learn more, the readers read the body copy. Another kind is a "question" headline. This headline asks a question for which readers try to find the answer in the body of the advertisement. A good question headline stimulates the readers' desire and arouses their curiosity. If the headline asks a question that can be easily answered by saying 'no', the customers may not feel interested to read the body copy. The last kind of headlines is the "command" headline which asks readers to do something that is for their benefit.

Headlines can also be grouped by the type of information they carry into two general categories including direct and indirect action headlines. Wells et al. (2000: 325) point out that direct headlines identify the product with the focus on brand name rather than the product benefit. Unfortunately, direct headlines sometimes fail to lead the reader into the message.

The second category is the indirect headlines. They are informative like direct ones, but they give the information in a different way. Indirect headlines do not often provide as much information about the brand or the commercial name of a certain product, but they reveal the main advertising message, and they draw the reader into the positive effects of the product being advertised (Wells et al., 2000: 325).

The issue of translation strategies that are usually adopted in the process of translating advertising headlines has been studied by Smith (2006: 159) who has found that translators usually adopt three broad translation strategies in translating advertising headlines. The first strategy is called "transference" (ibid). Smith (2006) explains transference as "untranslated retention of the original" (ibid). Here, translators keep the source language word as it is in the TT. In other words, the source language word is exactly copied in its own letters to the TT. Smith (2006) points out that transference of the source headline:

highlights the foreignness of the product being advertised, relying on the source cultures attractiveness to the target audience, or to enhance recognition of a brand name as well as offering an example of globalizing tendencies. (159)

The second strategy is known as "source language-oriented translation". This strategy focuses on maintaining the exact source message in the target headline. In this strategy, loss and addition can be found, but translators mainly show their faithfulness to the ST. Smith (2006: 159) has named the third strategy as target language-oriented strategies. Smith emphasizes that when this strategy is employed, "translators have more freedom to be creative and to create headlines" (ibid).

Upon careful reading of the 35 English advertising brochures and their Arabic counterparts, it has become apparent that the translators adopt various translation strategies which range from transliteration to literal translation and adaptation. Such strategies help translators to be faithful to the ST, on one hand, and to meet the expectations of the target audience on the other.

The researcher has observed that translation strategies such as transliteration, transference, literal translation, addition, omission, and adaptation are used 48 times in translating direct headlines and 60 times in translating indirect headlines of the 35 brochures. Table 1 below shows the frequency of each strategy. Analysis explains when and why each strategy is used. The researcher assesses the effectiveness of translation choices, too.

**Table (1): Frequency of translation strategies used in translating headlines**

	Translation Strategy	Frequency	Percentage
<b>Direct Headlines</b>	Literal translation	5	10 %
	Transliteration	26	54 %
	Transference	5	10%
	Adaptation	1	2 %
	Addition	5	10 %
	Omission	6	13 %
	<b>Total</b>	<b>48</b>	
<b>Indirect Headlines</b>	Literal translation	12	20 %
	Transliteration	13	22 %
	Adaptation	10	17 %
	Addition	20	33 %
	Omission	5	8 %
	<b>Total</b>	<b>60</b>	

### 3.1. Literal Translation

One may wonder whether translators should translate words, sentences, or ideas. Generally, this idea is called the unit of translation which should be as short as needed, or the text as a whole can be dealt with as a unit of translation. However, Newmark (1988: 69) says that "literal translation ranges from one word to one word [...] through group to group [...], collocation to collocation [...], clause to clause [...], to sentence to sentence".

Further, Venuti (2000: 36) defends literal translation when addressing translators by saying:

be accurate, you have no license to change words that have plain one-to-one translations just because you think they sound better than the original, though there is nothing wrong with it...

Clearly, Venuti's words encourage translators to adopt literal translation when they deal with words that have direct equivalents in the TL. That is because such equivalents will convey the intended message adequately.

Concerning the headlines of the sample of the study, literal translation is used only 5 times out of the total occurrences (48) of all translation strategies used in translating direct headlines. However, literal translation is used 12 times out of a total of (60) of all occurrences of translation strategies employed in translating indirect headlines. Below is a table that shows headlines that have been literally translated.

**Table (2): Literally translated headlines**

	STs	TTs
<b>Direct Headlines</b>	Facial Care	العناية بالوجه
	Body care	العناية بالجسم
	Hair care products	مستحضرات العناية بالشعر
	Personal care products	منتجات العناية الشخصية
	Personal & skin care	منتجات العناية الشخصية والعناية بالبشرة
<b>Indirect Headlines</b>	Cleansing foam or cleansing bar	قطع التنظيف أو رغوة التنظيف
	Ideal skin care for moisture protection	عناية مثالية بالبشرة لحماية الرطوبة
	The ideal skin care	العناية المثالية بالبشرة
	Liquid face and body wash	غسول الوجه والجسم السائل
	Why is my skin so prone to spots ?	لماذا تعتبر بشرتي من النوع المعرض لظهور الحبوب؟
	Reduce redness and size of spots - fast	قللي الإحمرار وحجم الحبوب- سريعاً!
	Almond & cucumber peel-off mask	قناع مقشر باللوز والخيار
	More stretching less marking	شد أكثر علامات تجعد أقل
	Simple steps for beautiful feet	خطوات بسيطة نحو أقدام جميلة
	Puffy eyes ?	[عينان منتفختان] عينين منتفخة
	Imagine living a fresher day, everyday	تخيلي حياتك منتعشة أكثر، كل يوم
	Exfoliating cleaner	المنظف القاشر

Nearly all the examples in Table 2 above sound good with literal translation. This successful application can be attributed to several reasons. First, there is a direct correspondence between the STs and the TTs, and so the translators are able to produce target headlines which seem to be as short and appropriate as the source headlines. Secondly, the intended message is clearly delivered in the target headlines. Besides, the main

functions of the products are stated and the promotional value is highlighted in both, source and target headlines.

In her attempt to ascertain whether the way in which brochure headlines are translated may affect customers' choices in the marketing process, the researcher interviewed thirteen pharmacists, two beauty care specialists, and an agent of an advertising company because they have close contacts with customers in the field of personal care, so they are familiar with customers' preferences.

The participants' responses showed that 69 % (eleven out of sixteen interviewees) pointed out that their customers usually ask for products whose commercial names sound foreign because they trust the reliability of such products. This case proves that literal translation is not totally accepted in terms of direct headlines of personal care advertisements because direct headlines are considered brand names that are intended to be used everywhere. In this case, brand owners may not allow any changes for their brands because having various versions of the same brand name may negatively affect the specialty and the reliability of the original product.

Regarding translating indirect headlines through which the products' benefits are stated, 100 % of the interviewees said that the advertised products usually achieve great acceptance by the intended receptors when the main benefits and the how-to-use instructions are clearly stated in the TL. In this case, literal translation is considered an appropriate strategy through which translators provide customers with basic information that may persuade customers and arouse their desires to try the advertised products. (see Appendix IV, p. 113).

### **3.2. Transliteration and transference**

Catford (1965: 66) defines transliteration as the strategy in which the translator represents the sounds of the SL word using the TL writing system. Further, Stalls and Knight (1998: 34) call transliteration as "phonetic translation". Regarding the use of this strategy, Shukri (شكري) (2004: 13) emphasizes that the translator resorts to transliteration when s/he comes across items that have no TL counterparts, and so transliteration solves the problem of non-equivalence in the TL.

The issue of transliterating advertising direct headlines has been investigated by Ran (2010: 111). He argues that "direct headlines work as brand names, and so their translation must transmit their rich cultural connotations, reflect their deep culture [...] and meaning, and only so it can be widely accepted by the receivers". This indicates that when brand names are transliterated, more consumers know and remember them because of their "simplicity and memorability which will leave an unforgettable impression on the consumers" (ibid: 13). Following are selected examples of transliterated headlines taken from the sample of the study:

**Table (3): Transliterated headlines**

	Source Texts	Target Texts
<b>Direct Headlines</b>	Miss Beauty	مس بیوتی
	Care Code	کیر کود
	Pure	بیور
	Original Love	اورجینال لف
	Pond's Age Miracle	بوندس ایج میراکل
	Babble	بل
	Beauty Code	بیوتی کود
	Avera Cream	أفیرا کریم
	Scholl	شول
	Silca	سلکا
	Correction	کوریکشن
	Nivea Soft	نیفیا سوفت
	Nivea Visage	نیفیا فیزاج
	Limara	لیمارا
<b>Indirect Headlines</b>	Fresh Shower	فریش شاور
	Spa Shower	سبا شاور
	Forever Bright Tooth Gel	فوریر برایت توٹ جل
	Forever Aloe Scrub	فوریر آلو سکراب
	Forever Marine Mask	فوریر مارین ماسک
	Aloe body toner	آلو بودی تونر
	Aloe Activator	آلو اکتیویتور
	Aloe MSM Gel	آلو ایم ایس ایم جل

The strategy of transliteration is widely used in translating advertising headlines especially direct ones. Specifically, it is used 26 times (54 %) out of 48 times which represent the total number of occurrences of the whole strategies used in direct headlines. Whereas it is used only 13 times out of 60 (22 %) in indirect ones (see Appendix I, p. 108 for a full list of transliterated headlines). The above mentioned examples concerning direct headlines help the researcher to conclude that the translators transliterate brands to avoid the problem of dealing with words that have no

exact equivalents in the TL or to avoid producing funny, ambiguous or misleading translations. Therefore, Pollard and Chan (2001: 188) are right when they say that the benefit of transliteration is that it makes the target reader closer to the original at least phonologically as well as it helps the translator to avoid giving inadequate translations, especially for commercial names of products which are intended to be used as brand names that are circulated among various vast audiences.

On the other hand, indirect headlines have double function. They inform, and they advertise. They do not focus on the brand name as much as they focus on the benefits of the products. Therefore, transliteration is used only 13 times in indirect headlines. However, transliteration may be applied inappropriately, and so it may cause distortion of the source message. In the example "Forever Bright Tooth Gel", the translator has transliterated words that have equivalents in the TL and that can be translated in a way that can clearly convey the intended message to the audience who rarely read the rest of the advertisement. In this case, the name of the product illustrates its function. Consequently, the researcher suggests that this example should be given a translation which is faithful for both, the target receptors and the SC. The headline should be rendered as: فوريفر لأسنان دائمة اللمعان

In her attempt to compare translating headlines in brochure advertisements with headlines in other forms of advertisements such as magazine or TV advertisements, the researcher has found that Al-Shehari (2001) analyzes 27 English magazine advertisements and their Arabic translations to conclude that translators of advertisements in the Arab world frequently transliterate brand names. Besides, Fraiwan (2007) investigates

25 English TV advertisements out of which 14 advertisements are about cosmetic products. In her analysis of the Arabic translations of her corpus, Fraiwan (2007: 80) concludes that "transliteration is frequent in all advertisements because they are all brands". At this point, it can be said that transliterating brand names is generalizable.

Very similar to the strategy of transliteration is the strategy of transference which reflects the translator's faithfulness but in a greater extent than transliteration because in transference the source headline is transferred to the TT in the source language letters. Smith (2006: 159) defines transference as "untranslated retention of the original". That is to say that the ST transferred words are exactly copied to the TT. Concerning the strategy of transference, the corpus brochures of this study contains five cases in which the English direct headlines are transferred to the TTs in English letters as shown Table 4.

**Table (4): Completely transferred headlines**

	<b>STs</b>	<b>TTs</b>
<b>Direct headlines</b>	Perfect Color INDOLA	Perfect Color INDOLA
	GLAB®mini	GLAB®mini
	Carefree	Carefree
	Nivea	Nivea
	Darmae	Darmae

Regarding the matter of the complete transference of direct headlines to the TTs, the interviewed pharmacists and a beauty expert attributed such complete transference to several reasons. For example, they said that the age of globalization helps create multilingual advertisements with more and more foreign terms. English as a universal language dominates the field of

advertising, so it is used to create advertisements that meet the expectations of readers from different backgrounds. Further, the pharmacists added that the transferred brands are considered famous brands whose owners do not allow any changes; besides, such brands are usually preferred by consumers because they consider foreign terms as signs of quality, sophistication and originality, and so they generally trust foreign products (see Appendix IV, p. 113).

