

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

Translating Canned & Packed Food Products' Labels from Arabic into English: Problems and Strategies

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Dedication

This thesis is dedicated to my parents, my late uncle for their endless love, support and encouragement throughout the production of this piece of research.

Acknowledgement

First and foremost, I have to thank my parents for their love and support throughout my life. Thank you both for giving me strength to reach the stars and pursue my dreams. From the bottom of my heart, I would like to thank my sister, brothers and my beloved husband.

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الإقرار

أنا الموقعة أدناه، مقدمة الرسالة التي تحمل عنوان:

Translating Canned & Packed Food Products' Labels from Arabic into English: Problems and Strategies

ترجمة ملصقات منتجات الطعام من الانجليزية الى العربية: مشاكل واستراتيجيات

أقر بأن ما اشتملت عليه هذه الرسالة إنما هي نتاج جهدي الخاص، باستثناء ما تمت الإشارة إليه حيثما ورد، وأن هذه الرسالة ككل، أو أي جزء منها لم يقدم من قبل لنيل أي درجة علمية أو بحث علمي أو بحثي لدى أي مؤسسة علمية أو بحثية أخرى.

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: **Hadeel Sleeman Abdulrahman** اسم الطالب:

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Table of Contents

No.	Content	Page
	Dedication	III
	Acknowledgement	IV
	Declaration	V
	Table of Contents	VI
	List of Tables	VIII
	Definitions of Key Terms	IX
	List of abbreviations	X
	Abstract	XI
	Chapter One: Introduction	
1.1	Introduction	1
1.2	Background	1
1.2.1	Translation	1
1.2.2	Labels/ brochures	4
1.3	Statement of the problem	6
1.4	Purpose of the study	7
1.5	Significance	8
1.6	Research Questions	10
	Chapter Two: Literature Review	
2.1	Review of related literature	11
2.2	Translation	11
2.3	Language and culture	14
2.4	Globalization and translation	19
	Chapter Three: Methodology	
3.1	Corpus of the study	30
3.2	Data collection	30
3.3	Methodology	32
3.4	Limitation of the study	33
	Chapter Four: Strategies adopted in translating food products and problems	
4.1	Strategies adopted in translating food products	35
4.1.1	Introduction	35
4.2	Analyzing the Adopted Strategies in Translating Canned and Packed Food Products Labels from English into Arabic	39
4.3	Transliteration and transference	41

VII

No.	Content	Page
4.3	Transliteration and transference	41
4.4	Literal translation	48
4.5	Adaptation	51
4.5.1	Addition	55
4.5.2	Omission	59
4.6	Translating by a more general word, and translating by a more specific word	61
4.7	Problems that occur during translating food products labels/ brochures.	65
4.7.1	Introduction	65
4.7.2	Translating brand names, logos & proper names	66
4.8	Proper name	71
4.9	Slogans	73
4.10	Religious aspects & taboos	76
4.11	Culture- specific concepts	77
4.12	Conclusion	86
	Chapter Five: Conclusions and recommendations	
5.1	Introduction	88
5.2	Conclusions	89
5.3	Recommendations	92
	References	94
	Appendices	103
	Appendix I: Questions of the interviews	103
	Appendix II: The Labels Used in this Study	104
	Appendix III: Figures of selected labels form the sample study	107

List of Tables

Table No.	Title	Page
Table (1)	Strategies used in translating food products' labels	40
Table (2)	Number of examples of transliterated items taken from the sample of the study	42
Table (3)	Examples of literal translation	49
Table (4)	A number of selected examples for Adaptation	53
Table (5)	Examples for omission strategy	59
Table (6)	A number of examples for translating by more general word strategy	62
Table (7)	Translating more specific word	63
Table (8)	examples for transliteration	68
Table (9)	Selected example from the corpus of the study which include proper names of places or people	73
Table (10)	For translating products slogans	74
Table (11)	A number of frequently repeated words which refers to religious Islamic culture	77
Table (12)	Selected examples for culture- specific concepts	79
Table (13)	Lists some selected examples for technical terms	84

Definitions of Key Terms

Celiac disease -- also known as celiac sprue or gluten-sensitive enteropathy -- is a digestive and autoimmune disorder that results in damage to the lining of the small intestine when foods with gluten are eaten. Gluten is a form of protein found in some grains. The damage to the intestine makes it hard for the body to absorb nutrients, especially fat, calcium, iron, and folate.

List of abbreviations

TT : Target text

TL : Target Language

ST : Source Text

SL : Source Language

TLR : Target Language Reader

SLR : Source Language Reader

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Abstract

This study investigates the issue of translated labels of canned and packed food products, with reference to translation strategies and translation problems, which are examined by analyzing a corpus of 70 English-Arabic labels/brochures of food products. The study illustrated the translation strategies adopted in translating food products labels/brochures; it also shed light on common and frequent translation problems in order to help translators achieve more appropriate and adequate translations. Through analyzing the corpus of this study, the descriptive approach was adopted to explain translation problems that translators face during translating labels/brochures of food products. Thus, after analyzing the labels, the researcher collected the samples and classified them. The researcher, in some cases, suggested translations that were adequate suggested. Furthermore, to be clear about how labels/brochures help consumers, (15) personal interviews with consumers, translators and marketers were conducted to get a closer image. The analysis of the study corpus reveals out that translation problems are definitely due to faulty application of translation strategies as well as inappropriate equivalent

vocabulary, which either occur because of translators' lack of knowledge, or on deliberate manipulation to tempt consumers to buy a certain product. Finally the analysis reveals that one major translation problem of food labels refers to foreign and culture specific concepts alongside borrowing. So that, cultural and linguistic knowledge is required to solve problems of translating and to produce target texts free of misleading concepts as well. Recommendations to future researchers and translators were put forth.

Chapter One

1.1 Introduction:

Products' labels are one of the marketing / advertizing tools in sales domain. Thus, the world has turned into an international market that involves multilingual communication. As a result, products' labels demand the presence of a translation process for the sake of effective advertizing process. In spite of the importance of this aspect (labeling/advertizing) in multilingual translation, it has not received adequate attention.

This study aims at pointing out the major problems that food labels' translators encounter, in an attempt to shed light on this topic in order to reduce the customers' difficulties. Furthermore, this study seeksto examine the adopted strategies in the process of translating canned and packed food products' labels to determine the degree of correctness, precision as well as integrity and loyalty to the SL labels. Finaly, this study examines the importance of labels for consumers and how they show the label information.

1.2 Background:

1.2.1 Translation:

Because of the multiplicity of languages among societies, the science of translation has emerged. Despite the diversity of languages & cultures. It was not enough to make the science of translation of great significance just like any other previous sciences. However, many developments have taken

place around the globe about industrial, economical, social, technological fields. The new developments brought forth an important international communication, which depended, in the first place, on translation in order to produce a successful communication.

Since the world became in an exigent need for translation, translation science gained extra significance via shedding extra light on the translation of canned and packed food products' labels.

Over the years, translation took many shapes and definitions, as researchers tried in various ways to refine the process of translation and its outputs.

Mason & Hatim (1997:10), described translation as “the process of interpreting the meaning of a text and the production of an equivalent text that communicates the same message in another language.”

It is expected that translation will be all about equivalency between the SL and TL message meaning. In other words, translators can reproduce the SL text maintaining the meaning of the original message.

Briggs (2006:43) supports the same concept about translation considering it as a form of a rewriting process. “Translation is a form of writing under constraint. Quite straight forwardly, the translator must write the original text again in a language other than the one in which it was composed.”

He also commented on translation, he said that translation is not only a matter of word transfer but it's also the ability to create intelligible culture material. "http://www.amilanoapple.com/quotes.htm. On 10 August 2012)."

Bassnett (1997:20), suggested that translation is a complex activity in which the translator plays a role in the "Shipping process". What can be observed throughout Bassett's suggestion is that the translator can produce something new by altering the style of the source text through omitting and /or adding new components, in order to serve the TL reader.

Neubert (1985:18) maintained that translation is "an interlingual and an inter-cultural or cross-cultural communication".

Depending on his previous point of view, Neubert (1985:10) states that translators can paraphrase, describe, manipulate, or substitute one term for another, so that they produce an acceptable and reasonable translation.(ibid).

Neubert, Bassnett, Briggs & Mason & Hatim assume that the process of translation is a process of rendering the meaning of the SLT in an alternative style, even if the translator has to make a kind of change, they do not treat it as if it were a violation of the translation constitution. On the other hand, other researchers consider translation as a process of transferring the words and grammar of the SL as it is in to the TL without

causing any change, and this type of translation is coined as direct translation, literal translation and/or word for word translation.

1.2.2 Labels/ brochures

Brochures, labels, leaflets, flyers, posters, booklets, pamphlets, and manuals have the same function, and they are considered as aselling\advertising tools.

A brochure, according to wiktionary, the free dictionary, is defined as a flyer, pamphlet or leaflet that is used to pass information about something. Brochures are treated as advertising tool to the target audience.

On the other hand,“businessdictionary.com” defines a brochure as a publication, which consists of one folded page, or several pages, used mainly for advertising purposes.

“Ask.com raised this question”, which is “what is a Brochure used for?”. It is a pamphlet or booklet that describes, affirms a facility or a service. It is an advertising tool for business and other organizations, and is used to sell the business to potential customers. Business owners use them to sum up everything a customer needs to know in an easy- to-read-eye-catching piece of paper.

“Marketingzon.Com” describes brochures as a selling tool with information about a product, company, business or services they offer. Marketing zone (an online marketing company) states that a brochure is a

way to promote, explain and advertise; it also illustrates that a brochure is a marketing tool to help explain and educate someone about something.

Labels or brochures must attract customers and persuade them to choose and buy a certain product. That is why labels or brochures must be shaped perfectly on both levels linguistically and non-linguistically in order to attract customers.

“Marketing zone.com” supported this principle. It says that “brochures summarize key information to prospective customer or client who might need or want to help them make a decision to buy a certain product or not.”

Many companies use products’ brochures/labels to explain their company products or services. Companies use labels/brochures to highlight key information, and encourage prospective customers to visit the company website to learn more.

As much as brochures must be attractive to catch customers’ eyes, they also must be easy, clearly written in precise and interesting language that will persuade the reader to choose a product. “brochuredesignteam.com” supports the same belief, “A well designed brochure/ label is the best way to introduce your company to your potential customers. The design team maintained that, a brochure/label has three functions: informative, advertising and identification. They claim that a

brochure should be the result of an interaction of the three functions, otherwise it won't be effective".

1.3 Statement of the problem:

Translating food products labels is a very serious topic as much as it is influential within the industrial and cultural domain. Seriousness of this topic lies in the fact that it is responsible for the levels of profit and loss in sales spheres as it influences the consumer's decision whether to buy a certain product or not. Translating food labels is important as it reflects new cultures and identities to the consumers'. It also identifies and presents a foreign product to the consumer society to enlarge the market space. Subsequently, multinational industrial products movements will be stimulated.

Because of the multinational industrial movements, which introduce new cultures to the consumers' culture, target food labels English texts will not be understandable for all society segments. Since products labels contain foreign words, they cannot be reachable by all Arab consumers. For instance, culture- specific elements, logos and technical terms are foreign elements, which are conveyed to the TL. There are many translation strategies to employ in such cases such as loan words, transliteration, arabicization and direct translation. Besides, Smith (2002:49) pointed out that, direct translation reserves the source language text structure and style

alongside using plenty of loan words, which, from his point of view, reduce the effectiveness of the TL text.

For this reason, the mission of the translator is not simple since s/he must produce a communicative text that conveys the message properly in order to avoid any chance of producing poor or inadequate translation. Translating Labels/brochures are problematic because the translator should produce not only an explanatory and informative text, but also a persuasive text. Krista (2004) pointed out that good sales labels/ brochures explain, inform and persuade customers to buy products. **“Error! Hyperlink reference not valid.”**. According to Krista’s, if the TL text is not persuasive & effective, the rate of sales benefits will decrease. In this case, commodity providers will lose the consumer’s choice of their products because of translation problems which result in consumers’ misconception of the lack of direct equivalent of the TL.

1.4 Purpose of the study:

This study aims at investigating the translation of a sample of labels/ brochures of canned and packed food products. Commodity providers are looking forward to improve the impact of the products labels, so that it can be persuasive to the consumers. Consequently, plenty of companies started to employ translators in order to translate English texts into Arabic. As a result of multiple translations, lack of equivalency, and culture-specific words, and linguistic inaccuracies, which are consequently produced by

translation errors and translator's mistakes, a lot of misconceptions and misleading information that affect consumer's decision making processes emerged.

Depending on the aforementioned fact, this study attempted to explore the translation strategies and linguistic inaccuracies caused. In other words, this study focused on analyzing, comparing, and describing labels/brochures of food labels, titles, body texts, the use of images, and linguistic inaccuracy.

This study advised researchers and translators to pay attention for this issue, and then offer solutions for certain translation problems. In addition, it offered recommendations, which may ease the process of translation. As that translators deal with different cultures & different linguistic systems.

1.5 Significance of the study:

The significance of this study arose from the scarcity of research on this topic. To the best of my knowledge, there is no study that deals directly with the translation strategies and problems of translating food labels from English into Arabic. Therefore, this study is considered a pioneering step in this field. Eventually, this study helps translators to be more careful in the translation process. This, in turn, leads to more effective and better translations.

This study is significant because it focuses on the importance of labels/brochures as those brochures can affect the decision of the public as well as the image they construct about certain products.

The number of studies conducted in the advertisements and marketing domain have been increasing due to the emergence of products' labels importance alongside the process of marketing goods on global markets as well as the needs of the TL readers.

Translation of canned and packed food products' labels is important because it can help avoid intercultural miscommunication since canned and packed products' labels function as an informative text that provides details about a product sold in a store or elsewhere.

Indeed, canned and packed food products' labels clarified and formed an impression about a certain product and how it's used or cooked. Therefore, canned and packed products, labels should be carefully structured. The major target in the marketing process is the receptor that may belong to a foreign culture. As a result translation has been considered a challenging task because translators should find an appropriate match to the SLT, which carries the original meaning of the ST. For this reason, wide knowledge and creativity are required, within such a risk.

Difficulties always arise wherever a cultural gap exists between two cultures or languages which produce cultural bound contents that are tricky

and barely dealt with. Baker (1992:21) said, “Specific cultural concepts are concepts that are totally unknown to the TL”.

Fernandez, (2007) points out that awareness is important to customers in terms of some international dishes especially if they intend to travel.

Experts claim that translators must be aware of the original message’s meaning& how to transfer the same message of the original text.

To sum up, the study’s main concern is to guide researchers and translators contributions to improve the circumstances of the process of translating canned and packed food products’ labels from English into Arabic. Moreover, it highlighted the relationship between language and culture throughout food products labels’ domain as food reflects culture and identity.

1.6 Research Questions:

This study attempts to answer the following Questions:

- What is the purpose behind translating canned and packed food labels?
- What are the common strategies adopted in translating canned and packed food products’ labels? Are they effective and appropriately used or not? What are the factors that determine the choice of a strategy?

- What are the main problems and challenges that encounter the TL translator?

Chapter Two

Literature Review

2.1 Introduction:

The technological revolution of the 20th century provides an opportunity for intercultural communication between communities. This transformation has brought great distance closer and given rise to a rapid stream of development in every aspect of peoples' life like science, politics, industry commercials such as marketing and advertising. However, it has brought to the surface plenty of problems due to the complexity of differences between cultures and languages. Thus, translation is one means to overcome cultural and linguistic problems throughout adopting suitable strategies to interpret the complexity and introduce what is foreign in a natural and familiar way to match the TL readers' needs.

2.2 Translation:

Theorists have defined translation in different terms, their opinion were contradictory at various times ranging between source-oriented text and target-oriented text translation. In spite of theorists'/linguists' variation about translation definition, most of them consider it as a matter of "equivalence".

Newmark (1988:5) defines translation as an act of "rendering the meaning of a text into another language in the way that another intended

the text”. Catford (1965:20) considers translation as a “replacement of textual material in one language (SL) by an equivalent textual material in another language TL”.

Hatim & Mason (1990: 8) identify equivalency as the “closest possible approximation to ST meaning”.

After introducing the concept “equivalence” in translation domain, many writers tried to develop it like Catford & Nida, (1965) who introduced “formal” and “textual” equivalency.

Besides, Nida (1964: 166) suggested “dynamic equivalency” which is defined as “the closest natural equivalence to the source language message” and “formal equivalence” which is a source-oriented method aiming at transferring as much as possible of the source text form and content.

Leonard (2003), illustrated that formal equivalency is based on translating the ST message to the TT alongside maintaining the original words and grammatical structure as much as possible. Concerning this context Newmark (1981) has substituted Nida’s formal and dynamic equivalency by semantic and communicative equivalence

As a result of the long series of changes that had been done on the act of translation after introducing the notion of equivalency, many new strategies have been suggested. For example, Venuti (1995:20) introduced

two translation strategies, namely: domestication and foreignization. He defines domestication as an “ethnocentric reduction of the foreign text to a target-language cultural value, which brings the author back home”. However, he defines “foreignization” as an “ethno deviant pressure on cultural values to register the linguistic and cultural difference of the foreign text, which sends the reader abroad”

Venuti (1995:21) agreed on the notion of “foreignization”. Venuti’s belief about foreignization mismatches the extreme method of translation, which wastes the SL culture. Methods like that works on hiring transplantation, which is similar to adaptation more than translation. Dickens et al (2002:32) defines them as “the whole sale transplanting the entire salting of the source text, resulting in the entire text being rewritten in an endogenous culture setting”. Many theorists claim that equivalency cannot be achieved throughout the translation process because the translator cannot find a suitable equivalence from the TL for each single idea or concept of the SL. Mason (1997: 11) demonstrated the reasons behind difficulties of equivalence, which translators face through translating from one language to another, are a consequence of differences between both languages that are related to the semantic, pragmatic, syntactic, cultural and stylistics aspects of language.

Baker (1992) dealt with the notion equivalency at the word level, grammatical equivalency, textual equivalency as well as pragmatic equivalence. She stressed that problems of equivalency are very

complicated in any content. Therefore, she suggested a number of strategies in order to solve problems of non-equivalency, Baker (1992: 40) introduced paraphrasing and omitting to overcome non-equivalency issues. She underlined that paraphrasing does not possess the status of a lexical item; hence, it is incapable to convey expressive, evocative or any kind of associative meaning. Baker emphasized also that there is a loss of meaning during the application of omission strategy although Baker has suggested strategies to overcome equivalency problems, yet she still believes that loss of meaning is inevitable.

In this context, Abdul Raof (2001:9) agreed with Mason and Baker that linguistic, syntactic, semantic, and pragmatic differences in languages lead to both non-equivalency and untranslatable problems between languages.

2.3 Language and culture:

During the process of translation, many factors can change the curve in different ways such as language system and culture.

Language and culture both are inseparable in the process of translation. In other words, language is part of culture as well as culture is part of language. Since translation involves two different language systems and two different cultures, many challenges will be facing the translator. Nida (1964:130) pointed out that "differences between cultures may cause complication more than linguistic differences". In the same context, Toury

(1978:200) illustrated that” translation is a process that involves at least two languages and two cultures.” Bassnett (1980:13-14) considers both language and culture as one unit; she described them as “the heart within the body of culture”. Lotman (1978:211) agreed on the same idea that language and culture are inseparable.

Smith (2002:45) supported Bassnett and Lotman stating, “Language is a carrier of cultural messages”.

Translation is not a matter of seeking words with equal meaning, but it is a process of digging deep to find suitable ways of explaining something in another language.

Karra (2000) in his essay “Science or translation” stated that translation helps people to appreciate others and respect that ways of thinking as summed up in their cultures. It weakens barriers between languages and communicates messages, spreads cultures, language, and increase understanding near and far.

Culture can be defined as “the characteristics of a particular group of people, defined by everything from language, religion, cuisine, social habits, music, food and arts. Culture can be influenced by immigrants’ cultures.” www.livesciene.com/Humannature.

www2.gnb.ca/content/gnb/en/departments/thc/culture/.../cpr/matter/htm/

Livesciene.com presented a number of definitions for culture:

Culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.

Simple English Wikipedia (1988) defined culture as “way of life” the way groups do things. Culture moves to the next generations by learning. Culture is seen in people’s writing, religion, music, clothes, cooking, and in what they do.

So transferring the meaning and the culture of the SLT is a necessity in the translation process. Newmark (1988:222) illustrated that as the translator must transfer the meaning of the SLT; he must also transfer its culture. Newmark (1988) defined culture as “the way of life and its manifestations that are particular to a community that uses a particular language as a means of expressions.” According to Newmark, culture represents food, ecology, customs....etc, which is very effective variables, make communities recognizable from each other.

Translation which has been influenced by the two linked notions, namely: language and culture. Translators must work on producing a TL text that matches the SL text throughout paying attention to transfer the SL culture values to the TL text.

After surveying studies about language and culture, it is clear that culture is connected to language because societies observe culture through language. This theory proves that it’s not allowed to divide language and

culture. Therefore, translators must be aware of both ST language and culture of TT language.

Hatim and Mason (1997:11) stated that there are many aspects to be taken in consideration during the act of translation, like semantic, pragmatic, culture and style of language.

Nida (1964) agreed to what Mason and Hatim (1990) stated; they stated that languages are different from each other; this difference resulted in the evolution of translation process.

Language is more than just a means of communication. It influences our culture and even our thought processes. Edward Sapir and his student Benjamin Whorf said that “language predetermines what we see in the world around us. Depending on Sapir and Benjamin ideas, it is clear why there is an inseparable relationship between culture and language, because language reflects a way of thinking. Culture is transferred through language”.

In the first part of this chapter, three attached key points were discussed, namely: translation, culture, and language. In the coming part another three key points will be discussed, namely: Food, globalization and advertising are directly related to the topic of this study (Translating Labels of Canned and Packed Food Products). Researchers dealt with canned and packed food products' labels/brochures as an advertisement material most of the time. Products' labels/ brochures have taken an important position in

every aspect of our life, so that it has been considered now a mandatory side of every promotional campaign of a certain product as it can draw an impact on the customers' perspectives. In other words, specialists in the area of advertising deal with products' labels as a mandatory procedure and it should be given enough attention to achieve the desired revenue. In other words, specialists deal with products' labels as a sort of advertisement. Therefore, canned and packed food products' labels are meant to talk about the product and its usage. As a result, if products' manufacturers seek a wide range of sales regionally and globally, there are pivotal procedures for multilingual interaction which can be obtained by the help of the translator. Translating labels/brochures from one language to another language serves as a promotion as Obeidat, (2005) cited that Holloway, (1998:43) illustrated that "translation has been recourse of many advertisements {.....} To overcome the barriers imposed by the language and the culture."

As mentioned before, culture and language are treated as one unit wherever translator cannot ignore the exchangeable influence for both of them on the output of the translation process. Full (2004:15) presented similar statement when he characterizes the translator by describing him/her as a mediator, who must pay attention to the different cultural vocabulary of the target reader. Full also indicated that the role of mediator must be creative in a massive way, as long as the translation processes is

influenced by globalization and the fact that English is an international language (Global).