Frankly, the researcher criticizes the complete transference of the

headline "Perfect Color" which is rendered as "Perfect Color". It seems
NDOLA INDOLA

that the translator completely transferred words whose meaning is necessary for delivering the message. In this case, transference gives no direct sense in the target text as it is not informative especially for average readers whose English is poor. Hence, such a rendering violates the brochure norms of clarity and simplicity. Besides, meaning loss and distortion may occur. In this case, copying the headline in the TT is not justifiable because the headline can be rendered more meaningfully as اللون المثالي. However, the researcher discussed this issue in her personal interviews with sixteen participants who have experience in the field of personal care marketing. For example, in a face-to-face interview the co-agent of Misk Advertising Company in Ramallah commented by saying that the commercial name of a product must be transliterated or transferred to reflect its originality because if the commercial name is literally translated, this will add to the possibility of imitating the product. He added that the product manufacturer usually obtains legal protection for the product's composition in order to prevent competitors from copying the product. Consequently, if the brand name is substituted with an equivalent,

this creates a product with two commercial names. In this case, competitors will have conflicts among each other.

Further, a pharmacist, in Ramallah, agrees with the co-agent's view because she believes that translating the commercial names of products will increase the chance of having more than one name for the same product, and in such cases customers will have difficulties in identifying two different names for the same product. She added that this will badly affect the original producers of the original product. Then the product will become unreliable.

The other eleven pharmacists as well as two beauty experts agreed with the aforementioned opinions because they believe that globalization helps advertisements to have multilingual headlines or even texts to meet the expectations of customers from different backgrounds. They added that most of their customers trust foreign products, so they strongly agreed that brand names must be transferred or transliterated in order to reflect originality and to avoid producing meaningless or funny translations (see Appendix IV, p. 113).

After discussing all the previous opinions, the researcher suggests that the strategy of partial translation could make for a reasonable solution that helps translators to be faithful to the ST and the TT. Therefore, the researcher suggests that the headline in question can be rendered using the strategy of couplets which combines transliteration and literal translation at the same time as "اللون المثالي".

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In sum, transliteration and transference as translation strategies sometimes do not satisfy the receptors' expectations, and literal translation may not be appropriate, attractive, or appealing enough to be used in an advertising text. In this case, translators may adopt the strategy of adaptation which will be discussed in the coming section.

### **3.3. Adaptation**

Hatim (2001: 19-20) defines adaptation as the adjustment in which techniques such as addition, omission, and cultural substitution can be employed. Ultimately, these techniques work together to enhance the readability of the TT in a way that helps to clarify the intended meaning for it to be easily comprehensible to its receptors.

The issue of adapting advertisements in translation has been tackled by Guid re (2006). In his study, Guid re has examined a thousand advertisements translated into the main international languages (English, Spanish, Portuguese, and Arabic). Guid re (2006) claims that translators adopt the strategy of adaptation for the sake of necessary functions. First, translators adapt the ST to manage cultural differences. To illustrate this point, Guid re (2006) says that translators of advertisements have to pay attention to the socio-cultural aspects of the target market including religion, social habits, rules of conduct and ethical norms. Secondly, translators of advertisements use adaptation when they tackle technical terms. Technical terms can only be understood by a particular group of specialists. Therefore, translators usually substitute technical terms with easier words that make the message much clearer and perfectly understandable to the target audience. One more function of adaptation is that it enables translators to add words that add a promotional value of the

product and help customers have good understanding of the advertising message as well.

Adaptation is used in the sample of the study only one time out of 48 times presenting different translation strategies used in direct headlines. The source headline is "Ginkgo Biloba from Amanacare". Here, adaptation is used to substitute the technical term "Ginkgo Biloba" which is considered complex and unfamiliar notion with easier phrase to convey the message more clearly. The translator of this example seems to be creative as s/he creates a lexical term which is functionally relevant to the original term. The website ([www.http://ezinearticles.com](http://ezinearticles.com)) shows that "Ginkgo Biloba" is a herbal medication used in North America. This herb is recognized for its memory improvement effects as it improves blood flow to the brain and enhances mental clarity. Based on this point, the translator rendered the term in question as "مغذي الذاكرة". Such rendering is considered successful because it emphasizes the main function of the advertised product in a way which is easily comprehended by the average receptor.

On the other hand, adaptation is used 10 times out of 60 times in rendering indirect headlines. Only one headline is adapted for cultural reasons. This headline is "The secret to sexy skin". It appears as an indirect headline in an advertisement that shows a semi-naked young girl who enjoys having a smooth touch as a result of using a special kind of cream.

Translation-wise, the above mentioned example reveals a cultural gap between the SC and the TC because what is appropriate to one society is not necessarily appropriate to another. Clearly, the translator of the headline in question adapted the word "sexy" and substituted it with the

word "جذابة" which is considered a cultural equivalent that is culturally acceptable in the target context.

Further, through adaptation, translators sometimes create new headlines that highlight the promotional values of the advertised products. Translators add catchy words such as "انتعاش، عطري" which play a crucial role as a persuasive factor in the market of advertising. Table 5 below shows examples of this kind of adaptation.

**Table (5): Adaptation for promotional values**

	STs	TTs
<b>Indirect Headlines</b>	Rehydrating Toner	الملطف العطري
	Wake me up	انعشي صباحك
	Shake me up	انتعاش الحياة

Such cases of adaptations can be considered faithful for several reasons. First, such headlines are not brand names. Besides, such renderings convey the intended effect of the STs in a comprehensible way as they contain simple words that leave no chance for the average reader to misunderstand the intended message.

Besides, translators sometimes did not go for literal translation which could not have delivered the meaning of the intended message, but they applied adaptation through the techniques of omission and addition which help translators to deliver the message in a more appropriate way than the literal translation. Below are examples to clarify this point:

**Table (6): Adaptation through addition and omission**

<b>Indirect Headlines</b>	<b>STs</b>	<b>TTs</b>
	Clear vein cream	كريم معالج لمشاكل احمرار البشرة والشعيرات الدموية والكدمات المنتشرة في الجسم
	Vitamin E cream ( 12 000 ) I.U.	كريم الترطيب العميق لمعالجة حالات جفاف البشرة الشديد
	Vitamin A Retinyl Palmitate Cream 10.000 I.U.	كريم معالج للتجاعيد وعلامات تقدم سن البشرة
	Ester-C with E skin Recovery Complex	كريم الحماية والتجديد والترميم والتفتيح الطبيعي لخلايا البشرة
	Pycnogenol Eye Gel	جل لمعالجة التجاعيد والهالات السوداء والانتفاخات حول العينين
	Ginseng and Ester C Firming Cream	كريم التغذية والترطيب العميق لنعومة ونضارة وحيوية البشرة
	Tea Tree Face and Body Wash	غسول معقم للإلتهابات البكتيرية والفطرية (حب الشباب)

Had the translators translated the headline "clear vein cream" literally, the translation would sound as كريم تنقية الوريد. Naturally, such translation will be considered a failure because it will be confusing since creams are usually intended for external use. Consequently, the translator has succeeded in using adaptation for rendering the headline in question in a way that focuses on the function of the product such as:

"كريم معالج لمشاكل احمرار البشرة والشعيرات الدموية والكدمات المنتشرة في الجسم".

Clearly, employing the strategy of adaptation gives the translator a certain degree of freedom through which s/he exercises his/her cultural knowledge and linguistic abilities by the use of the strategies of addition and omission which will be discussed in the following sections.

### **3.4. Addition**

The strategy of addition allows the translator to add certain words that may help satisfy the target audience. Newmark (1988: 91) points out that a translator may have to add additional information that can be "cultural", "technical" or "linguistic".

Concerning the interviewed pharmacists and beauty care specialists, 56 % (nine out of sixteen) agreed that translators should add necessary information for the benefit of the customers (see Appendix IV, p. 113).

While investigating the corpus of this study, it is noted that the translators used the strategy of addition only 5 times out of 48 times (10 %) in translating direct headlines, while addition is used 20 times out of 60 times (33 %) in translating indirect ones. The difference in percentage can be attributed to the fact that direct headlines aim most to familiarize users with the trademark or the product name; while, translators add more in indirect headlines because they aim to persuade and help the receptors understand the benefits of the advertised products.

The analysis of the corpus of the study reveals that the strategy of addition is adopted to serve purposes such as emphasizing the product's function, promotion, highlighting the main effect of the advertised product, helping customers identify the type of the product they want to use, or for linguistic purposes. The following are examples to clarify such purposes.

#### **3.4.1. The functional purpose**

Advertisements are tools that help meet customers' needs. They also clarify the main function of the advertised products. Therefore, translators

add necessary information to emphasize the functions of the commodities.

Table 7 demonstrates examples of such kind of additions.

**Table (7): Addition for functional purposes**

	STs	TTs
<b>Direct Headlines</b>	Century A to Z Foot Care Cream	فيتامينات سثنشوري أ الى زي. مرهم التشققات ورائحة الأرجل من أمانة كير
	Natural OLEEV Shampoo 2 in 1 olive oil and jojoba oil	شامبو أوليف من الطبيعة، شامبو مع بلسم بزيت الزيتون وزيت الهوهوبا، يحمي الشعر ويغذيه ويمنع تقصفه وتساقطه
	Alcogel	الكوجل (جل صحي معقم لليدين)
<b>Indirect Headlines</b>	Rough around the edges?	لمعالجة الخشونة حول الأطراف
	Gentleman's Pride	جينتلمانز برايد (بلسم بعد الحلاقة)
	Man after shave	مان معطر بعد الحلاقة
	Aloe lips	الوليس (بلسم الألوة للشفاة)
	Acne-n-Pimple Cream	كريم لمعالجة حب الشباب والبثور
	Stretchmarks	علامات تشقق الجلد
	Whitening care	العناية بفتيح البشرة

To clarify additions for functional purposes, let us take the example "Rough around the edges?". Here, the headline sounds as a question to the product user. Let us suppose that the reader answers it negatively by saying no. If that happens, the reader will turn the page without going on to read the body copy of the advertisement. Therefore, the translator of this headline added the word "لمعالجة" in order to change the headline to a declarative sentence that positively focuses on the main function of the advertised product.

Moreover, adding the phrase "بلسم بعد الحلاقة" through using the strategy of addition in translating the example "Gentleman's Pride" helps

translators to avoid funny or misleading translation that may result from literal translation as the headline can be literally translated into "كبرياء سيّد" because the word "Gentleman" means "سيد" (*Oxford Wordpower* dictionary, 1999: 317), and the word "Pride" means "كبرياء" (ibid: 584). Further, the headline may be adapted into a more appealing headline as "فخر الأناقة". In fact, using such translations to render a name for a personal care product sounds ridiculous and not adequate since it tells nothing about the type of product or its function. Besides, using the technique of addition in translating the example in question helps average target receptors to avoid using the transliteration "جينتلمانز برايد" because it sounds odd and difficult to be pronounced.

Further, additions for functional purposes act as persuasive elements that arouse the customers desire to buy the product. That is because functional additions reveal a problem-solving effect, and the additions assure users that the advertised product will help them to solve that problem. Examples of such additions are:

"يحمي الشعر ويغذيه ويمنع تقصفه وتساقطه" and "معقم لليدين".

### **3.4.2. The promotional purpose**

Advertisements are considered marketing tools that carry promotional values which may help persuade customers to choose the advertised products. Table 8 below shows additions that are used for promotional purposes.

**Table (8): Addition for promotional purposes**

	STs	TTs
<b>Direct Headline</b>	Natural OLEEV Shampoo & Conditioner Olive Oil 2 in 1 Jojoba Oil	شامبو أوليف إشراقة الطبيعة مستخلص زيت الزيتون وزيت جوجوبا
<b>Indirect Headlines</b>	Correction cream skin repair	كوريكشن كريم العناية الفائقة بالجلد
	Anti-Acne Cream	مرهم حب الشباب الطبيعي من الأعشاب والفاكهة
	Naturally Care Formulated for results	الطبيعة والجمال حلول طبيعية لجميع مشاكل البشرة

Table 8 above shows that translators sometimes add catchy words to attract the attention of the receptors. Such additions show that the advertised product is distinguished from any other product. Let us take the example "Correction cream skin repair". The headline is rendered as "كوريكشن كريم العناية الفائقة بالجلد". In this example, the addition of the phrase "العناية الفائقة" indicates that the product is extremely advantageous, and it strengthens the persuasive function which helps customers take action to purchase the product.

Another example which focuses on the promotional effect is adding the word "طبيعي" in the third example. This word makes the product more reliable as it assures product users that the product will not have the side effects of any chemical substances.

### 3.4.3. Highlighting the intended effect

Sometimes the strategy of addition is used to give product users a promise that using the advertised product gives an extra benefit along with its main function. Table 9 below shows examples to illustrate this point.

**Table (9): Addition that helps convey the intended message**

<b>Indirect Headlines</b>	<b>STs</b>	<b>TTs</b>
	Young skin	لبشرة شابة خالية من الجفاف
	Cream Hair Remover	كريم مزيل للشعر، إحساس بالنعومة

Table 9 above demonstrates examples of additions that give promise of the benefits of the advertised product. For example, the addition of "خالية من الجفاف" focuses on the benefit behind using the advertised product: moisturizing the skin to make it look younger and more lively. Similarly, the addition of the phrase "إحساس بالنعومة" promises consumers that using the advertised product helps them to have a smooth skin.

#### 3.4.4. Identifying product type

Sometimes translators add words to help the target audience identify the type of the product they want to use. Here are examples that clarify such additions:

**Table (10): Addition to show the type of the product**

<b>Direct headlines</b>	<b>STs</b>	<b>TTs</b>
	Century A to Z Foot Care Cream	فيتامينات سنشوري أ إلى زي. مرهم التشققات ورائحة الأرجل من أمانة كير
	Amanaflex	مرهم أمانة فليكس
	Alcogel	الكوجل (جل صحي معقم لليدين)

Adding words such as "مرهم، جل، فيتامينات" helps customers to identify the product type, and so the users can buy the product that matches their preferences and needs.

### 3.4.5. Linguistic purposes

Translators sometimes add prepositions such as "ب" or "ل" as well as the conjunction "و" to make translation read natural in Arabic and to help receptors have easy comprehension for the translated material. Such additions can be attributed to the differences in language systems between the SL and the TL as we can see in the following examples:

**Table (11): Addition for linguistic purposes**

	STs	TTs
<b>Indirect Headlines</b>	Body care dry normal sensitive skin	العناية بالجسم للبشرة الجافة والعادية والحساسة
	Gentle refreshing toner	تونر رقيق ومنعش
	Gentle face wash gel	جل لطيف لغسل الوجه
	Deep cleansing facial toner	سائل منظف ومقوي للبشرة
	Whitening care	العناية بتفتيح البشرة
	Young skin	لبشرة شابة خالية من الجفاف

In short, it is clear that additions focusing on the product's effects or linguistic purposes only appear in indirect headlines; while, additions showing the type of the product are only found in direct headlines. However, additions for functional and promotional values are used in both types of headlines.

### 3.5. Omission

Omission as a strategy of translation is defined by Iacovoni (2009) as "dropping a word or words from the SLT while translating" (<http://Iacovoni.wordpress.com>). Further, Iacovoni (2009) argues that the strategy of omission can be "the outcome of the cultural clashes that exist between the SL and the TL". As a result of such "clashes", the translator

omits words that do not have equivalents in the TL, or that may not seem natural to the receptors (<http://Iacovoni.wordpress.com>).

Regarding the application of omission in translating advertisements, Fraiwan (2007: 79) states that omission is sometimes justifiable if it is used to delete words that may hinder the acceptability of the TT by its receptors. Otherwise, omission can be attributed to the translator's "carelessness, lack of attention, and ignorance" while translating the advertisement, and so it is considered unjustifiable.

### 3.5.1. Justifiable omissions

Only two justifiable omissions are found in the brochures under study. Table 12 contains both examples:

**Table (12): Justifiable omissions**

Headlines	STs	TTs
<b>Direct headline</b>	Silca blue mint toothpaste	معجون أسنان سلكا مع النعناع
<b>Indirect headline</b>	Facial contour mask powder	بودرة ماسك الوجه

Table 12 above shows two instances of justifiable omissions. The first one is the direct headline "Silca blue mint". This headline is rendered as "معجون أسنان سلكا مع النعناع". Here, the word "blue" is omitted because "نعناع أزرق" would sound unnatural in the target culture (TC) because the mint of the target culture is green. Therefore, translators feel it is necessary to omit the word "blue" and to render the message in a more general way "مع النعناع".

The second justifiable omission appears in the indirect headline "Facial contour mask powder" which is rendered as "بودرة ماسك الوجه".

Clearly, the word "contour" which literally means "محيط" is omitted to show customers that the facial mask is usually intended to cover the face as a whole not just the contour of the face. Using the single word "الوجه" is more meaningful and more natural than "محيط الوجه" in the receiving culture.

### 3.5.2. Unjustifiable omissions

The researcher has come across nine instances of unjustifiable omissions. Observe Table 13 below.

**Table (13): Unjustifiable omissions**

	STs	TTs
<b>Direct Headlines</b>	Silca active plus	معجون أسنان سلكا اكتيف
	Best hair conditioner	بست
	Best shampoo + conditioner	بست شامبو +
	Maya Derm Facial Mask	مايا ماسك
	Herbal shampoo with anti-dandruff	هيربل شامبو من امانة كير
<b>Indirect Headlines</b>	Revitalizing shower bath	شاور باث
	The total renewal treatment mask	الماسك المعالج لتجديد البشرة
	A dental hygiene set for the whole family	معجون الأسنان لكافة أبناء العائلة
	Parmex nail polish remover	مزيل صبغ الأظافر

Translators sometimes apply the strategy of omission incorrectly. All the examples in Table 13 above show unjustifiable omissions three of which negatively affect the promotional purpose of the advertisements. In the direct headline "Silca Active Plus", deleting the word "plus" causes a negative effect on the promotional message because the word "plus" shows that the advertised product has one more good quality that gives a stronger positive effect compared with other similar products or with earlier versions of the same product. Consequently, the researcher suggests the following translation: سلكا ذو الفعالية الإضافية

Other two more examples of such kind of omission appear in the following headlines: "The total renewal treatment mask", and "A dental hygiene set for the whole family". Omitting the word "total" from the first headline has no justification because if "total" is literally translated, it will indicate that the product gives a comprehensive and perfect effect which may satisfy the customers. The headline in question can be translated to something like الماسك المعالج لتجديد كامل للبشرة. Similarly, the word "Hygiene" is omitted although the meaning of this word reveals that the product aims to preserve the health of teeth, and so it has a persuasive function. Hence, the researcher suggests that the headline should be translated as معجون الأسنان الصحي لكافة أبناء العائلة

Another problem which may arise as a result of the inappropriate application of the strategy of omission is that the target receptors will be unable to identify the main function of the advertised product. For example, the headline "Best Hair Conditioner" is rendered as "بست". Such rendering may not be fully adequate because the function of the advertised product is still vague as it is not stated in the TT. Therefore, the headline "Best Hair Conditioner" should be rendered as بلسم / ملطف الشعر من بست. Similarly, the omission of the word "revitalizing" from the headline "Revitalizing shower bath" causes vagueness in identifying the function of the concerned product. In fact, the word "revitalizing" indicates being lively and energetic which is a positive function of the advertised product. Such an effect may also help to increase sales. As a result, the researcher suggests that the word "revitalizing" should be kept and translated as تجديد الحيوية و النشاط, so the headline as a whole can be rendered as:

شاوور باث لتجديد الحيوية والنشاط

Further, omission sometimes shows unfaithfulness to the ST. For example, the translator omitted the word "Parmex" which is a brand name in the headline "Parmex nail polish remover". The omission negatively affects the recognition of the concerned brand. A suggested translation can be something like مزيل صيغ الأظافر من بارمكس

To sum up, the researcher has come up with the conclusion that the translation strategies adopted in the process of translating headlines of personal care advertising brochures range from transliteration to creative adaptation.

It can be concluded that the frequency of translation strategies differ according to the type of headlines. For example, in direct headlines, transliteration is frequently used. The main reasons behind this phenomenon are that trademarks sometimes have words that belong to different origins, translators have no license to change brand names, the influence of globalization tendencies, or because of customers' preferences as they trust foreign products. Moreover, transliteration is a strategy through which translators show their faithfulness to the STs although it limits the translators' creativity and does not help widen the translators' cultural knowledge or improve their linguistic abilities.

On the other hand, translators use creative adaptation which helps them to fill cultural gaps, simplify unfamiliar notions, or to modify headlines through techniques of adding necessary words or omitting others. Employing such translation strategies usually helps the advertised commodities achieve their success in the target market.

However, omission sometimes leads to deleting necessary words that have an essential part of telling the readers a good reason for choosing the advertised product. Such deletions are considered unjustifiable and can be attributed to translators' ignorance or lack of attention in reading the STs.

## **Chapter Four**

### **Body Copy**

The second category to be analyzed in this section is the body copy of the brochure. Wells et al. (2000: 326) define the body copy as "the text of the ad[vertisement]". The body copy (or text) has several functions. It develops the message "triggered" in the headline and provides explanations about the features, benefits, and the how-to-use instructions of the product. The body copy must be effective because its main role is to persuade readers and call on them to take action. Therefore, it has to be clear enough to be easily comprehended. Arens et al. (2009: 366) point out that "the key to good copy is simplicity, credibility, and clarity". To add, appeal is an important feature of the body copy. This feature is normally achieved through the use of images. Therefore, translators of the body copy have to strive to produce a rendering that subscribes to these features.

For the body copy to be attractive and to draw the attention of customers, Ashton (2003: 77) suggests few rules that help advertisers create effective body copies. First, the body copy should focus on the product's benefits not features because its main function is to show what is important to the readers and how the advertised product satisfies specific customer needs. Secondly, the body copy contains images to make things clear and appealing. Thirdly, the body copy has to raise questions to stimulate the reader's thoughts. Further, the body copy frequently uses the words "you" and "yours", but it avoids the use of the third person because it is better to convey a personal message and naturally, consumers usually give great attention and care to what is relevant for them in particular.

Generally speaking, it is necessary for translators of the body copy of an advertisement to be familiar with the above mentioned features of the genre of brochure writing. Their knowledge of such characteristics helps them to render a body copy which is as appropriate and effective as the source one.

After careful investigation of the body copies of the corpus of brochures under study, it has become clear that the translators exert efforts to render body copies which are effective, simple, and clear. To achieve this goal, the translators adopt several translation strategies including literal translation, full substitution, transliteration, adaptation, and couplets.

A close examination of the translations of the body copies of the sample brochures reveals that the main strategy is literal translation at the semantic level. Obviously, literal translation is frequently used because of its faithfulness to the SL. Zuzana (1998: 102) points out that the overuse of literal translation in translating advertisements is attributed to the fact that advertising agencies usually insist on literal translation of the main part of an advertisement, since they believe that "if the ad[vertisement] has succeeded in one region, its literal translation in other languages will guarantee success in other regions". Based on this point, and to avoid repetitions, the researcher did not analyze every example of literal translation of the body copies of the corpus. Consequently, it is more important to examine the translation into Arabic of technical terms and brochure images.

Specifically, this chapter explores the translation strategies adopted in translating technical terms whether they appear in the form of symbols

or acronyms, full form terms, or combining technical terms with parenthetical information.

#### **4.1. Technical Terms**

Pinchuck (1977: 161) defines technical language as "a specialized and restricted aspect of language". This definition indicates that each field has its range of specific terms.

Coakley et al. (1984) as cited by Awawdeh (1990: 37) define a term as "a word or expression with a special meaning or used in a particular activity, job, profession". Further, Awawdeh (ibid: 43) emphasizes that a technical term can be a symbol or a linguistic unit that should be brief in order to be used with ease.

Translation-wise, Awawdeh (ibid: 8) claims that technical translation is not an easy task. The technical translator must have a broad knowledge of the topic in addition to his/her language abilities and intelligence. Awawdeh (ibid) also states that the technical translator must "consult authors, references and his/her own discretion" (ibid). In short, technical terms often do not have direct equivalents, and dictionaries hardly help in this case, and so translating these terms has become a problematic and challenging issue in the field of translation.

A careful investigation of the sample brochures shows that the sample contains a large number of technical terms which can be classified into three categories. The first category covers terms which appear in the

form of abbreviations or symbols. The second category contains full form technical terms presented with parenthetical explanations that help readers to make sense of the terms. The last category presents technical terms that appear in their full forms with no abbreviations or parenthetical information. The sections below present and analyze the translation strategies adopted in rendering the three types of the technical terms.

#### **4.1.1. Technical terms in the form of abbreviations**

Awawdeh (1990: 99-100) defines an abbreviation as "a shortened form of a written word or phrase used in place of the whole". He adds that abbreviations aim to "contribute to the brevity and ease of communication". Awawdeh advises translators of abbreviations from English to Arabic to be careful because abbreviations are not so extensively used in Arabic as they are in English. He adds that the bilingual English-Arabic dictionary is hardly of any help in translating such expressions. Meanwhile, Awawdeh asserts that the translator's sufficient background knowledge of the subject field will be helpful. However, it must be added that user familiarity with the acronym should be taken into consideration since the translator can opt for literal translation or borrowing when the term is in circulation in the TL.

Specifically, the corpus of this study contains eight terms presented in the form of abbreviations. Table 14 below shows the terms, their renderings, and the translation strategies utilized.