2.4 Globalization and translation:

It is inevitable to exchange cultures between people's communities. However, it is possible to happen throughout hiring the language as a tool of communication. Exchanging cultures takes place in several ways. For instance, international (global) business dealings, which make it imperative for both sides (SL) (TL) to use a common language, this will mostly be global to facilitate and ease the communication between both sides. (Currently, the dominant global language is English). Here lies the need to employ the process of translation, which works on transferring the original message content, and then delivers the message to the TL reader.

In this sense, Shiyab, (2010:7) pointed out that the process of globalization has affected the process of translation in a noticeable way because globalization has necessitated translation. He added that there are more demands on translation-services requested by educational institutions and private companies than any other time, simply, because people all over the world are becoming interested in and curious about each other's life and culture due to technology openness. Shiyab (2010:8) explained that this turn-global connection between nations of different cultures- has led to two consequences, namely: the spread of English as a world language, and the global demand on translation. He described the inseparable relation

between translation and globalization by considering them a twin. “.....as they are intertwined”.

Shiyab (1991:8) illustrated that globalization has always been a significant aspect to translation. Simply because translation brings cultures closer. Hence, translation mirrors other cultures and their traditions.

Crystal (1997) stated that: “it’s true that translation has played a central role in human interaction for many decades. But there are always borders to what translators can do during the process of translation from a language to another”. To explain, languages differ in their styles morphology, syntax, phonology,...etc. Sometimes translation cannot bridge the gap between two different languages especially when both languages descend from different families. According to Crystal (1997:11).This problem has been traditionally solved by finding a language to act as a “lingua franca, or a “common language”

English language has become global since it was used by the strongest and most dominant countries over time. Crystal (1997:7-8) pointed out that the dominance of a certain language results from the power of its nation. English became famous after the dominance of Britain and the USA. Nowadays English is crowned as an international language, which is adopted by all governmental/ non-governmental departments in most countries. In other word, English is today’s lingua Franca, which invades every field of our life. Crystal (1997:7) raised important questions such as

“what makes a global language?” (1997:11) “why do we need a global language?” gala-global.org shed light on this issue of globalization and global language. gala-global.org justified launching a global language with turning the world to one global village accompanied with inseparable connection. Today, over 200 million emails are sent, 600 websites are created and some 48 hours of video are uploaded on YouTube every day. In other words, globalization and translation both deal with language and cultures.

It is seems that globalization is nothing but a death trap for translation. It looked, at first, as an offer of a helping hand to translation, but it make translators redundant with its process of making the unified language and culture of the global village.

Globalization affects almost all the fields of research undertaken by human beings; everybody speaks the language of innovation and technology.

No one lives in his own island now a days since the universe shares its economy, sciences, politics, media, internet and industry. As a result, a common language might help to facilitate the communication process and inter changes cultures.

Crystal (1997) defined a global language as “a language that achieves a genuinely global status when it develops a special role that is recognized in every country”. He provided us with an excellent account of

the growth of English language as the global language, but at the same time, he stated that “a common language is equally important”. He said that language has two functions: communicative a cross-localities, and to build cultural and community solidarity with localities.

Saleh (2011:8) cited, scholars like Samh a (2005) who was anti-globalization because English language ruled over other cultures. He stated that “Americanization” and “globalization” are synonyms. This fact has spread especially in the Arab world. Teens started to refer to objects by their “foreign’ names. This phenomenon will destroy cultures and thoughts through invading peoples’ minds, so it is not only about borrowing it is also about the new common English-Arabic of chat rooms and messengers.

However, borrowing and transliteration helped people to overcome culture and language gaps, but the overuse of English vocabulary will cause many problems.

In short, globalization process is a major reason for the dominance of English language; it looks like an invader looking forward to control the globe. As it is noticed today, English is adopted everywhere, in schools, universities, hospitals, restaurants, hotel, media, commerce and in the internet. As English is a common international (global) language, it affects the readers’ choices; Schaffner (2000:48) agreed on that issue “global language controls consumers’ culture and Life.”

Food is one aspect that reflects culture and expresses identity. Macfarlane (2006:82) supported the same idea when he discussed globalization “The food we eat, the clothes we wear, and machines and energy we use are often imported from far away.”

In 2006, Montanari who is a professor of the history of food at the University of Bologna, Italy, studied food culture for nearly 30 years. After many researches, he claimed that food is culture. He claimed that food stands as an indicator of social, religious and political identity. In other words, food is like every legacy or tradition that people keep inheriting as if it is a property that reflects their features.

www.Sace.Sa.edu.au maintainsthat“culture is what makes everyone different from who they are and where they originate." In this case, food is one of the main roles in people’s culture. In another sense, every culture has its own different varieties of food and ingredients so when those various ingredients mingle or mix together this is what we call fusion of foods and cultures or food communication.

As food reflects culture and identity, it takes an important place in religious occasions, traditions and festivals. www.sace.sa.edu.au believes that “In festivals, food is extensively used to celebrate upcoming events.

As this study investigates translating food products’ labels from English in to Arabic, it turns out that, because of global marketing, translation has become a necessity. This is because consumers need to

know the benefits and the way of using a certain product through the label directions.

On the other side stand manufacturers who always seek a wide global market alongside maximum rate of Sales and revenue by this formula of “buying and marketing”. Both consumers and manufactures desire to benefit from the translation process. As consumers wish to meet or receive foreign products of other cultures and manufacturers, they always look forward to increase the earnings (profits).

Therefore, the business field is in urgent need for translators who simplifies and facilitates the marketing / advertising process.

Unfortunately, few studies investigated the issue of translating food products Labels/brochures in the time where studying them came to be one basic pillar in marketing domain. Hansen (1997:187) pointed out that “labels / brochures are among the least examined text type.”

Because of the continuous expansion of the global market, international companies hired translators. Yet, it was not enough to serve the rapid and huge expansions of the global markets, because experts and knowledge both govern the process of translation. Subsequently, majored and specialized companies started to emerge in the food packing and labeling sector, as it is a growing industry hunting for new foreign customers.

Elanga international (2011) published an article about food labels for expressing its importance,” After many years of helping food companies to export products worldwide. Our specialist translators have an outstanding track record in the provision of translation service for food domain. So we helped to increase sales into world markets”.

Geminitranslations.co.uk (2014) another translation company focused on the processes of products labeling and the translated texts attached to it. Gemini investigated the industry of language and marketing translation which is mostly used in the commercial sector. Subsequently, Gemini published many articles and many posts that treated related topics like “ translation for publishing it’s so much more than just books”, “English language around the world- info graphic”, ”jargon in translation?

“It is marketing translation”, “professional translation makes happy clients.”

Since Manufacturers aim that attracting worldwide audience/ customers, translation companies began to take care of marketing language/ marketing translation and the problems associated with it.

Gemini translation (2013) defined the marketing translation, as “it’s a type of translation that seeks to promote and persuade”. Betterlanguages.com posts that “marketing translations are quite lateral, and need a certain specialized mindset on the part of translator.

In addition, marketing translation is a specialized area of translation services; it is not about translating ST into TT, it is about conveying the correct marketing message in the target language. Another reason for the increased emphases on the process of- food products labeling and the marketing translation- is the quantum leap in the health and nutrition sphere.

Alison (2011) www.alsintl.com/blog/food-label-translation.revealed the same idea “Food labels translation is more important than ever, thanks to a heightened emphasis on nutrition and healthy eating”.

A Close reading of food packaging and nutrition labels is no longer just for those who are on diet. Yet, to many other consumers, it is helpful for products companies who are looking to keep clients happy and safe all the time it helps them stay in a competitive market.

Alison (2011) ascribed the importance of marketing translation on food labels as being beneficial on three fronts: buyers, companies, and being a source of warnings.

Translating food labels benefits customers in an obvious way; people like to know what they are eating especially when people replace raw elements by canned or packed ones they do not prepare it. Consequently, it is difficult to determine the nutritional value. Thus, food labels are essential to get the required information for the process of cooking. On the other hand, translating food labels is important to help companies too. Alison

(2011) assured that; companies' major concern in general is to increase the financial revenues by increasing the number of consumers nationally and internationally. Alison stated that "companies seek to keep consumers happy; food label translation can also contribute to a company's bottom line. A brand that accommodates a multilingual customer base has a good chance of inspiring repeat business." After all a company that respects its consumers, those consumers will more likely keep buying that brand product.

Alison (2011) touched this topic "safety concerns in food label translation". It is important to include appropriate warning labels on food that contain- or in some cases, are prepared near- common allergens, including the ubiquitous "May contain nuts", by this warning companies try to keep the consumer healthy & safe and to avoid legal problems.

Brook (2011)said: "If I'm selling to you, I speak your language"

After all, many elements must be included during the process of creating a food label, other than language such as: legal, safety, nutritious, cultural, religious, advertising and marketing materials.

In this regard, www.wintranslation.com (2010) Felicia Bratu (2010) stressed the same point about products labels "Every day a product is taken off the market. Some of these products are recalled for incorrect labeling. Missing warnings, ingredients are not listed on the label, undeclared allergens.... etc. "Labels seem to have a very important role in the life of

every product and not following the correct labeling requirements could be extremely expensive. So like what Felicia Said “Everything starts from the label”. Whether it is success or failure, it starts from the label.

Elagna international (2013) posted “let language be a link, not a barrier” it also assures that a good quality food label translation is an investment that is worth making for all parties involved ([www.asa.co.nz/decision-file.php?ascb number=o](http://www.asa.co.nz/decision-file.php?ascb%20number=o)).

Forest Rock Ltd (2007) said “advertisement should not be implication, omission, ambiguity or exaggerated claim mislead or deceive or be likely to mislead or deceive consumers, abuse the trust of or exploit the lack of knowledge of consumers, exploit the superstitious or without justifiable reason play on fear (meeting 5December 2007 complaint o7/495)

Summary

To sum up, the review of related literature displays researchers’ arguments on the issue of translating canned and packed food products and other related issues; such as the inseparable relation between language and culture, the importance of global languages and their effect on target cultures. Language is an intercultural communication, which deals with foreign elements. In this sense, there is an always-untranslatable term. It also highlights the process of translation as a loose term; it is a mirror of the original language, a rewriting of an original text, rendering the SL

meaning and its effect on TL audience. Moreover, it confirms the importance of food products' labels and the included information for consumers. Information of the food products labels should be presented in an accurate manner and it should be appropriate, clear and understandable by the audience to whom it is directed. Above all, this review of related literature has pointed out that the topic under investigation, has not received attention.

Chapter Three

Methodology

This chapter sheds light on the corpus of the study, the data collection, the methodology of the study, and the limitations of the study.

3.1 Corpus of the study:

The sample of the present study comprises about 70 English labels of canned and packed food products and their Arabic translation. The labels were selected carefully from several stores in many Palestinian cities including Nablus, Ramalla and Jenien “bravo, superstore, Saleh Kalaf stores, Zabaneh, Zheman, and Maslamani.” The selected labels introduce various kinds of food products, which are related to various cuisines specifically Mexican, Chinese, Italian, French, English and Arabic. In this regard, the most used translation strategies for translating food products labels from English to Arabic do not help consumers to get to the right /original message. Hence, the researcher selected this issue -translating labels of food products- to investigate it, as they have not been studied before.

3.2 Data collection

This study examined a number of labels of food products taking into consideration several factors such as culture- specific terms, loan words, technical terms, linguistic inaccuracies, images in which they are involved.

The main concern of this study was to examine translation strategies and translation problems encountered by translators and consumers alike. Furthermore, this study investigated the effect of this on the consumer's decision.

The researcher collected the food labels from different sources and stores depending on whether the food products are available and recognized for Palestinian consumers or not. For example, the researcher investigated the food products which are related to Mexican and Chinese kitchen which are most of the time passive for Palestinian consumers because there is a huge gap between the Palestinian food culture and the Mexican and Chinese food culture. For instance, taco wraps and tortilla both are attached to the Mexican Kitchen and at the same time both are imported to the Palestinian markets, however, vast majority do not know about them.

In contrast to the Mexican and Chinese food culture, it was clear to the researcher- through personal interviews that Palestinian consumers are mostly familiar with the Italian kitchen's elements such as pasta, marinara sauce (tomato sauce, parmesan/mozzarella cheeseetc.

Concerning the labels of the corpus, all of them are foreign (international) products which possess English brand names and English texts, whose task lies in setting forth the ingredients and clearing out the recipe. Moreover, labels of food products indicate warnings about allergies,

slogans, images and sometimes games for kids (like puzzles on serials products).

In addition to food products' labels, a number of interviews were conducted on different segments like: commodity provider, translators and consumers.

3.3 Methodology

This study sought to shed light on some substantial aspects related to the issue of translating English food products labels into Arabic, where an intercultural communication occurs which, in turn, might cause problems of labels use, misunderstanding or miscommunication.

The researcher found out that translation may be used as a tool to minimize such problems by adopting suitable strategies.

This study, also, examined a number of 70 canned and packed food products' labels in accordance with their language, culture specific terms, color, logos, images inappropriate concepts, linguistic inaccuracies and related ads.

The descriptive approach was employed in this study in order to describe the labels' language and form throughout collecting the examples then classifying them. Then, the application of strategies in those labels was analyzed and the level of success will be tested. In some cases, the researcher provides more appropriate translation. Moreover, to reinforce

the analytic input, a number of 15 interviews were conducted in an attempt to get accurate information about labels/brochures explanation, and test whether it is efficient or inefficient in rendering the message.

3.4 Limitations of the study

To the best of the researcher's knowledge, there is no study dealt with the issue of translating English food products labels before. Therefore, the researcher decided to investigate this topic, which investigates food products labels/brochures. The researcher faces the following limitations:

1. It is limited to food products' labels/brochures.
2. The corpus of the study is limited to 70 labels because of the boycott of some countries products also because some products have only English text without target Arabic counterpart.
3. The area of the study is limited to four Palestinian cities including: Nablus, Ramallah, Jenin, and Bethlehem, it covers various samples of food products labels. However, it is limited to food products labels/brochures.

Chapter Four

Strategies Adopted in Translating Food Products and Problems

This chapter consists of two parts; it sheds the light on two problems in the field of translating canned and packed food products' labels. The first concerns the application of the adopted translation strategies, while the second concerns the problems that both translators as well as consumers face in dealing with food products' labels.

4.1 Strategies adopted in translating food products:

4.1.1 Introduction:

This chapter discussed the most selected translation strategies used in the process of translating label/brochure of canned and packed food.

The theory of translation is based on an understanding of two texts: the source text, which contains the original (owners') message that has to be rendered in the target language by means of translation strategies and techniques. The second type is target text, which is the outcome of the translation process.

Darwish (2007:43) says "that there is no "right" or "wrong" translation. The idea lies in the right decision of suitable effective translation procedures. Although, in the past, some linguists claimed that

translation is impossible in some occasions; however, recently experts say that everything said in one language can be rendered in another language.

In this sense comes the role of the translator to bridge both source and target texts. Translators may choose certain strategies to treat cross-cultural complexities during multilingual translation. In general, it is widely known that translators went through battles struggling to find a target text equivalent to the source text by adopting certain strategies that maintain the original source text message and style such as literal translation, transliteration/transference, and borrowing (loan words). On the other hand, located translators' resort, which represents strategies that work on the assimilation of the target language text to the source language text. In other words, they pay attention to the target readers' needs and their impression regardless of the source language text form and styles such as: localization, domestication, adaptation, addition omission, and substitution. Such strategies work on making the foreign concepts close to the target readers' minds when there is a gap or a lack in the target language via using some techniques that provide supplementary or interpretation translations whenever a match cannot be found in the target culture or whenever it seems opaque and inappropriate to translate. In this case, translators try hard to naturalize the source language text content to target audience in order to explain and take away ambiguity and obscurity.

In this context, Smith (2006:159) presented three types of most adopted strategies during the process of translation including transference,

source language oriented, and target language oriented. The first strategy can be defined as “untranslated retention of the original” where the translator keeps the source language words and letters as they appear in the target text throughout copying the original source language letters to the target language text. Smith (ibid) also presented source language-oriented translation”. By adopting this type of strategies, translators make sure to be faithful to the source text. Thus, the main goal is to keep the exact source message, which must be rendered into the target text. He also introduced, a third type of strategies called target language-oriented strategies in which Smith clarified that translators have a legitimate license to change, adjust, add, omit, substitute and supplement throughout hiring translators knowledge and experience.

Wherever translation specialists classify translation techniques and strategies, it is always set out under two major categories. The first category demands the translator’s loyalty and faithfulness to be directed to the source language text. While the second one requires the translator knowledge and creativity to adjust and adapt the source text in order to suit the target language culture. Under such condition, the translator is being faithful to the target text culture and audience.

In this regard, Smith’s classification about this topic was source oriented - texts and target oriented texts. Others like Munday (2001), Venuti, (1995), Baker (1992) classify translation techniques and strategies under two related categories “Domestication” and “foreignization”.

When translators foreignize their translation, the result will be a text of a dominant foreign identity which adversely affects the target audience understanding of the message. Munday (2001:147) described foreignization “as sending the reader abroad by emphasizing the foreign elements.”

On the other hand, “domestication” is a translation approach that works on reducing the foreignness of the source text message for the target audience. Translators can reduce the source text foreign element by adapting, adjusting, reforming, substituting, supplementing, omitting, adding, altering and providing suitable explanation to cope with the lack of correspondence. Smith (2002:35) states that “the dominant trend towards domestication in translating from English over the last three centuries has had a normalizing and naturalizing effect, depriving source text producers of their voice and re-expressing foreign cultural values in terms of what is familiar to the dominant culture.”

In other words, the domestication approach works on naturalizing, and localizing and naturalizing what is unfamiliar and foreign by introducing it with identity that is more Arabic.

Actually, the translation of food products labels/ brochures is important and necessary because a professionally translated label/brochure can improve both service and quality of the text and consequently target audience comprehension process. Hence, interlingual/intercultural

miscommunication will not deteriorate, and then negatively affect the process of marketing and selling.

A label/ brochure serves as an informative text that provides details about a certain product. More importantly, a label/ brochure represents several aspects linked to the audience identity, culture, language, norms of the target language text, translation purpose (commission) and the manufacturing company policy and rules.

A very important question has been raised recently about food culture. Can American or other food cultures introduced to Arab readers? Definitely, translation is one way to exchange food cultures. However, translating labels/ brochures of food products is a risky domain. It is not intuitive, and it comes with many problems. Therefore, this study introduces how food products are introduced to others through translation. In short, this study sets out to see how the translator manages to compensate lexical and cultural gaps by using a number of translating strategies.

4.2 Analyzing the Adopted Strategies in Translating Canned and Packed Food Products' Labels from English into Arabic:

The most common strategies used to translate food products labels / brochures are literal, transliteration, borrowing ,loan words, adaptation, omission, and substitution.

After dutiful reading of 70 English food products brochures labels and their Arabic correspondence, it is clear that translators in most times select various translation strategies such as literal translation, transliteration, addition/ omission and adaptation.

The above mentioned strategies serve the translation process by improving the output of translation act in order to satisfy the target reader.

After examining the 70 label/brochure, it was noted that translation strategies such as literal, transliteration transference, addition, omission, adaptation, borrowings substitution (translating by a more general word, translating by a more specific word) were used (170) times. Table (1) below presents the.

Table (1): Strategies used in translating food products' labels

Strategy	Frequency time	Percentage
Literal	30	17,6
Transliteration	45	26,4
Adaptation	20	11,7
Addition	10	5,8
Omission	10	5,8
Borrowing	30	17,6
Substitution	10	5,8
Translating by general word	5	2,94
Translation by specific word	5	2,94
Transference	5	2,94
Table (1)	(170) 99,52	

The next data analysis explains when and why each strategy is hired. Then, an evaluation of the adequacy and effectiveness of applying each strategy accompanied with examples selected from the study sample.

4.3 Transliteration and transference:

Transliteration means to write a language in its customary orthography. It is to move a word letter by letter from one language to another Beesley (1998:3).

According to Beesley (1998) definition of transliteration -which involves orthography- the differences between English orthography and Arabic orthography will cause many spelling, pronunciation, understanding problems. However, it is considered efficient and communicative in certain times where it issued to compensate for the lack of lexical items.

Catford (1965:66) defined transliteration as a process of representing the sounds of the SL word using the TL writing system, as if it is a phonetic translation.

After testing the study corpus, it was clear that translators adopt this strategy when they come across source language concepts with no corresponding equivalent in the target language. Thus, Transliteration dissolves the non-equivalency problems. Table (2) below shows a number of examples of transliterated items taken from the sample of the study:

Table (2): Number of examples of transliterated items taken from the sample of the study

Pure	بيور
Original	أورجينال
Miracle	ميراكل
Babble	
Cream	كريم
Taco wraps	
Tortilla	تورتيللا
Cheese cake	تشيز كيك
Betty Crocker	بيتتي
Anchovy	انشوفه
Chicken	
Mushroom	
Turkey	
Fillet	فيليه
Sandwich	ساندويش
Nuggets	
Margarita	مار غريتا
Pizza	بيتزا
Lasagna	لزانيا
Soya sauce	صويا صوص
Chicken wings	تشكن وينغز
Hamburger	هامبورغر
Schnitzel	شنيتسل

Transliteration strategy is the most used strategy in translating food products labels. Accurately, it occurred (45) times (26, 4) out of 170 which represents the total number of occurrences of all strategies used in the study sample

After studying the corpus of the study, it was noticed that translators cannot ensure the success of the translation process without applying

transliteration at specific times. However, the overuse of transliteration can be misleading, problematic in many aspects.

Transliteration major concern is to make unfamiliar foreign words readable and available to the target audience who are not familiar with the writing system of the original text language. For that reason, this strategy is widely used in rendering direct headlines that gives attention to proper names such as brand names, places, product names. Therefore, it is a perfect way to introduce new foreign concepts to the target reader. In other words, when a translator tends to transliterate brand names s/he means to avoid dealing with problems of no- target correspondence. Consequently, translators make the target reader closer to reach the original message. Besides, translators try to avoid producing ambiguous, inadequate translation.

For example, the appropriate translation for knorr “a brand name of a company products” is to transliterate it this way” “ without even trying to provide a target equivalence.

It will be a complete failure as the alternative target correspondence of the original brand name will not convey the same effect of the original one. Especially, if the food product is associated with T.V advertisement that exhibits the food product original name and picture. Hence it will confuse the target reader; as s/he reads a complete different equivalence on the product label, at the same time s/he loses another brand name via foreign

T.V advertisement. For example, “Osem” “Maggi” “Nutella” “Lipton” “Nido” “Barilla” “Philadelphia” All of them are foreign brand names of food products attached with T.V and electronic advertisement, which reveals the original name of each product. Therefore, it will be misleading to the target consumer if the translated brand name is different from the T.V. advertisement. Then, the consumer will ask himself the following question: “is it the same?” is it the original product or it is a fake one?” These worries will send the consumer away because of this difference. As a result, the rate of sales will go down. This way, translators’ choices negatively affect the marketing process. So the right choice is to render such brand names and be faithful to the source language and transliterate those brand names. Transliteration in this sense helps to solve problems related to non-equivalence of cultural or linguistic terms. Labels of food products are considered a rich area of non-equivalency examples; such as “taco wraps” “tortillas” “pizza” “margarita”

The above mentioned examples reflect a cultural gap between the source text and target texts ranging between Mexican, American and Italian cuisine. Then it will not be known or familiar in the Arabic culture. So rendering such foreign cultural concepts by literal translation is not being adequate.