**Table (14): The translation of abbreviated terms**

<b>Terms (Abbreviations)</b>	<b>Rendering(s)</b>	<b>Strategy</b>
AHA	رائحة	Functional equivalence
THPE	THPE	Transference
SPF 15	SPF 15	Transference
PH 5.5	بي إنش الأس الهيدروجيني ٥,٥ / الأس الهيدروجيني 5.5 التوازن القاعدية درجة حموضة الجلد أي الأس الهيدروجيني Ph 5.5	Transliteration Substitution  Substitution Substitution  Borrowing
UV/UVA/UVB	الموجات/ الأشعة فوق البنفسجية / أشعة الشمس	Substitution and interpretation
LCD	شاشة الجهاز الكريستالية العريضة	Substitution

Choosing suitable translation strategies to translate the above mentioned terms seems to be highly affected by the criterion of circulation of the terms in Arabic. It can be said that the first two terms are not in circulation, and so the translator seems to be unfamiliar with them. Consequently, while translating the abbreviation "AHA", it is likely that the translator scanned the ST in an attempt to identify what the abbreviation stands for. Depending on the context, the translator resorts to the strategy of giving the functional equivalence by using a word which is easily comprehended by the target user. In this case, the translator aims to replace an acronym that will virtually mean nothing to target receivers, and the term is rendered as "رائحة". However, the researcher suggests that the translator could do a little research in addition to referring to the context. A research published in the journal of Cosmetic Dermatology reveals that "AHA" is an acronym that stands for Alpha-Hydroxy Acid (<http://www.all-acronyms.com>).

Another website (<http://www.wellsphere.com>) shows that this acid is manufactured to form a cosmetic product in the form of cream or gel that aims to "loosen dead skin cells" and "reduce wrinkles".

Further, the website (<http://www.rosagraf.com>) has cited that scientists in USA have worked in the research for Alpha Hydroxy Acid for over twenty years and have discovered that AHAs products have no undesirable side effects. Such products are suited for the treatment of various skin disorders. Specifically, it has a highly positive influence on facial skin by smoothing it and making it smell better. Depending on such information, it becomes clear that rendering the abbreviation "AHA" as "رائحة" is not quite adequate since it is a general term that does not show the consumer the type of product that gives such an effect. Consequently, the researcher suggests a more accurate rendering of the term "AHA" as كريم من حمض ألفا هيدروكسي.

Regarding the second example "THPE", the translator seems to be totally unfamiliar with such an acronym as it is not circulated in Arabic. The translator has no choice but to transfer the source acronym to the TT without any change. In this case, the rendering can be considered only partially successful. At this point, it becomes essential for technical translators to consult references when necessary. For example, the translator can consult a technical dictionary, or seek the assistance of a specialist. In many cases, however, the context itself as well as a sufficient background of the subject field can be helpful. Concerning the term in question, surfing the Internet can be of a great help. For example, it has been found in the website ([www.acronymfinder.com](http://www.acronymfinder.com)) that the acronym "THPE" is of a French origin, and it stands for "Tres Haute Performance

Energetique". In another website, it is found that the acronym "THPE" is used in English to refer to a kind of technology called "Tri-Hydroxy Phenyl Ethane". Such kind of technology is used as a symbol to a product that gives a performance of a high value to the extent that it can be considered a "miracle of science" ([www.electronicpolymers.dupont.com](http://www.electronicpolymers.dupont.com)).

A careful investigation of both, the text of the advertisement in which the term "THPE" appears and the ad image shows that the main function of the advertised product is to make the user more lively and energetic with the help of making the skin look firm. Based on the context of the ad as well as the pieces of information found in the above mentioned websites, the researcher concludes that the symbol "THPE" is meant to show that the advertised product is tri-functional, and it can be explained as a product of three high performance. At this point, it can be said that transferring the acronym "THPE" to the TT as it exactly appears in the ST is not quite adequate since such rendering violates the norms of simplicity and clarity of the genre of brochure advertising. Consequently, the term "THPE" should have been explained as منتج ثلاثي الفعالية عالي الجودة. Such an explanatory note can add to the appeal of the ad, and the explanation can be here considered a translation as Newmark (1988: 6) says that "individuals have their own way of thinking and therefore of expressing themselves, but all these can be explained, and as a last resort the explanation is the translation".

Similarly, the strategy of transference is used to render the term "SPF 15". Such term is not circulated in the TC as it is used only once in the corpus brochures. As a result, transferring the term into the TT may cause problems because copying the term in its original language and script into

the TT can add nothing. In this case, the rendering of the term may not be easily comprehended by average target readers. To overcome such problem, the translator can adopt the strategy of interpretation through which s/he can produce explanatory translation.

Clearly, adopting the strategy of interpretation to produce explanatory translation sometimes requires doing a little research. Concerning the term "SPF 15", the website (<http://www.ask.com>.) reveals that the acronym "SPF 15" stands for "Sun Protection Factor", and the attached number is used to give the user some idea of how long s/he can remain in the sun without being affected by the harmful sun's rays. Specifically, the number refers to the number of ten-minute periods that one can safely stay in the sun. In other words, users of personal care products with "SPF 15" can safely expose themselves to the sun for 150 minutes without being sun burnt or getting suntan. At this point, the term "SPF 15" can be better rendered as:

واق من أشعة الشمس الضارة يدوم مفعوله لمدة 150 دقيقة

By contrast, some other acronyms are widely circulated in Arabic. For example, the term "PH 5.5" is used repeatedly in both STs and TTs. The frequent use of such term shows that it has nearly become well recognized in Arabic. As a result, the translators sometimes choose to transliterate the term as "بي إتش" or to render it a "PH 5.5" through adopting the strategy of borrowing which is effective in this case because "PH 5.5" is widely circulated in the field of personal care products. However, there is a problem that arises due to the existence of other several renderings for the same term. Such renderings include "التوازن القاعدية", "الأس الهيدروجيني", and "درجة حموضة الجلد أي الأس الهيدروجيني". To decide upon the most adequate

rendering other than borrowing, a little research reveals that "PH" is an abbreviation that stands for "Power of Hydrogen". It generally refers to the percentage of hydrogen in a specific environment. The PH scale measures how acidic or basic a substance is. The PH scale ranges from zero (0) to fourteen (14). A PH of seven (7) is considered neutral. A PH less than seven is acidic, while a more than seven PH is basic. ([www.elmhurst.edu/~chm/vchem](http://www.elmhurst.edu/~chm/vchem)), ([www.johnkyrk.com/ph.html](http://www.johnkyrk.com/ph.html)). Both of the aforementioned websites suggest that "PH" can be translated into Arabic as "درجة الحموضة أو القاعدية". However, regarding the field of personal care products in particular, the researcher interviewed a beauty expert working as a beauty care specialist advisor in several pharmacies in both cities of Ramallah and Nablus. Concerning the term "PH", the beauty expert says that in any personal care product, the PH scale must not exceed seven (7) at all, and in most cases the PH of such products is 5.5, and so it always refers to the level of acidity. Hence, the most adequate rendering of the abbreviation "PH" when used in personal care products is درجة الحموضة (see Appendix IV, p. 114).

Other abbreviations which are commonly used, especially in educational environments, are "LCD", "UV", "UVA", "UVB". Such terms appear in the corpus brochures. For example, "LCD" is used in a brochure advertising a mini device used as self-monitoring blood system which shows users their blood glucose level on a small screen called "LCD". Besides, the term "UV" appears in brochures advertising sun protection creams.

Translation-wise, the terms "LCD" and "UV" have their readily available equivalents in Arabic. For example, the abbreviation "LCD",

which is frequently used to refer to a device that has a specific kind of screen called "Liquid Crystal Display", can be rendered into Arabic as "شاشة العرض الكريستالية" (<http://www.all-acronyms.com>). Regarding the term "UV", Al Gharaybeh and Al Farhan (الغرايبة والفرحان) (2003: 117) point out that "UV" stands for the adjective "Ultraviolet" which is used to describe the light consisting of rays from the invisible part of the spectrum beyond the purple. These rays have a bad effect on the skin such as causing suntan. Such rays are called in Arabic "الأشعة فوق البنفسجية". Besides, Al Gharaybeh and Al Farhan (الغرايبة والفرحان) emphasize that "UV" can be of two main kinds including "UV-A" and "UV-B" which can be expressed in Arabic respectively as:

"الأشعة فوق البنفسجية أ وهي أشعة ذات طاقة قليلة نسبياً"،

"الأشعة فوق البنفسجية ب وهي أشعة ذات طاقة عالية".

Despite the fact that the terms "LCD", "UV" , "UVA", and "UVB" can be meaningfully expressed in the TL, it has been observed that the English terms are more commonly used than the Arabic translations. This is the case where borrowing as a translation strategy becomes sufficiently effective. Based on this case, it can be concluded that Arabic language is flexible and able to use borrowed words from another language like English.

In short, whatever kind of abbreviation the translator faces, s/he has to seek help of specialized technical bilingual dictionaries, consult a specialist, refer to relevant books, make use of the context itself, or reach specialized information from the Internet.

### **4.1.2. Full form terms accompanied with parenthetical expressions**

This section contains 27 technical terms accompanied with parenthetical information. Obviously, such pieces of information are provided to help ST receivers as well as translators to easily comprehend the text message. Meanwhile, translators can express the meaning in less technical language.

The 27 terms are not of English origin, but they belong to different origins such as Greek, Chinese, Indian, Canadian as Zabinkova (1968) asserts that technical terms ending with "-is " are either of Greek or Latin origin, and terms ending with "-a ", "-us ", "-um ", "-ia ", or "-ica " are generic names with Latinized form (<http://www.jstor.org/stable>). Therefore, such terms are not easily comprehended neither by the ST receptors, nor by the target ones. In this case, the original composers of the advertisements use parenthetical expressions to help the readership comprehend the technical terms that lack one-to-one corresponding equivalents in the receiving language. Therefore, translators make use of the parenthetical information to help receivers get the target message. Specifically, the analysis of the corpus reveals that 100 % of the original Latinized terms are transliterated, but special translation techniques are necessary to deal with the parenthetical information. Such techniques are shown below:

#### **1) Literal translation**

Literal translation is used 19 times out of 27 parenthetical expressions used with full form technical terms, reaching up to (70 %) of the total number of translation strategies adopted. It can be said that the

translators are successful in applying the literal translation in the 19 examples because this strategy helps customers to get a kind of knowledge about the concept that the term refers to, or about the main components used in the preparation process of the product. For example, in the term "Basilicum (Sweet Basil)", the expression between brackets is rendered as "الريحان الحلو". It is clear that the translator sought the help of a bilingual dictionary as the word "Basil" is translated by Helen et al. (1999: 56) in *Oxford Wordpower* English-English-Arabic dictionary as "sweet-smelling herb: ريحان". Other examples that aim to familiarize the receptors with the basic component of the product are clear in translating the parenthetical expressions in the terms "Prunus Armeniaca (Apricot)" and "Triticum Sativum (Wheat Germ)" respectively into "المشمش" and "نواة القمح". When the ingredients are available, the users are assured that they can get them, and that such ingredients seldom cause side effects as chemical products sometimes do. (see Appendix II, p. 110 for further examples).

## 2) Substitution

The strategy of substitution carries the least percentage as it is applied only twice in translating the parenthetical expressions. The following table contains both examples:

**Table (15): Substituted parenthetical expressions**

STs	TTs
Curcuma longa (Turmeric)	كوركوما لونجا ( الكركم )
Salmaia Malabarica ( Silk Cotton Tree )	سلماليا مالابريكا ( شجرة السببة )

A little research in the website (<http://www.thorne.com>) concerning the Latinized term "Curcuma longa" reveals that the term is commonly known as "Turmeric" which is a product that the Chinese use as medicine to relieve pain or stop inflammation. Originally, Curcuma longa (Turmeric) is a kind of herb with yellow flowers that are dried, then ground to form yellow powder that is traditionally used by the Chinese as medicine. However, recently, Turmeric is used in food for both its flavor and color. In this example, the translator gives adequate translation of the term "Turmeric" as "الكركم" which is frequently used in the receiving culture with the same characteristics mentioned above.

By contrast, the substitution of "Silk Cotton Tree" with "شجرة السية" is not helpful to the target receivers because it is as vague as the original term. That is because the word "السية" is not of an Arabic origin as it is not found in *Al-Mu'jam Al-Wasit*. In such a case, a little research has to be done. The website ([www.flmnh.ufl.edu/](http://www.flmnh.ufl.edu/)) reveals that "Silk Cotton Tree" is one of the largest trees in the American tropics. Such tree has large red flowers with soft fibres that can be used to stuff toys, mattresses as well as pillows. Further, the Americans consider this tree sacred, and it is commonly known, in America, that "Silk Cotton Tree" represents life itself. Another website ([www.stjohnbeachguide.com](http://www.stjohnbeachguide.com)) mentions that the "Silk Cotton Tree" has a scientific name as "Salmalia Malabarica", and this tree is known in different names by different parts of the world. For example, in Mexico and South America it is called the "Ceiba", but in Caribbean it is called "Kapok", and in Arab countries it is known as "shajaret al kutun" (شجرة القطن).

To sum up, the researcher suggests either using the Arabic equivalent "شجرة القطن" or rendering it keeping its source connotations as "شجرة الحياة", which seems to be a suitable phrase to be used in an advertisement about a facial cream that helps the face to look lively, instead of coming up with another strange name as "Ceiba".

### 3) Couplets (Partial translation)

Some translators prefer to, as the old saying goes, "hold the stick from the middle" by adopting the translation strategy of couplets. Couplets as a strategy is usually used to help translators avoid extremes; that is neither full standardization nor full localization. Newmark (1988: 91) points out that the strategy of couplets occurs when the translator combines two different procedures.

Table 16 shows that the strategy of couplets is used three times in translating the parenthetical expressions. The translator starts to apply literal translation then suddenly shifts to another strategy like transliteration or adaptation. The following table demonstrates examples translated with the use of the strategy of couplets.

**Table (16): Parenthetical expressions translated through the use of couplets**

STs	TTs
Hibiscus rosa-sinensis (shoe flower)	هيبسكوس روزا سنينيس (وردة شوفلور)
Vitex negundo (Five-leaved Chaste Tree)	فيتكس نيجوندو (شجرة الزينة الخماسية الأوراق)
Origanum majorana (sweet marjoram)	اوريجانوم ماجورانا (العترة السمسق)

Dealing with the first example, it is clear that the ST composer used the parenthetical expression (shoe flower) beside the Latinized form "Hibiscus rosa-sinensis" depending on the fact that the original term comes from eastern India. The term is commonly known as the "Chinese Rose" which is colloquially known as "shoe flower". It is called so because the juice of the flower was traditionally used to polish shoes in Jamaica and some African countries. Nowadays, the juice of the flower is widely used in China as "shoe-blackening" and as "mascara" which is a kind of cosmetic products used to dye eyelashes and eyebrows. It is also used to stimulate hair growth and prevent hair loss (<http://www.cosmeticsupplies.com>).

In terms of translating the phrase "shoe flower", the translator used the strategy of couplets by applying two different strategies. First, the translator translates the word "flower" literally into "وردة", then s/he shifts to transliterate the word "shoe". This shift to another strategy can be justified if we assume that the translator continued to translate literally; then, the phrase would be rendered as وردة الحذاء which would be ridiculous to be used in the field of personal care. Therefore, transliterating the word "shoe" can be considered a successful rendering.

Another example of partial translation is the phrase "Five-leaved Chaste Tree". Here, the translator adopts literal translation for all the words except the word "Chaste" whose literal meaning, "عفيف، طاهر", seems to be out of context. Therefore, the translator shifts to adaptation, and so the word "chaste" is substituted with a positive word that suits the context of plants, so the phrase is rendered as "شجرة الزينة الخماسية الأوراق".

However, combining two strategies makes translators sometimes produce unnecessary redundancy. This point is clear in the last example in

the previous table. The word "marjoram" is interpreted in (*Oxford Wordpower* English-English-Arabic dictionary, 1999: 460) as "plant with sweet-smelling leaves". Meanwhile, the same word is given three Arabic meanings including "مردقوش، سمسق، عترة". Trying to find the Arabic interpretations of these meanings by looking them up in *Al-Mu'jam Al-Wasit*, it has been found that the word "مردقوش" is not listed at all. However, the word "سمسق" is interpreted as "عشب عطري من الفصيلة الشفوية" (ibid: 474). Almost similarly, the word "عترة" is interpreted as "بقل عشبي عطري يتداوى به، من الفصيلة الجارونية" (ibid: 611). In this case, rendering the term "marjoram" as "العترة السمسق" makes it look like a compound noun phrase that contains two words which convey the same message. Clearly, such rendering reflects a sense of redundancy, and so the researcher suggests the use of only one word either "العترة", or "السمسق".

#### **4.1.3. Full form terms with no parenthetical expressions**

The corpus of the study contains 46 terms which have appeared in their full forms with no abbreviations or parenthetical information. In the process of translating such kind of terms, translators used certain strategies that range from transliteration to literal translation. Such strategies are shown below:

##### **1) Transliteration**

The strategy of transliteration is highly adopted in the process of translating technical full-form terms. It is used 30 times (65 %) out of the total number of all adopted strategies in translating the 46 technical terms. However, the examples of this strategy have shown certain shortcomings. First, the result is texts of foreign origin which negatively influences

consumers' understanding of the message conveyed. The translators used foreignisation strategies where the foreign identity of the source text is highlighted. (The table of the 30 transliterated examples is attached as Appendix III, p. 113).

It is also worth mentioning that transliteration creates problems in comprehension as it has created Arabicised forms that can hardly be comprehended by average educated Arabs. This point is emphasized by Levin (1991: 70) who says that "if the target audience consists of doctors or specialists only, there is nothing wrong with transliterating technical words in the TTs". However, if the target market is consumers who maybe average readers, the copy must use words which are frequently used in day-to-day conversation. This problem is clear in rendering the term "plaque" as "بلاك". This term, which is mainly used in the field of dentistry, is not easily comprehended by Arab average readers. Trying to find whether the term has a corresponding equivalent in Arabic, two dentists specialized in gum surgery were asked. The gum surgeons, who work in Jordan University of Science and Technology, answered by saying that in the field of dentistry, the term "plaque" is usually referred to, in Arabic, as "اللويحة الجرثومية", or "الصفحة الجرثومية" (see Appendix IV, p. 115). In this case, it can be said that the Arabic equivalents are more comprehensible than the literal meaning "قلاح" which is given in *Oxford Wordpower* English-English-Arabic dictionary, 1999: 562. Concerning the same example, the researcher asked two more dentists, and both explained that "plaque" is white and soft material that is formed on the surface of teeth if they are not regularly brushed. Trying to give equivalents that enhance readability for average Arab readers, the dentists suggested paraphrasing the term "plaque" as "مادة", or "جرثومية مترسبة على الأسنان", or using a more comprehensive explanation that

is "طبقة بيضاء جرثومية وغير متصلبة تترسب على الأسنان" (see Appendix IV, p. 115). Obviously, both explanations seem to be easily comprehensible for average Arab receptors. In this case, consulting experts is a good option for translators.

Another consequence of transliteration is that English terms will invade Arabic in personal care advertising, and so there will be an increasing influence of English over Arabic. In this case, the less dominant language is to lose much of its vitality and to heavily rely in some cases on the more dominant language. In short, it can be concluded that transliteration does not satisfy the requirements of average Arab speakers.

## **2) Full substitution**

The strategy of substitution sometimes causes problems to the target receivers. Here, the translators substitute the original English term with a completely new Arabic one. For example, the term "Sebum" is substituted by "الزهم". The major problem is that this term has not entered into current circulation among Arab speakers; even specialists in the field are not familiar with the term as no one of the interviewed pharmacists, beauty care experts, and sales representatives seems to know what "الزهم" means (see Appendix IV, p. 113). The Arabic term "الزهم" is vague as well as confusing to the target receptors. It is considered as difficult as the original one since it is not circulated in everyday conversation, and so it does not achieve the aim of easy communication. Worse still, the definitions of the term in question are confusing. For example, it is defined in *Al-Mu'jam Al-Wasit* (p. 430) as "شحم الوحش" which seems to be so not appropriate in the field of cosmetics. Meanwhile, it is defined as "الطيب" in the website (<http://www.almaany.com/arab/home.php>). In this case, the translator

should have thought of the acceptability as well as the comprehensibility of the new concepts. Consequently, such rendering is more harmful than helpful. At this point, reaching specialized information from the Internet can be useful. The website (<http://www.thefreedictionary.com>) shows that the word "sebum" is widely used in Canada in a Latinized form. The online Collins English Dictionary defines the word "sebum" as an "oily substance that consists of fat secreted by the gland of mammals". Besides, this fatty substance is used as a "lubricant" for hair and skin. Based on such pieces of information, a more comprehensible translation for the term "sebum" can be "زيت للشعر والجسم" which is suitable for personal care products.

Other strategies such as transference and partial translation which were introduced in detail earlier in this thesis are also used in translating complex technical terms where literal translation is impossible or not appropriate and transliteration can add nothing to the target version. For example, the use of transference can be attributed to the translator's unfamiliarity with the terms, and the difficulty of finding appropriate TL equivalents. A significant example that clarifies this point is translating the term "Zink Pyrithione". Concerning the term in question, the website (<http://www.wisegeek.com>) mentions that the term stands for a chemical complex which consists of three major components that are Zink, Oxygen, and Sulfur. The three components together form the main complex which has a number of applications of which the most famous is dandruff shampoo. The fact that the term "Zink Pyrithione" combines three different components makes it difficult for translators to find an equivalent in the TL that refers to the same complex. Therefore, the most faithful strategy is to transfer the term to the TT.

At this point, it can be said that transference does not help much in conveying the intended message, but it emphasizes the foreignness and the originality of the product (Al Agha, 2006: 60).

To solve the problems that may arise from transferring unfamiliar notions to the TT, translators can adopt the strategy of partial translation which enables translators to produce interpretations of unfamiliar terms that are related to specific domains. Partial translation is employed successfully in translating the example "Cucumis Sativus" which is rendered as "كوكوميس (الخيار)". Regarding this term, the website (<http://www.audioenglish.net/dictionary>) shows that the term is the scientific name for a "cylindrical green fruit with thin green rind and white flesh eaten as a vegetable [and] commonly known as cucumber". Therefore, the rendering of the term as "الخيار" introduces a very familiar word that is easily comprehended by the average target receptors.

In sum, it can be said that translators of technical terms sometimes need to refer to the origin of the technical terms in order to investigate their exact meanings in their original languages. Translators may also need to consult specialists, or relevant references. Specialized bilingual dictionaries can be helpful as well.

## **4.2. Images**

Using images in writings intended for the public use has been discussed by Ashton (2003: 20) who points out that people usually look at the pictures first then read the words because pictures are believed to "improve understanding and speed comprehension".

Regarding using images in advertising, Arens et al. (2009: 350) strongly believe that "in advertising what is shown is just as important as what is said – sometimes more" because the nonverbal aspect of advertising "carries at least half the burden of communication" (ibid). Similarly, Wells et al. (2000: 295) as well as Leonardi (n.d.: 1-2) support the idea of using images in print advertisements as images draw people's attention and pull more readers into the body copy which, in turn, works as a persuasive factor that confirms the effect of the image.

Concerning cosmetic advertisements in particular, Arens et al. (2009: 375) argues that they usually show the product with a photo of a beautiful woman or a handsome man. Ashton (2003: 20) advises advertisers in the field of cosmetics to use pictures which concentrate on faces because "faces can express feelings". He adds that adult customers are "most affected by young-looking faces" (ibid).

All brochures in the corpus contain images. Photos of young women are used in most cases. The images which show semi-naked bodies may be considered culturally inappropriate for Arab consumers.

However, nearly all – except in three cases – of the source images are totally transferred to the target advertisements regardless of differences in cultures. For example, some advertisements put the same source image between the Arabic version and the English one. Another group of the advertisements transferred the same source images to the target advertisements. The translator's desire to opt for transferring the same

images can be explained with the help of the points of view of Arens (2004: 70 ) as well as Raymond et al. (1968: 309) who investigated the topic of "offensiveness in advertising". The scholars believe that advertisers as well as translators must be aware of the fact that each community has its own culture and its own way of perceiving things. Consequently, it can be said that the same things which are offensive for some people can be considered normal and acceptable for others. Arens (2004: 70) also believes that taste changes through time. He says "what is considered offensive today may not be so tomorrow" (ibid). He gave an actual case related to the field of cosmetics to support his view. He says that "people were outraged when the first ad[vertisement] for underarm deodorant appeared in a 1927 Ladies Home Journal; today no one questions such ad[vertisements]" (ibid).