For “taco wraps”, which is a type of Mexican wrap, snack or sandwich, transliterated as “ ”, while translators can translate it in another way using literal translation “ ” instead of “ ”. Also

it would be more acceptable and still expressing the source name identity. By rendering wraps as “ ” the name will be known better than “ ” for it will indicate how this product can be used.

Whereas pizza, tortilla, margarita ...etc can't be rendered literally because there is no target cultural equivalence for them, unless the translator tries to indicate what each product name or type means. For example pizza can be rendered " ". Nevertheless, by this addition the source name will be lost. Therefore, that importance of transliteration to deal with cultural specific and proper names arises more than before.

However, transliteration is not always an appropriate solution for gaps and lacks of equivalency. In contrast, it can cause many translation problems and it can minimize the translator creativity. Beside, transliteration strategy is a direct passage to allow source languages and cultures to invade and sometimes dominate the target language and its culture.

It is true that the innovation of transliteration strategy was great as it has provided many solutions to overcome cultural specifics, specifically in direct headlines of food products labels that deal with brand and proper names. In other words, it should be adopted in certain cases (when it is necessary). However, what is happening in some cases is contrary to what is stipulated. Translators have used the process of transliteration where it

is not necessary especially in indirect headline, which function to explain how-to-use/instructions of cooking or point out the benefits of food products. This, in turn, causes confusions. For example, the word “mushroom” transliterated into “ ” where it can be rendered into “ ” or “ ”. In this case, transliteration is not necessary because there is target equivalence. “Turkey” rendered into “تيركي” instead of “ ” “fillet” rendered into “فيليه” instead of “ ”

The overuse of transliteration complicates and violates the standards of food product labels/ brochures such as simplicity, clarity, informativity and persuasiveness.

Consequently, it will send the customer away from the product when it is unjustifiable. Another example deserves to be highlighted. “Nature valley” a crunch brand name which was transliterated into “نايتشرقالي”. In this special case, which represents a brand name, has a target equivalence as this case. “Nature valley” can be rendered “وادي الطبيعة”. In other words, even if literal translation works on this case. Translator chooses to be more faithful to the source brand name.

A number of interviews were held with customers, marketers, translators in order to judge the effectiveness of the translation process. Interviewees of marketers, consumers and translators agreed that brand names must be transliterated in order to reflect the originality of the foreign product. Most of the interviewees said that common English brand names

must be kept as they are because consumers consider it as a trust issue not only faithfulness to the source culture. In addition, it prevents duplication and fake imitated deceptive products.

Transference principle is similar to transliteration principle but with little difference. Transference works on transferring the source concept in to target text in the source language letters. Smith (2006:159) introduced transference as “untranslated retention of the original”. After navigating the samples of the study it was noticed that transference occurs (10) times only about (2, 94) percent of total occurrence of strategies.

Translators and consumers agree on the strategy of transliteration, but they do not agree on transference. Transference produces a lot of confusion, misunderstanding and miscommunication because of its inability to inform the reader about the message especially if the target reader can't read English letters. Thus such rendering break the rules of communication between multilingual communications. In addition to that, there will be loss of meaning as well as message distortion.

In brief, this study tries to emphasize the importance of the relation between language and culture and how language can be a barrier that links communities together. Further, this study maintains that English language is a global language that is used at several governmental institutions. Depending on this discussion, it is clear that consumers with different backgrounds, who are familiar with English, do not face problems with

transference method. Meantime, consumers whose English is poor prefer literal translator which will be discussed in the following chapter.

4.4 Literal translation:

Literal translation means that translators have to render the source text word for word buying the process of changing and rendering the structural style of the original message by a target counterpart in order to convey the intended message. In other words, translators attempt to find target equivalence for each source text word without addition or omission. As Saleh (2011), Ferghal and Shunnaq (1999:8) said that literal translation means to convey the denotative meaning from one language to another.

Newmark (1988:69) “states that literal translation ranges between “word to word”, collocation to collocation” “Clause to clause”, “sentence to sentence”.”

Venuti (2000:36) states that in literal translation you have no license to change words, one-to-one translation is acceptable for Venuti when there is a target language equivalent.

In general, one-to-one or word-to-word translation is acceptable and adequately applied when there is a direct target correspondence that will convey the source text intended message.

Concerning canned and packed food products labels/ brochures, literal translation is applied (30) times out of the total times (170) of all

translation strategies used in the sample of the study. Below is a table showing examples literally translated.

Table (3): Examples of literal translation

Kids meal	
Rich meal	وجبه غنيه
3 in 1	1 3
Iced tea	
Energy drinks	مشروبات الطاقة
French onion soup	شوربة البصل الفرنسيه
Olive oil	زيت زيتون
Corn oil	زيت الذرة
Turkish coffee	قهوه تركيه
American coffee	قهوه أمريكية

Obviously, literal translation is a fine decision since all the previous translations sound clear and understandable by the target reader.

For example, “Long grain rice” was rendered into “أرز حبه طويله” “free of preservatives” was rendered into” حافظه” in general how-to-do directions or instructions most of the time are translated literally.

The largest proportion of the literal translations, which are selected from the sample of the study, is successful, because it is effective and free of confusions or miscommunication. That is because there is target equivalence for each word. So there were no gaps or lacks, which are normally faced via translating English texts into Arabic. At the same time, it is considered a type of source-oriented text described as being faithful to the source text language and culture.

In face-to-face interviews that were held with consumers, marketers, and translators in order to evaluate the effectiveness of food products translation. fifteen consumers said that literal translated: information on the labels was mostly successful. For example, “Betty Crockers” cakes include how-to-do instructions on their labels illustrated and translated literally in an effective and useful way that meet the required purposes and expectations of both source and target texts.

Simply for consumers especially females, what really matters is to get the way of cooking or using any product. Once literal translation achieves that goal, then it works sufficiently.

Although literal translation is a popular strategy in food products labeling business, some translators judge it as inadequate, limited strategy that deprives and diminishes translators’ creativity. Therefore, translators opt to use another strategy that allows the translator to express his knowledge and creativity. This is the adaptation.

4.5 Adaptation:

Language content cannot be rendered correctly to a communicative, attractive, impressive, and precise equivalent. The translators compensate for the loss of meaning to satisfy the readers’ needs. In other words, the translator is allowed to change the source text features in a way that serves the target language consumer as it is considered a process of compensation

to fill in gaps and make the source message natural, local and less foreign. Yet s/he should be honest and maintain the message of the source language.

Hatim (1997:19) comments on the process of adaptation, saying that the problems of cultural and linguistic differences between source and target markets are in dire need for adaptation strategy that is formed to adjust the source text content by adding, omitting, and substituting. In other words, the strategy of adaptation is used to improve the comprehensibility of the target text in order to make it closer to the target language reader. Meanwhile, translators must be faithful to the source text message during the adaptation process.

Concerning canned and packed food products labeling, adaptation is widely employed for different reasons like compensating for linguistic and cultural lacks, promotional and marketing values.

Dontigney (2014) has considered adaptation as a marketing strategy. He adds that as business enters a new market, it must cope with cultural and demographic differences in the way it handles marketing. Dontigney introduced Brand adaptation and product adaptation.

It is common among translators and business companies that brand names must be kept as they are “transliterated and sometimes transferred” so as to be faithful to the original brand name and prevent imitation and consumers confusions about the originality of a certain product. However, adapting the name of a certain product is obligatory and justifiable as it

results in product failure. Dontigney (2014) highlights the issue “brand adaptation” “A business may change a brand name in a foreign language-heavy new market where the name corresponds to an unflattering or brand-damaging word or idiomatic usage in the foreign language marketing message for a brand that works in one market or market segment can fail spectacularly for others. In order to convince those in different markets or market segments of the brand’s relevance to their lives, brand repositioning often includes substantive changes in what a business sells and the benefits or promises it makes to consumers.

Dontigney (2014) also introduced product adaptation, where the business’ brand messaging is acceptable but the product itself is not. In this case, business can opt to alter or develop its products to incorporate specific needs or cultural practices.

However, it is expensive for the manufacturers to adapt a product, yet it will remain healthy for them more than a complete damage or failure.

Adaptation is used in the corpus of this study 20 times (11, 7%) out of total occurrences of (170) counting various translation strategies which are used in food products labels/ brochures. Table (4) below presents a number of selected examples for Adaptation:

Table (4): A number of selected examples of Adaptation

Toast	
Cracker	بسكويت مالح
Weight loss can be delicious	اختاري الأطعمة الصحية قليلة الدسم
More nutrition, great taste	تغذيه أسرع وبنفس الطعم
Revitalizing the future	
Unsurpassed quality	جوده لا يعلى عليها
Good to Know	هل كنت تعرف
Full cream milk powder	حليب مجفف كامل الدسم
Zip up with whole grain	تألقي مع الحبوب الكامله

After the analysis of the study sample, it turned out that adaptation process is hired for promotional (marketing) and cultural functions. Both promotional and cultural functions are interrelated; if the cultural function is not fully compensated, then the consequences will definitely affect the marketing process badly.

Since foreign notions will not convey the source message cultural effect unless translators alternate foreign notions with easier ones in order to bring it closer to the target culture. Under the title of promotional and marketing adaptation, translators are allowed to adapt indirect headlines in general like slogans, cultural specific terms, informative texts in order to meet the readers' expectations.

For example, "weight loss can be delicious" is adapted for (الأطعمة الصحية قليلة الدسم) The translator decided to hire his skills and to provide the target reader with a beautified Arabic translation that renders the same source message effect.

The English sentence content tells that losing weight can be delicious far away from bad taste diet meals. In other words, the translator gets the implication of the source text and then adapts it to suit the target reader needs in an easy way.

If the translator adopted literal translation, it is somewhat acceptable. However, it will not deliver the same source message effect, so s/he adapts the sentence into a more effective and close way. Hence, this strategy represents the translator's knowledge, creativity & linguistic ability.

Another example, “zip up with whole grain” it is rendered as “تألقي مع الحبوب الكامله

This type of adaptation works as an advertising text which use attractive, pretty words which in turn attract the target audience attention. Alongside adapting the source text sentences, the translator is still faithful to the source text message. Thus, the fear of deception via promotional or word play is demolished down.

Another shape of adaptation employs cultural substitution. Baker (1992:31) illustrates that cultural substitution uses cultural - specific items that can replace a target language item achieving the same effect on the recipients in the target culture. She stresses that the choice of adopting adaptation technique connected with the purpose of translation and the translator's license to the extent to how far he can adapt the source text.

In the case of food products labels, the main purpose of labels is to inform, promote and advertise its products in order to convince and persuade the reader to pick up a certain product.

To conclude, literal translation does not work successfully all the time, So that adaptation will be a perfect solution to cater for gaps and lacks via adding, omitting techniques, which will be illustrated below.

4.5.1 Addition:

It is a strategy, which is used when the translator feels it is necessary to add some information to increase the level of comprehensibility. Dickins (2002:24) defines addition as “translation in which something is added to the target text which is not present in the source text.” A translator frequently resorts to this strategy, in particular, when the original pattern of the text fails to communicate the function / message properly into the target text.