To be more specific, slight modifications were introduced to only three cases of the images used in the STs. The first example is an image of a young girl performing a physical exercise to show that using Nivea cream keeps the body strong and fit as it is shown below:



**Figure (1): ( The ST image in a brochure advertising Nivea skin firming body lotion)**

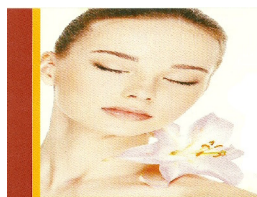
In the TT, the translator rendered the image showing only the lower part of the girl's body as it is clear in the image below:



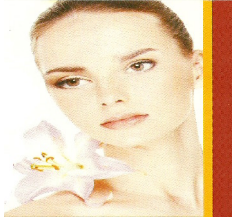
**Figure (2): (The TT image in a brochure advertising Nivea skin firming body lotion)**

It is clear that the translator cuts the upper part of the image to make it difficult for viewers to distinguish whether the picture is for a female or a male. It seems that the translator believes that such a rendering is more convenient for the Arab culture, or the translator is commissioned by the advertiser to produce such changes as the target text is intended to be used by Arab customers.

Another example shows an image of the face of a beautiful young woman with closed eyes which are changed in the TT into open eyes as it is shown below:



**Figure (3) (ST image of a brochure advertising Avera Cream)**



**Figure (4) (TT image of a brochure advertising Avera Cream)**

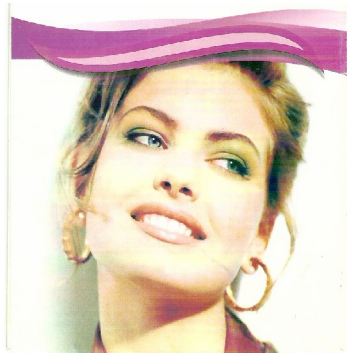
It is very likely that the translator opts for changing closed eyes into open ones depending on the assumption which says that the eyes are the mirror of the soul. Such an attempt reveals that the translator intends to draw the attention of more customers and to persuade them to try the advertised product because, as it is mentioned in the website (<http://www.smartdating.com>), open eyes are more effective on their viewers than closed ones as they have different attributes that show "liveliness, interest, trust, openness, and readiness to interact directly".

The third instance is about an image modification that is produced as a result of the manipulation employed in translating the indirect headline of the brochure in question. For example, in the ST, the headline appears as "Naturally Care Formulated for Results". Such a headline indicates that the advertised product is basically prepared by using herbal components, and so the image used demonstrates a group of natural herbs as it is clear in the image below:



**Figure (5) (ST image of a brochure advertising Dermae natural skin care)**

In the process of translating the above mentioned headline, the translator added certain words to show that the product is specifically effective in taking care of the human faces to give them extra beauty, and so the target headline appears as "الطبيعة والجمال، حلول طبيعية لجميع مشاكل البشرة". Here, to fit the target headline, the translator opts for modifying the ST image of natural herbs into a TT image that shows a beautiful face as it is shown below:



**Figure (6) (TT image of a brochure advertising Dermae natural skin care)**

Besides, changing the image of different kinds of natural herbs into an image of a human face supports Ashton (2003: 20) who points out that showing images of girls' faces is considered an effective advertising factor because images of faces can stir feelings, show personal interest and care, and attract people's attention more than images of things.

To sum up, this chapter has mainly focused on two aspects including technical terms and images. Regarding technical terms, literal translation can be faithfully applied when the source terms are not vague. However, in translating terms that lack one-to-one equivalents, circulation constitutes one of the highest criterion for assessing if the renderings are adequate or not.

Concerning the tendency of using the same image in both the ST and the TT, the interviewed translator and beauty expert pointed out that the

advertising agencies usually require the translators to transfer the same image of the STs into the TTs regardless of cultural differences. That is because creating and designing a new image costs a lot of time, effort, and, most importantly, money (see Appendix IV, p. 114).

## Chapter Five

### Linguistic inaccuracies

Ran (2010: 108) emphasizes that "linguistics is the base of translating research". That is because translation is the transformation of information from one language to another language, so translation is affected by the linguistic system of each language.

Similarly, Newmark (1988: 6) states that linguistics is very important in the field of translation because translation is a skill which requires an appropriate usage of a language.

In fact, dealing with different language systems is a challenging task for which the translator has to pay great attention. As a result of having two different domains of languages, translators may make some mistakes. Fraiwan (2007: 71) states that in the world of translation, there is nothing called "The Perfect Work", and, without mistakes, translators cannot improve their skills and abilities. Similarly, Newmark (1988: 6) states that "there is no such thing as a perfect, ideal or correct translation". Azab (عزب) (2008: 15) shares the same ideas of Newmark and Fraiwan as he says that perfect translation does not exist. This indicates that it is very likely to find certain inaccuracies in translated works.

According to the *World English Dictionary*, accuracy is defined as "the condition or quality of being true, correct, or exact". It is also defined as "freedom from error or defect" (<http://dictionary.reference.com>).

Concerning the issue of linguistic inaccuracy, Polio (1997: 116) has studied the construct of linguistic inaccuracy, and he considers it as "any

deviation from the written standard". Besides, Polio points out that linguistic inaccuracies include errors of several types such as "semantic, grammatical, technical, word choice errors, spelling errors, or syntactic errors" (ibid).

Regarding the field of translating advertising in general, Arens et al. (2009: 377) have pointed out that "[...]mistranslations and faulty word choices abound in international advertising". Focusing on translating advertising brochures in particular, Snell-Hornby (1999) says that she investigates a corpus of brochures translated from Spanish into German, English, French, and Portuguese. She has found that the translations of the sample brochures of her study proved to be linguistically inadequate since they contain a large number of lexical and syntactic errors. Aren's and Hornby's studies show that translators of advertisements are subject to making mistakes which may result from dealing with two different language systems in two different cultures, misunderstanding, carelessness, oversight, or lack of proofreading. Such mistakes are usually misleading. They may lead to misunderstanding or to creating a sense of humor.

At this point, it becomes evident that the analysis from the perspective of linguistics is necessary especially when the linguistic usage affects the intended message. Therefore, this section aims to present explanatory remarks of linguistic inaccuracies found in the translations of the sample brochures.

The study corpus has linguistic inaccuracies which appear in two areas that can be classified into two main categories including violation of coherence and wrong choice of words as shown in the following table.

**Table (17): Frequency of the types of linguistic inaccuracies**

Type of inaccuracy	Frequency	Percentage
Violation of coherence	22	67 %
Wrong choice of words	11	33 %
	<b>Total: 33</b>	<b>Total: 100 %</b>

### 5.1. Violation of coherence

Cook (2001: 153) defines coherence as "the overall quality of unity and meaning perceived in discourse". Further, Baker (1992: 218) considers coherence as a "network of relations which organize and create a text". The same idea is shared by Walters (2000) who points out that coherence as an aspect of writing means "to stick together" (<http://www.lrs.ed.uiuc.edu>). Walters's words show that coherence helps create relationships that logically link ideas in a text, and so ideas will flow smoothly and naturally from one sentence to the next. The natural flow of ideas definitely helps readers make sense of the text. However, the breaking away from the logical relationships among ideas in a text causes violation of coherence. Such a problem may occur in the case of dealing with two different language domains. For example, in the field of translation, sticking to the standard word order of the SL and the TL has a particular importance as Baker (1992: 110) emphasizes that "word order is extremely important in translation because it plays a major role in maintaining a coherent point of view and in orienting messages at text level".

In the case of translation, it can be said that the differences between the syntactic word arrangement according to the writing standards of the

source and the target languages may make translators face problems that violate coherence. Specifically, the researcher has found that the violation of coherence encountered in the sample brochures under study falls into four subcategories as shown in the following subsections.

### 5.1.1. Lack of functional words

Two examples lack coherence because they miss functional words. Such missing makes the clauses look like dependent fragments, and so the intended message will not be easily comprehended by the average readers. Table 18 below shows both examples in which the coherence is violated.

**Table (18): Examples that lack functional words**

STs	TTs	Recommended translations
Atrix moisturizing cream contains Aloe Vera and Jojoba oil.	كريم إتريكس المرطب على الألوّة وزيت جوجوبا.	يحتوي كريم إتريكس المرطب على الألوّة وزيت جوجوبا.
Fresh step from Scholl is specifically formulated to keep feet and shoes fresh.	"فريش ستيب" من "شول" مصمم خصيصاً لإعطاء الأقدام والأحذية.	"فريش ستيب" من "شول" مصمم خصيصاً للمحافظة على انتعاش الأقدام بالأحذية.

The first TT example lacks sense because it does not have a main verb. It must contain a main verb to be comprehensible, and so the verb to add is يحتوي.

The second example lacks sense because when the reader reads it, s/he will wait a completion not a full stop which changes the intended sentence into a fragment. Therefore, the right translation should be "فريش ستيب" من "شول" مصمم خصيصاً للمحافظة على انتعاش الأقدام بالأحذية.

The above mentioned examples of inaccuracy can be attributed to the translator's lack of attention, or they can be problems of misprints. Revision of the printed advertisements will solve such problems.

### 5.1.2. The absence or placement of the definite Arabic article "أل"

The following table has examples to illustrate the second category:

**Table (19): Examples of violation caused by the wrong use of the definite Arabic article "أل"**

STs	TTs	Recommended translations
Liquid soap	صابون السائل	الصابون السائل
Non-greasy hair cream	كريم للشعر غير دهني	كريم للشعر غير الدهني

It is clear that the word "السائل" is meant to describe "صابون". However, the structure "صابون السائل" is considered linguistically inaccurate depending on the grammatical norms of the structure of the Arabic language system. In this case, Aslan (أصلان) (2010) says "توصف المعرفة بمعرفة" and "والنكرة بنكرة، ولا يجوز خلاف ذلك". Aslan (2010) means that the adjective which describes indefinite noun must be indefinite as well and vice versa (<http://www.diwanalarab.com>).

Another point which proves that the phrase "صابون السائل" is linguistically inappropriate is what Al-Maghribi (2008) says that there is a general rule in the Arabic language grammatical system which shows that the subject (the starting word) in Arabic language must be defined by the use of the Arabic article "أل" except in certain conditions such as the conditions in which the subject is a questioning word, the subject is preceded by a negative word, or if the subject is followed by another

indefinite word ... . The conditions can be viewed on three websites that are: (<http://adab.marocs.net>)/(<http://www.schoolarabia.net>) (<http://training.atida.org>).

Concerning the example in question, if the word "صابون" is used without the definite article "أل", the phrase conveys different senses. For example, it may indicate that the word "السائل" is a proper noun, or it refers to a name of a company, or it means "beggar" as the word "السائل" is used in the Holy Qura'an "وَأَمَّا السَّائِلُ فَلَا تَنْهَرْ" (Surat Ad-Duha: verse 10) with the meaning "المستجدي الذي يسأل عن حاجة وفقر" (Al Sabouni (الصابوني), 1986: 573). This definition shows that the word "السائل" refers to a person who earns his/her living by asking people to give him/her some money or food. In fact, the meaning of the word "السائل" matches the meaning of the English word "beggar" as it means "a person who lives by asking people for money, food, [...] on the streets" (*Oxford Wordpower* English-English-Arabic dictionary, 1999: p.61). However, if the word "السائل" is meant to work as an adjective that describes "صابون", the definite Arabic article "أل" must be added to the word "صابون". Here, the word "liquid" in the source text works as an adjective, and so "السائل" is not used as a proper noun in the TT. In the example in question, the word "soap" should be rendered as "الصابون".

Concerning the second example, the phrase "غير دهني" is used as a modifying phrase for the word "الشعر", the definite article "أل" must be attached to the word "دهني", and so the phrase should be rendered as "غير الدهني".

### 5.1.3. The position of the adjective

This category deals with the translators' placement of the adjective in a sentence. Concerning the normal position of the adjective in the Arabic sentence or phrase, Hasan (حسن) (1971: 435-436) says that the adjective can never precede the modified noun, but normally it follows the noun in the Arabic structure. However, the Arabic syntactic rules show that speakers of Arabic can deviate from the normal use in which the adjective directly follows the modified noun in specific conditions. For example, Hasan (حسن) (ibid) points out that it does not matter if we separate the adjective from the noun by using words whose meanings are closely related to both modifying and modified words. Further, Abdul-Hameed (عبد الحميد) (n.d.) agrees with Hasan (حسن) (1971) provided that the adjective and the noun have grammatical agreements with regard to singularity, duality, plurality, or the use of diacritical marks which have to be carefully observed by readers ([www.alhawzaonline.com](http://www.alhawzaonline.com)).

At this point, it can be said that if the adjective does not directly follow the noun, the sentence or phrase will not have a natural structure in the syntactic system of Arabic language. The following table shows few examples with adjectives that do not directly follow the nouns.

**Table (20): Translated adjectives that do not directly follow the modified noun**

STs	TTs	Recommended translation
New Garnier Light Eye Roll-on	جديد غارنييه لايت رول أون	لايت رول أون الجديد من غارنييه
[...] delaying the signs of premature skin ageing	تؤخر علامات شيخوخة البشرة المبكرة	تؤخر علامات الشيخوخة المبكرة للبشرة
Atrix intensive protection cream	حماية كريم اتركس المكثفة	الحماية المكثفة التي يوفرها كريم اتركس
Moisturising body lotion	لوشن الجسم المرطب	المستحضر المرطب للجسم
Liquid face and body wash	غسول الوجه والجسم السائل	الغسول السائل للوجه والجسم

The previous table shows that the first example contains an adjective that precedes the noun. Hasan (حسن) (1971: 435) argues that this case is totally unacceptable in the standards of Arabic syntactic system because the adjective in Arabic must follow the noun which it describes. Here, the translator produced the rendering "جديد غارنييه لايت رول أون" depending on a translation technique called "Calque" which is referred to by Newmark (1988: 84) as "through-translation" that refers to the case in which the translator imitates the structure of the source text and keeps the international names "which often consist of 'universal' words" in the language of the original text. The result of applying such a strategy leads to a translation which is alien to the TL structure. Therefore, a more natural alternative translation can be لايت رول أون الجديد من غارنييه .

Looking at the other examples in the previous table, the adjectives and the modified nouns are apart. This case may cause problems for average readers in comprehending the intended message easily. Therefore,

the researcher presents recommended translations that follow the normal use of the adjective in the syntactic system of Arabic language.

#### **5.1.4. Misspelling**

Simply, translations sometimes include inaccuracies resulting from mistakes in spelling. Such spelling mistakes may distort the meaning intended by the SL text unless the readers try to guess the intended word depending on the context. However, if the readers have to guess, there will be violation of the advertising brochure genre norms of clarity, simplicity, and directness of message.

One may be confused whether to blame the translator or the typist of the brochures for making such spelling mistakes. Regarding this point, a translator of advertising personal care brochures said that the translator is the one who has to be blamed for any misspelling in the translation. He said that almost all advertising agencies give three-day period for the translator to ask for the first typed copy of his/her translation in order to make the necessary proofreading. Such revision is necessary for having a good reputation for both the translators and the advertising agencies (see Appendix IV, p. 114).

The next table shows seven spelling mistakes which occurred in the Arabic translations of the sample brochures.

**Table (21): Spelling mistakes**

STs	TTs	The intended renderings
Skin	الجد	الجلد
Naturally	بشك طبيعي	بشكل طبيعي
Necessary	الأزمة	اللازمة
Anti-Ageing	مقام لعلامات التقدم بالسن	مقاوم لعلامات التقدم بالسن
Bonds	متماسكة	متماسكة
Smoother	ملاسة	ملاسة (ناعمة الملمس)
Daily	اليومي	اليومي

The examples mentioned above may violate coherence as they are examples of translation oversight that comes up with wrongly spelt words. Let us take few examples to illustrate this point. First, the example "It is produced in the body naturally" is translated into "بشك طبيعي يقوم جسم الانسان". Here, instead of translating the word "naturally" into بشكل طبيعي which is intended to highlight the positive effect of the product by increasing the degree of success and confidence, it is misspelled as بشك which means natural suspicion. This translation gives an opposite effect because the word بشك (bishak) arouses suspicion rather than confidence. Obviously, this mistake is a result of the translator's or the editor's lack of attention or carelessness.

One more example is "[...] it has space for all necessary accessories" that is rendered as "حيث يمكن إضافة كافة الملحقات الأزمة". In this example, the word "necessary" has to be translated into "اللازمة" (al-lazemah) which indicates something useful and important. However, in the target text, it is rendered as "الأزمة" (al-azmah). In fact, the letter "ل" is missing and so there is a distortion of the message because the word "الأزمة" (al-azmah) means "crisis".

To sum up, it can be said that the lack of coherence in the translated material may result in TTs that do not meet the basic norms of advertising brochures which are meant to deliver the message clearly, directly, and simply. Besides, the mistakes that can be found in the translated material may negatively affect customers' attitudes towards the producing companies of the advertised commodities, and so customers may hesitate to order such products.

## 5.2. Wrong word choice

Athamneh and Zitawi (1999: 132-133) as well as Obeidat (2005: 87) and Al-Tahtamouni (2006: 38) define the wrong choice of lexical items in translation as the case when the translator substitutes SL words with TL equivalents whose meanings are slightly or significantly different from the one intended in the SL text. All four scholars believe that the wrong choice of lexical words is simply due to an oversight, lack of attention or ignorance of the actual meaning on the part of the translator. To illustrate such type of inaccuracy, the following examples shown in Table 22 below are selected from the sample brochures.

**Table (22): Mistranslated words**

STs	TTs	Suggested Translation
Unique	متقدّمة	متميّزة، فريدة، لا مثيل لها
Advanced	طبيعي	متقدّم، متطور، على مستوى عال
Protective	نباتية	وقائية
Vitamin E	فيتامين هـ	فيتامين E، فيتامين إي
Display	العريضة	العرض
For ages	أيام	لمدة طويلة جداً / على مدار السنين
Imagine	خلي	تخيلي
Promote	بناء	ينشط
Perky	جاذبية	منتعش، مفعم بالحيوية و النشاط
Merits	أهداف	مميزات
Assures	من أجل	يضمن

Fortunately, the inexact renderings of the above mentioned examples do not distort the overall intended messages of the brochures because they reflect positive effects of the advertised products. Specifically, giving the exact meanings can serve several purposes such as the following:

### **1) Promotional purposes**

Using the suggested translations mentioned in the previous table seems to be more effective than the target renderings. That is because they are likely to make the advertised products look more attractive and/or reliable. Let us take few examples for more clarifications. The first example is that translating the word "unique" into "متقدمة" shows that the product is of a good quality but not necessarily the best product. However, if the word "unique" had been translated literally as "التي لا مثيل لها/الفريدة", it would have shown that the product has high quality and distinguished features and effects compared with other products.

Another example which affects the promotional purpose is the translation of the word "advanced" in the phrase "Advanced Whitening Cream" that is rendered into "كريم طبيعي مفتوح للبشرة". Here, the word "[a]dvanced" is translated into "طبيعي" which simply shows that the product has no chemical substance, and it does not make the product look distinguished. Therefore, it would be better to translate the word "[a]dvanced" into متقدم / متطور, so the product will be better promoted because it will look more reliable.

### **2) Avoiding redundancy**

To illustrate the point of redundancy which occurs as a result of wrong word choices in the process of translating, let us take the example

"[...] with protective herb extracts" which is rendered as "بخلاصة الأعشاب" "نباتية [...]". In the example, rendering the word "protective" as "نباتية" reflects a sense of redundancy because there would be no need for the word "herbs" that is literally translated into "الأعشاب". Therefore, the word "protective" can be better translated into "وقائية" because such a translation will add a positive value to the advertised product.

### **3) Avoiding misinforming customers**

A very confusing example which may misinform customers is "vitamin E" which is rendered fifteen (15) times as "فيتامين هـ". The confusing matter here is how "E" comes to be "هـ". In this case, the interviewed pharmacist doctor who is responsible for distributing personal care products for all the northern regions in Palestine and who has a good knowledge of this field and a good experience in translating English leaflets concerning such products into Arabic said that he usually translates "Vitamin E" into "فيتامين هـ". Trying to justify how "E" comes to be rendered as "هـ", he said that if we want to refer to things in a specific order by using English letters, we often say A, B, C, D, E. However, if we want to refer to certain things in the same order using symbols of Arabic letters, we usually say: أ، ب، ج، د، هـ. With a smile, the doctor said that both "E and هـ" occupy the fifth place and so they can be considered as counterparts for each other. The doctor emphasizes that this case gains circulation in the receiving culture (see Appendix IV, p. 114). However, substituting "Vitamin E" with "فيتامين هـ" can be misleading since each vitamin may be extracted from different sources.

Another significant example whose translation misinforms customers is translating the word "display" into "العريضة" which appears in a brochure

advertising a mini device in a credit card size used as self-monitoring blood system which enables customers to measure their blood glucose level by themselves and everywhere. Such device is described as a mini tool with a very small screen for showing the user the result of the blood test. Therefore, translating the word "display" into "العريضة" meaning 'wide' misinforms customers because such a translation contradicts the fact that the screen of the advertised device is very small, and so the researcher suggests translating the word "display" into العَرْض which means the act of putting something in a place where people will see it (*Oxford Wordpower English-English-Arabic Dictionary*, 1999: 219).

Moreover, the point of misinforming customers appears in the example which has a relation with the duration that the effect of a product can last. For example, the phrase "for ages" is translated into "أيام" which shows that the product gives a temporary effect that will vanish within few days. Whereas, if the phrase "for ages" is rendered as "لمدة طويلة جداً / على مدار "السنين", it will give a positive reaction which shows that the product has a long lasting effect. Eventually, such rendering makes the product look reliable, and; in turn, the receptors will trust the product and develop a desire to choose it.

In sum, linguistic inaccuracies in translation appear in two main areas including violation of coherence and the use of inexact lexical items. Regardless of their kind, they can be attributed to several reasons such as dealing with two different linguistic domains, lack of correspondence, lack of attention, or technical factors.

All cases of linguistic inaccuracies can be avoided by paying more attention to TL syntax, doing revision or proofreading for the sake of producing an adequate translation.

At this point, it is advisable for translators to consider all alternative meanings available and; then, to choose the one which would better fit the context.

## **Chapter Six**

### **Conclusions and Recommendations**

This thesis has focused mainly on four main aspects related to the advertising brochures of personal care products. For example, the study discussed how translators dealt with the brochures headlines, body copies, images, and the linguistic inaccuracy encountered in the target texts.

Specifically, the research has focused on the translation strategies adopted in translating direct and indirect headlines, technical terms, and images.

The analysis of translation choices proves that translation is a decision-making process through which the translator may adopt various translation strategies. Such strategies help translators to confront cross-cultural differences between the SC and the TC and to replace one word or phrase for another, or translators may need to omit or add words to satisfy the target audience. After all, the analysis of the collected data leads to a set of conclusions as well as few recommendations.

#### **6.1. Conclusions**

At this point, the following conclusions can be made about the state of English personal care brochure translation into Arabic:

- 1) The STs have few culture-bound concepts and many technical terms which make formal translation useless in the transfer of effect. Thus, the translation of advertising brochures of personal care products is not only a lexical but also a cultural transfer.

- 2) The translators of brochures under study sometimes do not mention everything in the ST. They omit, change, reformulate certain parts of the ST to fit the target context. Consequently, the translators employ different strategies in an attempt to reduce the gap between the SC and the TC in order to avoid message distortion. Specifically, the translation strategies adopted in translating personal care advertising brochures are transliteration, literal translation, addition, omission, adaptation, substitution, transference, and couplets.
- 3) Transliteration is frequently used in translating brand names and technical terms. However, transliteration is sometimes over used with words that have available equivalents in the TL.
- 4) Literal translation is considered mainly useful in translating the explanations of the products' benefits and the how-to-use instructions mentioned in the body copies of the brochures.
- 5) Addition as a translation strategy is used for several purposes including: functional, promotional, linguistic, and illustration purposes.
- 6) On the one hand substitution is considered useful to fill the cultural gap. On the other hand, substitution results in using non-frequent lexical items such as الزهم، السببية that are not circulated in the target culture.
- 7) Omission is considered as a double-edged sword as it is sometimes justifiable especially when it is used to avoid redundancy, cultural contradictions, or ambiguity. On the other hand, omission is sometimes unjustifiable especially when it leads to the deletion of a functional word or a word that may positively affect the promotional message.

Such kind of omission can be attributed to the translator's lack of attention in reading and translating the brochures.

- 8) Few remarks of linguistic inaccuracies are found. Such inaccuracies are categorized into three main areas including:
  - A) Violation of coherence which can be ascribed to the differences in the language structure between the SC and the TC.
  - B) Misspelling can be considered typographical because of the lack of attention during the typing process or due to the lack of proofreading.
  - C) Wrong choice of lexical items which resulted from the translator's lack of attention, or the translator's desire to enhance the promotional effect or the persuasive function at the expense of the direct meaning.
- 9) Most ST images including culturally inappropriate ones are transferred to the TTs regardless of cultural differences. Only three cases have undergone slight modifications.

## **6.2. Recommendations**

In view of the discussion of the data under study and the previous conclusions, the following recommendations can be made for the benefit of advertising agencies, translators of personal care advertising brochures as well as future translation researchers.