In other words, the addition technique is used to give more explanation to the target readers about foreign cultural/linguistic items in order to compensate for Arabic language/ culture shortages. Newmark (1988:90-91) comments on this topic saying, “translators can add additional information that can be “cultural”, “technical” or” linguistic”.

Rationale for additions:

The purposes behind addition are varied. The following examples will illustrate such purposes.

1. Food products labels stand as an advertising tool that illustrates the name, benefits, how-to-do, ingredients,etc.

Consequently, addition can be adopted to increase the amount of informativity of a target text. In order to work as a persuasive tool which will attract the customer by its appealing words? This attracts him/her to buy a product and accomplishes the mission of solving difference problems between both source and target that are related to language and culture.

For example “complete formula” “مكمل مثالي يحمي ويغذي ويعوض النقص”
”

2. Addition may be applied at various levels: word level, phrase level, and sentence level. The above mentioned example, the addition was on the word and phrase level. Whereas it can be rendered literally “معادله كامله” but the target text effect will not be the same as on the original text. Besides, target readers will not get the implication completely. Where at the above mentioned example the translators not only did they add words but also added phrases.

”يعوض” ”يحمي” “” ”يغذي” “

The inserted target words can present extra details that were not obvious or didn't exist in the source text words in order to resolve ambiguity or misconceptions. "Toast" is another example which is rendered into " " indicating the type of food product as well as explaining shape, texture, way of baking. All the previously mentioned represent toasting and adds useful information because it reveals product's status and nature.

The example of "cracker" which is translated into "بسكويت مملح" is the same as the previous example but with little difference; toast" translator completely adapted the concept by adding a phrase. Whereas "cracker"- which in the normal cases means "بسكويت"- has been described by " "which means salted.

In order to give indication to the reader that it is a salted type of biscuits. This type of adaptation is to compensate for cultural specifics and linguistic ones.

Further, it will satisfy the reader/ consumers as it meets his/ her expectations.

3. Moreover, it is important to make the type of food product clear and familiar to the target audience especially, when there are no target counterparts for English source texts/elements. The food product without additional words/ phrases will be ambiguous and unknown because there is no illustration about its nature and type.

Besides, Labels are employed for marketing and promotional values, since they are considered as an advertising and marketing tool. Consequently, it should be promotionally successful. Therefore, translators opt to add attractive and appealing words to convince the reader and attract him / her to buy the desired product such as “natural” “طبيعي” to add the effect of healthiness for the readers. Consumers prefer to consume natural products free of artificial substances. However, overuse of addition will produce negative effect and maybe considered deception and unfaithfulness. Besides, it violates the principle of economy in translation. Moreover, it misleads consumers by adding extra promoting words/phrases, which might not be true about a certain product, in this case, some translators -instead of adding fake information- prefer to omit extra or non-equivalent concepts.

4.5.2 Omission:

This strategy refers to the absence of a source text element in the target text. Omission is a reasonable strategy when there is a cultural difference or when a word adds nothing to the meaning. Moreover, translators tend to omit certain words because of the shortage of lexical words in the target language. Where lexical words can't be easily paraphrased or catered for, omission can be either obligatory or desirable.

In the case of translating labels/ brochures of canned and packed food products, it is obvious that the strategy of omission is used frequently.

However, omission is justifiable some times and it was unjustifiable in other times.

In reference to the study sample, it is noticed that the application of omission is about (10) times of total occurrences (170) times of various strategies.

Table (5): Examples of omission strategy

Powder cream	كريمة
Cream cheese	جبنة
Crispy potato chips	شيبس
Deep fried schnitzel	شرائح الدجاج المقلية
Elegant delicious apricot jam	مربى مشمش لذيذ

As any translation strategy, omission has negative effect as well as a positive ones.

For example:” Elegant delicious apricot jam” is rendered to “لذيذ”.

In this example, the translator applied the omission strategy which is acceptable since the omission of the adjective “elegant” is justifiable and acceptable as it is not a part of the source message content meaning. Whether the translator kept it or deleted it, the meaning of this headline is still the same. There is no distortion of meaning resulting from deleting an adjective, which adds more prestige and elegance to this product. However, the translator omitted a word, but s/he is still faithful to the source message meaning in this example despite the availability of target equivalent.

Another example: “Deep fried schnitzel” “شرائح الدجاج المقلية”

This example is similar to the previous one, where the translator deleted an adjective which describes the cooking process for the target consumers. So it is not bad if the translator skipped it. It will not distort the meaning of the source message. Frying is not different from deep frying.

Whereas in “cream cheese” translated as “جبنة”, This type of deletion is unjustified. Further, it will for sure cause meaning loss as it deletes an adjective that describes the nature and texture of the product. Moreover, the translator ignored the need and expectation of the target consumer throughout decreasing the level of information of the target text. Hence, the principle of faithfulness to the source message is deviated via this example. “Crispy potato chips” translated to “شيبس”. Further, this example indicates two instances of deletion; deletion of the adjective “crispy” which represent the nature of the chips. The second deletion is when translator omitted “potato” which clears out the material or it clears out the chips type, flavor and material. Both deletions are unjustifiable because maintaining them will inform the reader about the nature of this product and it is not a violation of economical principle of translation since it is about promotion. When the reader notices the word “crispy”, s/he would rather buy it. For that reason, the deletion of “crispy” is considered unacceptable and will negatively affect the process of selling.

Sometimes translators delete culture-specific words because they are unable to compensate for or to paraphrase them.

Thus, lack of knowledge and experience of the translator deteriorate the level of translation consequently producing misleading target text, which will send the consumer far away from this product. As a result, the rate of sales will go down.

After careful study of the sample, another two phenomena have appeared on the surface.

4.6 Translating by using more general equivalents, or more specific word:

The purpose of innovation of the abovementioned techniques is to overcome cultural gaps or specifics which occur during the multilingual exchange. Nevertheless, the two helpful strategies have been employed incorrectly in translating food product labels.

Labels have two functions, namely: negative and positive. The former is that they are used to manipulate and deceive customers while the latter helps to solve non-equivalency problems. In other instances, the application of the above-mentioned strategies emerges because of the lack of knowledge and experience.

According to the corpus of the study, each phenomenon has occurred from four -to- five times. Table (6) below shows a number of examples for translating by using more general word strategy.

Table (6): A number of examples for translating by more general words strategy

Garamasla	بهار
Celery	منكهات
Asparagus	
Chive	منكهات, أعشاب

The aforementioned examples have been translated by a general word, in the time, where there are valid available target equivalences for the source concept.

For example “asparagus” can be rendered into “هليون”; “chive” can correspond to “ ” or “ ”

Another example that expresses a catastrophic failure is “celery” which is rendered into “منكهات”. Celery is a type of herbs that can be used as a source of flavor. Yet, it is different from spices or similar elements. Instead, “celery” can be rendered to “ ” or transliterated into “ ”. Hence, this way the outcome of the translated source text will not be misleading as well as it will be clearer and easier.

Unlike this strategy, “render by a more general word” comes “rendering by a more specific word. In this strategy, the possibility of inadequate equivalence is setting on a higher range. As the application of it

will specify the meaning instead of generalizing it, hence the level of deception or message distortion will be higher.

The next table displays a few examples of a more general word strategy.

Table (7): translating using more specific equivalents.

Herbs	
Meat	
Green Herbs	

The examples illustrate a wrong use of this strategy “translating by specific word”. For instance, “meat” is translated into “ ” which is not the right equivalent for meat; meat should be rendered faithfully into “ ” in the source language text. It is not clear what type of meat or recipe it is. As a result, it is not right to render it in contrast to Hotdog because it will be considered a manipulative and misleading act. Further, it will not be a faithful behavior towards the target text reader.

To sum up, the researcher discussed the application of translation strategies used in translating food product labels/ brochures. It is clear that choosing the optimal strategy ranged from source oriented to target oriented, which is, sometimes, accurate and adequate. The choice of transliteration or adaptation depends on several factors and aspects ranging between faithfulness, creativity and knowledge of the translator.

No matter what strategies we apply, it helps the translator to convey the original message alongside covering the lack of cultural clashes among

different languages. This way, the marketing process will accomplish its mission successfully.

After all, no specific strategy is the best for all contexts; one may be good and suitable for a specific text but not for another. Literal translation is not always a bad method but when it is inadequate, translators have to use other strategies to make up for the loss.

Finally, translation is a process of decision making in which the degree of success is determined by choosing the effective and appropriate strategy. Moreover, it is important to be faithful to the original message as it is necessary to satisfy the text reader's expectations without any misleading or manipulation.

4.7 Problems that occur during translating food products labels/ brochures:

4.7.1 Introduction:

The main concern of this section is to discuss and evaluate the major problems and challenges that face food products labels translators, depending on the data analysis statistics of this research in addition to interviewing some customers and translators. This section investigates linguistic, non-linguistic and cultural aspects. Logos, brand names, slogans cultural specific concepts, religious aspects, lack of equivalency linguistic

inaccuracies, machine/ Google translation, and abbreviations and technical terms. Moreover, a number of example are included for each problem.

The above mentioned problems are the most common problems that affect the translation process. Thus, when people go out for shopping to a store; the major reason for picking up a certain product and preferring it over any similar product is mostly because the chosen product has a more attractive label. That product labels tempted the reader and the customer to buy it because everything starts form the manufacturers' labels who seek to gain more demand for their products. Translators must come across certain complexities, which result from, inter-lingual translation throughout producing a hasty and brief products label that flashes and enchants readers' eyes. From this point starts the role of the translator who accepts a challenging mission, which lies in transferring a foreign labels language, culture and mental image into a target language counterpart without any loss in the original meaning. In order to obtain that goal, labels must meet the expectation of the target reader to catch their attention.

Felicia Bratue (2010) agreed on this idea “make sure that your labels are translated correctly, for products that have to be imported and exported, in most cases, the label needs to be translated. There are lots of companies that encountered embarrassing situation that cost them a lot for minimizing the importance of translation and cultural differences.”

4.7.2 Translating brand names, logos & proper names:

Brand logs, brand names and proper names of people and places have been investigated throughout analyzing the study corpus. Concerning the above mentioned issues, it was noticed that they are frequently repeated almost in each label/ brochure; they have recorded about (33, 3%) of total problems percentage.

The word Logo is “a Greek word”; it is a graphic mark emblem, or a symbol commonly used by commercial enterprises/organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic or are composed of the name of the organization “Wikipedia”. Manufacturers have to take care of logos design in order to implant the intended product in the mind of the readers.

Logos design/ shape plays a key role in the promoting process because if the logo is designed in an attractive manner, it will trace more acceptance of the reader.

Concerning logos issue, logoMojo (marketing company) Company points out that “Logo design is one of many services that a good graphic designer can provide to a professional company; with the absence of a memorable, eye catching and meaningful logo design, a business- no matter how small or large- will fight an uphill battle when it comes to name and brand recognition. With great logo design, a company’s name will resonate clearly with all of their customers.”

So both logos and brand names are responsible, at the first place to release a call, for every reader's curiosity to come over and investigate one product by assigning a marvelous logo which, in its place, exhibits the product brand name. Brand name "Marque" which was distinguished by Wikipedia as a "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers." Brands are used in business, marketing and advertising, so that it is perfect management techniques that ascribes a money value to a brand, and allows marketing investment to (rate) achieve maximum level of sales.