- 1) Advertising agencies should give time for the translator to review and proof-read the translations of the brochures in order to avoid any remark of inaccuracy such as misspellings which may hurt the image of the company for they are often silly ones.

2) Translators are recommended to develop linguistic and cultural awareness with the help of which they can revise the text to discover anything that has gone wrong. This way, the translators can avoid inaccuracy or unfaithfulness in their practice, and so the translation quality will improve.

3) Translators should make use of specialized dictionaries in the field especially when they come across technical terms or concepts that carry various translations. If technical terms or culture-bound concepts are not found in dictionaries, translators are recommended to do a little research such as surfing the Internet, or consulting specialists in the field under study. This case helps translators to avoid the wrong choice of lexical items.

4) Translators of advertising today are recommended to familiarize themselves with modern marketing strategies and modern marketing jargon because such familiarity will facilitate the task of the translator in explaining the meanings of the ST.

5) Translators of advertising brochures ought to exert a lot of mental effort to decide which strategy is suitable for the source headline and convenient for rendering the intended message. Translators should also have knowledge of market structures and user preferences.

6) Translating brochures advertising personal care products should be institutionalized. In other words, special institutions with professional translators should sponsor the process of translating the type of advertising brochures in question.

7) Finally, the researcher recommends that further research can be carried out tackling other aspects of brochures in order to enrich this type of translation. For example, future researchers are recommended to examine the views of Arab customers to evaluate the extent to which they are satisfied with the complete transference of the ST images to the TTs although some of these images are culturally inappropriate. In this case, researchers could widen the area of the study to include conservative societies such as Saudi Arabia.

Moreover, it is recommended that future translation researchers should examine other types of advertising brochures such as brochures concerning house purging products, electronic machines, or food products to check whether the strategies adopted in the brochures under study can be generalizable for all types of brochure genre. Future researchers are also recommended to investigate the translation strategies of translating Arabic brochures into English.

Further, brochures can also be studied in other fields related to translation, for example brochures can be studied to detect their psychological impact on product users and to evaluate the extent of freedom that can be given for translators to keep the same psychological effect of the ST on the target receptors.

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## Appendix I

(Transliterated headlines)

Direct Headlines	Source Texts	Target Texts
	Miss Beauty	مس بیوتی
	Care Code	کیر کود
	Labello	لابیللو
	Carefree	کیر فری
	Pure	بیور
	Original Love	اور یجینال لف
	Sateen Blue	ساتین بلو
	Kwik	کویک
	Pond's Age Miracle	بوندس ایج میراگل
	Babble	ببل
	Beauty Code	بیوتی کود
	Avera Cream	أفیرا کریم
	Palmer's	بالمرز
	Herbacin	هیرباسین
	Scholl	شول
	Lux	لوکس
	Silca	سلکا
	Vatika	فاتیکا
	Correction	کوریکشن
	Nivea Soft	نیفیا سوفت
	Nivea Shampoo	نیفیا شامبو
	Nivea Visage	نیفیا فیزاج
	Atrix	اتریکس
	Limara	لیمارا
	Defender	الدفندر

	Cal-C-Vita	كال سي فيتا
Indirect Headlines	Fresh Shower	فريش شاوور
	Spa Shower	سبا شاوور
	Forever Bright Tooth Gel	فوريفر برايت توث جل
	Forever Aloe Scrub	فوريفر ألو سكراب
	Aloe body toner	ألو بودي تونر
	Aloe body toning kit	ألو بودي توننج كيت
	Aloe Activator	ألو أكتيفيتور
	Forever Marine Mask	فوريفر مارين ماسك
	Forever Epiblanca	فوريفر ابي بلانكا
	Aloe Lotion	ألو لوشيون
	Aloe MSM Gel	ألو إم إس إم جل
	Aloe Heat Lotion	ألو هيت لوشيون
	Aloe Vera Gelly	الوفيرا جيللي

## Appendix II

(Technical terms in which the parenthetical expressions are literally translated)

Technical terms with parenthetical expressions	Renderings
Meldespumatum (Honey)	ميلديسبوماتوم (العسل)
Prunus armeniaca (Apricot)	برونوس أرمينياكا (المشمش)
Juglans regia (Walnut)	جوغلان ريجيا (حبيبات الجوز)
Triticum sativum (wheat germ)	ترينتيكوم ساتيفوم (نواة القمح)
Pyrus malus (apple)	بيروس مالوس (التفاح)
Lilium polyphyllum (white lily)	ليليوم بوليفيللوم (السوسن الأبيض)
Crocus sativus (saffron)	كروكوس ساتيفوس (الزعفران)
Rosa centifolia (Persian rose)	روزا سينيتفوليا (الزهرة الفارسية)
Citrus reticulata (Bitter Orange)	سيتروس ريتيكولاتا (البرتقال المر)
Cicer arietinum (chickpea)	سيسر اريتينيوم (الحمص)
Eclipta alba (Thistles)	إكليبتا ألبا (الشوك البري)
Rosemarinus officinalis (Rosemary)	روزمارينوس (حصى البان)
Pongamia globra (Indian Beech)	بونجاميا جلوبرا (الزان الهندي)
Oryza sativa (paddy)	أوريذا ساتيفا (الأرز)
Basilicum (Sweet Basil)	باسيليكيوم (الريحان الحلو)
Coriandrum sativum (Coriander)	أورياندرم ساتيفوم (الكزبرة)

## Appendix III

(Transliterated technical terms)

The Technical Term	Transliteration
Caffeine	الكافيين
Collagen	الكولاجين
Elastin	الإلاستين
Retinol	الريتinol
Sepitonic	سيبيتونيك
Bisabolol	بيسابولول
Soya	الصويا
Allantion	اللاننتونين
Enzyme	انزيمات
Flora	فلورا
Aloe Vera	ألو فيرا
Jojoba	الجوجوبا
Lecithin	الليسيتين
Pentavitin®	بنتافيتين (م)
Saccharide	السكريد
Lipids	الليبيدات
Matrixyl	المتريكسيل

Haloxyl	الهالوكسيل
Eyeliss	الايلىز
Glucose	جلوكوز
Glycerin	جلسرين
Propylene	بروبلين
Glycol	جلايكول
Sorbitol	السوربتول
Shea butter	زبدة شي
Squalane	سكوالين
Deo	ديو
Formel plus	فورمل بلاس
Perfumdeo	بيرفيوم ديو
Lipocerit	ليپوسيريت

## **Appendix IV**

### **(Questions of the interviews)**

❖ **Questions asked for the interviewed pharmacists, sales representatives, beauty experts, and a co-agent of an advertising company.**

1. Do you usually encourage consumers to read the advertising brochures concerning personal care products?
2. What is the general benefit of such brochures?
3. Do you think that such brochures should be written in English, or in Arabic, or in both languages?
4. Why are most names of personal care products transliterated or completely transferred in the process of translating?
5. Should translators translate English brochures literally into Arabic, or is it necessary for translators to add words to make the advertisement as effective as the original one?
6. Do you think that having English words in the Arabic version makes the products more reliable in the market?
7. The abbreviation "PH" is frequently used in brochures advertising cosmetic products, what does the abbreviation "PH" stand for?
8. The word "الزهم" is used once in a brochure about cosmetics, do you have any idea about the real meaning of the concept "الزهم"?

❖ **Questions asked for both, a translator in the field of personal care products and a beauty expert who is a good speaker of both English and Arabic.**

1. Please read the following renderings of the term "PH" and choose the rendering that is most used in the field of cosmetics:

أ- الأس الهيدروجيني

ب- درجة حموضة الجلد

ت- بي إتش

ث- PH.

ج- التوازن القاعدية

2. Which rendering do you prefer for each of the following English words?

A) Aloe Vera      ألو فيرا / زيت الصبّار

B) Toner      سائل / تونر

C) Vitamin E      فيتامين E / فيتامين أي / فيتامين هـ

3. Few not frequently used concepts such as "زهة، عترة، سمسق، سيبة" are found in the translated material used in this study, do you have any idea what such concepts mean?

4. What do you say about using images that do not suit the Arab culture in the translation of brochures advertising personal care products?

5. Who is most blamed for having misspelled translated words in advertising brochures?

❖ **Questions asked for two dentists and two specialists in gum surgery**

1. What does the term "plaque" mean in the field of dentistry?
2. What Arabic equivalent can substitute the term "plaque/بلاك" to convey easily comprehensible message for Arab average readers?

## Appendix V

### The Brochures Used in This Study

<b>Brochure</b>	<b>Producing Company</b>
Lux	Lux
Ideal Soap	Ideal
Correction	Correction
Care Code	Henkel KGaA
Scholl	SSL international
Avera Cream	Avera
Miss Beauty	Miss Beauty
Personal Care	Forever Living
Skin Care	Forever Living
Facial Care	Forever Living
Body Care	Forever Living
Beauty Code	Beauty Code
Your Beauty Code	Canan Cosmetic San
Take care. Garnier	Garnier
Dermae natural body care	Dermae
Sebamed Clear Face	Atsco group
Stretch marks, now 50% less visible	Roc
Skin care to nurture mothers	Palmers
Sebamed The Best Protection From The Very First Day	Sebapharma® GmbH & Co.KG
Balsam for Detergents, Perfumes & Toiletries	Balsam Pharmaceuticals Co. Ltd.
Himalaya Herbals Skin care / Hair care	Himalaya
Naturally Fair Pearls	Emami
Pond's age miracle	Ponds
Reduce Spots in 4 Hours Advantage from Clean & Clear	Clean & Clear
Get a firm grip on your skin firming routine (Nivea body)	Nivea
Nivea, a lifetime of caring	Nivea
SILCA	Zahnpflege Frankfurt
Carefree	Carefree
Defender	Filterqueen

Cal-C-Vita Shield your bones...and more!	Bayer Health Care
Make no compromises! Self- Monitoring Blood System	GLAB®
Hair Care	Forever Living
Perfect Color INDOLA	INDOLA
Natural OLEEV	Balsam Pharmaceuticals Co. Ltd.
Vatika naturals	Vatika

جامعة النجاح الوطنية  
كلية الدراسات العليا

## ترجمة النشرات الدعائية المتعلقة بمنتجات العناية الشخصية من الإنجليزية إلى العربية: الاستراتيجيات وعدم الدقة اللغوية

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قدمت هذه الأطروحة استكمالاً لمتطلبات الحصول على درجة الماجستير في برنامج اللغويات التطبيقية والترجمة في كلية الدراسات العليا في جامعة النجاح الوطنية، نابلس، فلسطين.

2011م

ب

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### الملخص

تستكشف هذه الدراسة استراتيجيات ترجمة النشرات الدعائية المتعلقة بمنتجات العناية الشخصية من الإنجليزية إلى العربية وذلك من خلال استخدام خمس وثلاثين نشرة دعائية كعينة للدراسة. على وجه التحديد، تبحث هذه الدراسة استراتيجيات الترجمة التي اعتمدت في ترجمة عدة جوانب تشمل عناوين الإعلانات، ونصوص الإعلانات، والصور الإعلانية، كما أن هذه الدراسة تلقي الضوء على بعض المشاكل اللغوية الواردة في المادة المترجمة والتي حاولت الباحثة أن توضحها وتغزيها إلى أسبابها المحتملة.

اعتمدت الباحثة أثناء تحليل عينة الدراسة على المنهج الوصفي التحليلي حيث قامت الباحثة بجمع الأمثلة، وتصنيفها، وتحليل طرق ترجمتها، وفي بعض الحالات، اقترحت الباحثة المزيد من الترجمات البديلة المناسبة. ولإعطاء مزيد من التحليل الدقيق، أجرت الباحثة عددا من المقابلات الشخصية مع مجموعة من الأشخاص الذين يتعلق عملهم المهني بموضوع هذه الدراسة.

ويبدو جلياً أن ترجمة النشرات الدعائية لا تنطوي دائماً على إعطاء المعنى المباشر من اللغة المصدر إلى اللغة الهدف ولكن يلجأ المترجمون في بعض الأحيان إلى التغيير عن طريق إضافة عناصر وحذف عناصر أخرى لتقريب النص لبيئة القراء المستهدفين حيث أظهرت النتائج أن الاستراتيجيات المستخدمة في ترجمة عينة هذه الدراسة تتراوح بين النقل التام من اللغة المصدر إلى اللغة الهدف إلى التغيير التام بما يتلاءم مع اللغة المستهدفة.

أخيراً، تختتم الدراسة ببعض التوصيات التي تأمل الباحثة أن تكون ذات فائدة لكل من الباحثين والمترجمين في هذا المجال..

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