In general, logos and brand names must be carefully selected and designed in a simple, appealing and easy to remember for the reader because a good, well-formed logos/ brand names are very effective and attractive for consumers. When an international brand name scores high rate of acceptance in different communities, it will be copied inside readers/ consumer memory and will become part of their lexicon. For example, Fine, kleenex both are famous brand names for tissues, ,but the wide spread and the strong use of them unconsciously forced consumers to alternate the concept" tissues" by the brand name " Fine, kleenex." Cola, Pepsi, people keep using Cola or Pepsi for other drinks' Brand names. For this reason, manufacturers should pay great attention to the process of translation, which is responsible for convey the message in this case. Onkvisit and Shaw (2008: 393) illustrate that standardization and

transliteration of brand names and logos in order to keep the brand name appealing and not confusing for the reader.

The following table exhibits selected examples from the study corpus.

Table (8): Examples for transliteration

Kinder	
Magi	
Nature valley	نايتشر
Kit Kat	كيت كات
Nutella	نوتيللا

In general, transliteration is considered a suitable decision to render source language brand names into target counterparts even if the transliterated brand names/ logos remain foreign for target reader. However, it is better than searching for a target equivalence, which sends the reader to another brand name. Then, the reader will be confused because of double brand names for one product. Thus, faithfulness for both readers and manufacturers has been accomplished during the act of translation even if the reader doesn't understand the transliterated brand name meaning directly, transliteration works successfully in translating brand names and logos in most case.

For example Magi, kinder, Kit Kat, Nutella, Nestleetc. All of them are foreign brand names with no Arabic equivalent, even though, transliterating them was appealing to target readers. Consequently,, the

wide spread for each product functions as a strong evidence for transliteration strategy prosperity.

Whereas Nature valley, true love,etc, both examples have an Arabic equivalent which can be easily rendered by translator and also the meaning of the name will be easily understood by the target reader. Instead of translating it into “حب حقيقي” وادي الطبيعة” translators preferred to keep the original brand names/ logos which are considered a sign of originality and credibility.

As much as the text of the brand name / logo is important and must be easy, appealing and memorable, LogoMojo Company agreed that colors and images of the product's label are also important.

There are two key elements that go into the development of any logo design process. The first is the logo's text. In graphic design, the look of a company's name is as important as any graphic or picture that accompanies it. Not only do words convey meaning, but also the “look” of words conveys meaning as well. Great graphic designers know how to use different fonts to convey different meanings and emotions to their audiences. Naturally using the right font is also important for legibility since you need to consider the various mediums in which the logo will be used.

Images and graphics are what many people remember most about a logo. Whether it is the elegant BMW logo or the simple Disney silhouette,

logo design images often become the key recognition component of any company's marketing promotions. Over the long run, an elegant logo can bring in more customers, so a good logo design is a necessity. Being able to place a crisp, good-looking logo on all of the company promotional and administrative materials is the first step towards creating solid brand recognition. It is also crucial for developing company awareness because having a well-designed logo, a company will always move steps forward.

Colors and images are both essential external elements connected with the apparent shape of products labels, since both attract consumers' attention and make products recognizable and memorable. Indeed, both colors and images help to communicate the message effect easily and in a simple way more than words, as it is often said, "A picture does worth 1000 words." Hence, colors and images evoke reader's emotions to choose and buy a product. Although colors and images look always the same for all people, the connotation of each one differs from one culture to another. For instance, Gerber had a rough start in Africa because of the image used on their label. When the company started selling baby food, they used the same packaging shape as it is in the United States, "the beautiful Caucasian baby on the label. Only later, they learned that in Africa, because a lot of people don't read and most of the companies put pictures of what the product is on the label.

Colors also have affiliations and connotations. For instance, a packaging company with a green label was not very well received in

Malaysia- as in other markets- because of the meaning of the color green. Malaysians associate green with the jungle dangers and diseases. This is how colors and images can bring out failure to a certain product

In this case, knowledge about the target culture is required in order to avoid such problems. Thus, translators can change the logo, color, image, brand name if they carry out negative connotation.

4.8 Proper names

Wikipedia defines proper names they are names of persons, places or certain special things. It is a source of conflict between editors, especially in cases where different cultures are involved”.

Oxford Advanced learner’s dictionary (1986:1016) defines a proper noun (or a proper name) as a word that names a person, a place or institution. Proper names refer to specific referents and serve to distinguish a particular individual from others. Brand names/ logos sometimes contain proper names, depending on product’s relation with the included name, whether it is a name of a place or a person. In most cases, proper names are to render it into the target language. Newmark (1988:214) said that proper names must not be translated unless they have specific connotation, which has to be transferred in the text. He also added that transliteration is a suitable method to render brand names.

The following table illustrates several selected examples from the corpus of the study which include proper names of places or people.

Table (9): Selected example from the corpus of the study which include proper names of places or people

Knorr	
Alzahraa	الزهراء
Kahraman	كهريمان
Steviana	ستيڤيانا
Riomare	ريو ماري
Barilla	باريلا
Ghadeer	غدير
Magi	
Betty (crocker)	فيل لدلفيا
Foster clarkes	فوبيتير كلاركس
Rafaello	رافاييلو
Philadelphia	فيلاديلفيا

Some brand names from the study sample- are recognized as proper names, even though all of them are transliterated, yet the target transliterated counterparts were sort of successful. even if some readers may understand the name.

For example, the cream cheese “Philadelphia” which is transliterated into “فيلاديلفيا” is a proper name of a place referring to Philadelphia city in the USA which has no other equivalent in Arabic. As a result, transliteration of the brand name is a required technique to keep the identity of the original product and at the same time avoid product imitation. Another example, “Steviana” which is transliterated “ستيڤيانا” which is a name of a plant which originality grows in South America. Moreover, Steviana has been used as a natural sweetener suitable for the whole family, and also for diabetics. In this case, there is no target equivalent for Steviana that even if translators tried to come up with target equivalent, it will be meaningless and

misleading. It may affect the reliability of the product. Since Steviana is a foreign plant, which is not available in the Arab world, it has no Arabic equivalence unlike” parsley” “coriander” “chive” which have a particular precise equivalent “ ” “ ” “ ”. Therefore, transliteration is a preferable choice, as translators mostly have no license to alternate brand names.

4.9 Slogans:

It is one of the most powerful tools for promoting particular products since it is a combination of attractive encouraging words and phrases. Slogans are certain phrases that products manufacturers keep using and repeating frequently throughout the marketing and advertising procedures. Sometimes slogans are included in the logo design, and are considered part of the product logo.

Wikipedia defines slogan as a memorable motto or phrase used in a political, commercial, religious, and other context as a repetitive expression of an idea or purpose. Slogans may serve more as social expression of unified purpose than as communication to an intended audience. In other words, marketing slogans are used to convey a message about the product, service or cause that it is representing. Most times, it has musical tone in order to capture the audience attention.

A good attractive slogan is easy to remember, simple to be understood. Therefore, translating slogans is an influential stage as

translators have to maintain the features of the original slogan. That is why translators should pay great attention to understand and convey slogans into the target language as close as possible to the source language.

Logos and slogans both work as an advertising service for a product, but there are small between them regarding the possibility of translation. In another sense logos can't be rendered in the target language whereas slogans can be rendered in to the target language in a good influential manner.

The problem of slogans rated (10%) of total occurrences of the rest of the problems.

The next table concludes selected examples from the study sample.

Table (10): For translating products slogans

Kinder Bueno	كيندربوينو لذة كبيرة لجوع صغير
Snickers slogan	قلبي الصغير لا يتحمل
Sign of good taste	علامة الذوق الرفيع
Naturally sweet, Delicious taste	مذاق حلو طبيعي ولذيذ
Good food , good life	أعرف غذائك عش حياتك
Always together	دائما سوا
Save money, live better	عيش حياتك ووفر
You're not you when you're hungry	
Are you yourself today	
Have a break , have a kit kat	خدلك بريك خدلك كتكات
Oreo milk favorite cookies	البسكويت الذي يعشقه الحليب
Nutella spread the happy	

After a careful study of products slogans, it turned out that slogans are not easy to render, but it is possible to convey them into target

language. However, translators should keep them short, attractive, catchy and convincing to the reader as the original. Moreover, they should express hints about the nature of the product as they provide promotional value for products.

Concerning slogans translation there are two common strategies that have been used in the corpus of this study, literal and adjustment (adding, omission). For example, “always together” which is rendered into “دائما”, it has been literally translated and yet it still reflects the message of the source slogan. Whereas “Have a break, Have a kit Kat” which is rendered into “خداك بريك خداك كتكات”, it was rendered literally but instead of translating “break” into “استراحة” it was transliterated into “بريك” in order to keep the spirit of the original slogans source tone. In other words, even if there is a particular equivalent word for “break” in Arabic, translators preferred to keep it “break” to raise the promotional goals. If the translators translate it literally like “استراحة”, then, the influential tone of the slogan will disappear. Therefore, translators allowed him/ her to translate it that way for marketing and advertising values.

Another example “good food, good life” it is translated into “عيش حياتك طعام جيد حياة”. This slogan is adapted instead of applying literal translation because it is effective in this from more than “طعام جيد حياة جيد”. In this case, the translator paraphrased “طعام جيد حياة جيد” into another phrase which reveals the promotional idea of the product message which is

to know what kind of food is good to live your life better “

حياتك”

In brief, slogans issue is unlike logos and brand names, which are left with very few choices and many problems resulting from transliteration. Furthermore, slogans texture needs a creative knowledgeable translator who can catch the message/ motif of the slogan. Then, they render it to target language by means of suitable translation strategies.

4.10 Religious aspects & taboos:

Cultural and religious aspects is very important in translation. Newmark (1988:94-100) proved that cultural and religious aspects cause translation problems at most times. Hatim and Mason (1997: 223-224) assured that “it is certainly true that in recent years translator has increasingly come to be seen as a cultural mediator rather a mere linguistic broker.”

In other words, as much as it is important to translate the words of the source text, it is also important to convey the source text culture and identity.

After investigating the corpus of the study, it is noted that religious values problems form (3, 3%) out of total occurrences of many selected issues due to translating packed and canned food products labels.

Table (11): A number of frequently repeated words which refers to religious Islamic culture.

halal	
Free of	خالي من دهن الخنزير
Pork free	خالي من لحم الخنزير
Alcohol free	
Halal slaughter	

In this case, translation should meet the expectation of an Islamic audience by illustrating taboos and prohibited items- regarding religious taboos about food- for Muslims there are three main concerns about food: Halal, alcohol free drinks or food, Halal meat “no pork or bacon meat or fats.

Concerning meat, it has to be slaughtered according to Islamic procedures and free of pork. For example, hot- dog meat should be all made out of lamb or veal, but pork meat should not be included. So manufacturers and translators must be faithful through informing the reader that there is pork meat. Differences in religious values among source and target culture produces translation problem specially when translators decrease the level of faithfulness through manipulating any of the ingredients of the advertised product. Meanwhile consumers have the right to know the truth.

4.11 Culture- specific concepts:

Culture reflects identity and mentality of every human being. So it is a human sign since human beings communicate with each other by

language. Each nation possesses a different language and a different culture causing a lot of problems during the interlingual communication/interaction.

Answers.com. defined culture- specific concepts as a source-language word which may express totally unknown concept in the target language (abstract or concrete; it may relate to a religious belief, a social custom or even a type of food). In other words, culture-specifics have no equivalent in the target language. Newmark (2010: 173) emphasizes the relation between culture and language. Mona Baker (1992:21) refers to cultural items such as “culture-specific concepts”.Newmark (2010:173) marks them as cultural words, whereas Robinson (1997:35) names them as culture-bound. Harvey (2003:2-6) also specified them as terms that refer to concepts which are specific to the source culture.

If source culture-specific concepts are unknown in the target culture, there will be translating difficulties, which are conditioned by cultural diversity, whenever two cultures come into contact.

Concerning food culture-specific concepts, they really create a serious problem, because lots of food items are bound to a particular culture, because there are cultural gaps due to lack of equivalency in the target language. Upon careful reading of the study sample, it was clear that those problems of translating culture-specific concepts and foreign food items are mostly due to lack of equivalency of counterpart terms that are

unknown to target culture hence both problems scored about (26,6%).Moreover, both problems represented a real challenge for translators to cater for cultural gaps namely the types of foreign fish, cheeses, sauces, meals drinks. The following table lists selected examples for culture- specific concepts.

Table (12): Lists selected examples for culture- specific concepts

Mozzarella	متزريلا
Taco	
Wistasher sauce	ويستشير صوص
Fettuccini	فيتوتشيني
Cappuccino	كابتشينو
Chocó	
Fudge	
Pesto sauce	البيستو
Parmesan cheese	جبنة البارميزون
Ricotta cheese	جبنة الريكوتا
Tortilla	تورتيللا
Pizza	بيتزا
Margarita	بيتزا مارغريتا
Nuggets	
Lasagna	لازانيا
Espresso	
Noodles	
Andomi	
Ketchup	
Mayonnaise	مايونيز

The abovementioed examples sound foreign and unfamiliar for target readers. Subsequently, customers will avoid buying them. Respectively, it is normal for target readers to ignore and hesitate to pick a foreign product because it belongs to other cuisines like Italian; French, Mexican, Chinese ...etc, which are not easy to be rendered.

As it was mentioned before, proper names are impossible to render into the target language. Nevertheless, transliteration and transference succeed to solve proper names problems, but not enough since they do not does not provide information about the nature of the product.

For example, Italian cuisine introduced several types of macaroni such as Fettuccine, Fusilli Rigatoni, spaghetti, lasagna and cannelloni, pesto souse, and Mozzarella dairy products. Each item forms an odd concept for target reader because he/she does not know what is Fettuccine or Rigatoni. As a result, there is a perfect solution for this problem, which is to adapt the concept in order to make it close and imaginable, via inserting some images for the foreign item.

Lasagna can be rendered as “طبقات شرائح المعكرونة” instead of “لزانيا” in order to illustrate that this type of dishes is layered by macaroni strips and tomato sauce.

In other words, adapting the name of the dish makes it clearer and more conceivable for target consumers. This way, translators can erase consumers’ wonders and worries about the nature of the foreign meal/ product. Alongside adapting the meal/ product’s name, will be supportive for the localization process via inserting image of the dish since images speak more than texts and they are helpful and attractive for target reader.

Regarding the Mexican cuisine, Wikipedia’s perspective sees that Mexican food culture is complex; it is created mostly with ingredients

native to Mexico as well as ingredients not generally used in other cuisines such as edible flowers, vegetable such as huauzontle and papaloquelite or small criollo avocados, whose skin is edible. Therefore, translating Mexican food concepts is not easy, since it needs ultra-attention from the translator. In other words, in order to elaborate the foreign texts in an appealing, useful manner to the target reader, the translator must be aware as well as familiar with both source food culture and target food culture to be able to distinguish what is foreign and odd via adapting and adjusting concepts.

After careful reading of the study sample, it turns out that the problem of manipulative forms reached approximately (9, 9%) out of total occurrences. For example, Fajita, Taco, quesadilla, tortilla all of them names of Mexican meals that are odd and strange for Arabic culture, but if the translator described those dishes, the strangeness will go away. Instead of "كاساديا", "فاهيتا", the translation can replace transliterated concepts by descriptive translation. For "Fajita" it can be rendered as (شرائح لحمة مبهرة) (مع الخضار والجبن المبشورة ملفوفة بشريحة خبز دائرية رقيقة) which means a sandwich of spiced strips of beef or chicken with chopped vegetables and grated cheese wrapped in a soft circular piece of bread.

Another example "Tortilla", which is a type of flat bread made out of wheat flour. "لفائف خبز دائري رقيقه".

Concerning drinks and dips like espresso, cappuccino, choco, ketchup, Mayonnaise, all of them are foreign concepts that have to be localized in order to be clear especially for non-educated readers.

In general, after analyzing the corpus of the study, it was clear that cultural-specific concepts- particularly in food culture domain- are problematic for target readers. Still, , translators didn't take cultural differences into consideration, they carry on using transliteration and loan words because of the limited choices and lack of equivalency in the target language.

Manipulating data and technical terms, including: adaptation, adjustment, omission and addition are all helpful strategies, which help translators to elaborate foreign concepts into a target language in a clear and familiar form. However, translators overuse adaptation strategies to the extent it turns into manipulation which stems from either unintentional goals or on purpose for several reasons like lack of equivalency, multiple translations for one concept, promotional purpose, for deceptive purposes to hide facts, and lack of knowledge.

Lack of equivalency and lack of knowledge both left gaps in translation because it is quiet impossible to complete the meaning of a foreign word which has no target language equivalent.

For example, the concept "Taco" "Fudge" both are names of foreign meals, which refer to different origins. "Taco" is a Mexican dish, which is

odd for target readers because it is not common as well as it, is strange and hard for target reader to apply as it is odd and unfamiliar.

In this case, where lack of equivalency creates a comprehensible problem; here comes the role of the adaptation strategy –as it is mentioned before- by describing foreign concepts. However, when the translator lacks knowledge about the source concept, then the problem will be more complex as translators cannot make the concept local and obvious for target consumers. “Fudge” a soft cake consists of sugar, milk, butter and flour. “كعكة رطبه ناعمه من الزبد والحليب والسكر” whereas translators who manipulate on purpose for promotional goals in order to make more profits by hiding facts, which are unpleasant for target readers, have no right or license to do so because it is a mere deception.

For example, when the translator alternates adjective or add another adjective, which doesn't exist in the source text, this is considered misleading and faking. For example, when translators use best instead of better and add the adjective “natural” “طبيعي” where it is not natural juice. In this case, the translator deceives the reader who is attracted by the word “natural” since most people prefer to drink natural juice.

Technical terms are another issue that has to be tackled in the topic of manipulating translation. In this case, translators should be of broad knowledge and he must refer to the author because it is hard to match with adequate equivalent. In addition, dictionaries are not of great help in this

case since technical terms come in different shapes. In other words, they come in a form of abbreviations or symbols or in full form with or without parenthetical explanation.

Table (13):A List of some selected examples for technical terms

flavor enhancer	
Conservatives	مواد حافظه
Coloring materials	الوان صالحه للأكل
Gluten/ protein	غلوتين/بروتين

For example, GDA (Guideline daily amount) is a technical term in the form of abbreviation. After studying the corpus of the study, it was clear that the term GDA is frequently repeated on the food products labels but it was rendered in different ways: In some places, it was transliterated, as it is “ . . .”, In other places it was transferred, as it is “GDA”. Both transliteration and transference are problematic for target readers; since s/he cannot get what this abbreviation stands for.

Manipulations rates a high score in the domain of technical terms, especially when translators render particular abbreviation by a general word. For example “SA.33” is rendered into “مواد ملونه” or “صالحه”

in brief translators should investigate the exact meaning for each term in the source text, otherwise they should consult specialists to render the term correctly with full explanation.

After all, it is clear that rendering technical terms is mostly not successful and effective.

Machine/Google translation is another common problem that spreads out among food products companies, which reduces the importance of the role of translator mostly to decrease expenses. In most cases, machine/Google target text is ambiguous and misleading for target readers. This problem registered (6, 6%) out of total occurrences of the problems in the sample of the study.

Wikipedia defined machine translation as simple substitution of words in one natural language for words in another, which cannot produce a good translation of a text because recognition of whole phrases and their closest counterparts in the target language is needed. For example the word “Saleh” which was rendered into English as a name instead of a verb which means “valid until”. The Arabic word “ ” means “valid until” Another example “ ” it is used in a form of verb in the product, which means “free” not as a noun. Yet it was rendered as “uncle”. This type of translation is very problematic and misleading for target readers.

Linguistic Inaccuracies:

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

As a result, in multilingual communication, it is quite common to produce linguistic mistakes because of not only using machine translation but also human translators possibly make linguistic mistakes. It may be due

to violation of coherence, absence or placement of definite article or a preposition, spelling mistakes, wrong word choice and syntactic errors.

The sample of the study represents linguistic inaccuracies by (10%) of total occurrences of other problems. The most common mistakes identified in the study corpus were all about spelling, definite article and wrong word choice. For example the phrase "check out" is rendered as " " instead of " " "cooked" catered for "يسبخ" instead of "يطبخ" "cream cheese" rendered to "جبنة كريميه" instead of "الجبنة الكريميه", "the skimmed milk " rendered to "حليب منزوع الدسم" instead of "حليب منزوع الدسم"

Concerning wrong word choices, "vitamin E", it was rendered into "فيتامين E" instead of "فيتامين E" "display" which was rendered into "يوضح" instead of "يعرض", "crispy" was translated as "هش" instead of " ".

Problems of linguistic mistakes can be avoided by spending more attention on revising the text in order to produce coherent meaningful text.

4.12 Conclusion:

To sum up, translating labels/brochures of canned and packed food products turns out to be very challenging for the translator that may turn to be a huge barrier, which hinders the translator's task, thus a huge effort definitely will be exerted by of the translator in order to minimize the cultural gap between source and target language. Terri Morrison and Wayne (2004) discussed this idea in their article "Bite the wax Tadpole"

saying “when business begin to market across cultures, they frequently encounter linguistic problems since label/ brochure works as an advertising tool whose duty is to promote and clarify everything about a certain product.

In fact, several problems that are related to culture like brand names, logos, culture-specific terms and religious aspects that may face the translators. Others refer to the inability of language such as technical terms, lack of equivalency, or linguistic inaccuracies

The dilemma can be handled when the translator represents creative, knowledgeable retention for what is odd, foreign and unfamiliar, instead of words substitution, which, in most places, considered as a complete failure. At the end, reliability of translation depends on the knowledge and on the understanding of the translator for both target and source culture and language.

Chapter Five

Conclusions and recommendations

5.1 Introduction:

The major concern of the present study is to guide researchers and translators contributions to improve the circumstances of the process of translating labels of canned and packed food products from English into Arabic, as contemporary studies did not take into consideration the issues of food products labels. In this chapter, a number of findings and recommendations are listed upon the careful analysis of the study corpus. In addition, a number of interviews, which were conducted face-to-face in order to discuss the topic of this research? Consequently, the analysis of both samples and interviews have been evaluated and oriented to illustrate from where translation problem stems out in this domain (food products labels).

Based on the findings of the study, the following conclusions are in place.

5.2 Conclusions:

1. Translation is a kind of activity in which it is inevitable to involve at least two languages and two cultures. Therefore, this study approves that the act of translation is a process of transferring culture not only lexical conveyance (retention).

2. A food product label is an informative text, which is brief, simple, clear, and comprehensible for target readers.
3. Food products labels source text includes culture-bound concepts, which are odd for target readers, as they do not exist in the target culture environment.
4. Cultural implications for translation are important as lexical concerns.
5. In general, food products labels are mainly texts which influence the consumers' choices of products as they work as an advertising tool.
6. This research asserts that there are many people, who have already complained about the quality of food products labels translation. This is because of several problems including brand names, logos, proper names, culture-specific concepts, technical terms, machine translation and lack of equivalency.
7. This research illustrates that the major problems that translators face while translating source texts that contain foreign and odd concepts including faithfulness and equivalency, which are a major source for problems of rendering.
8. It is clear that translators must be well-versed about both source and target language and culture, in order to be able to adapt and adjust

when it is necessary only, so as to produce an appellative, comprehensive and understandable text.

9. It is also noted that some foreign concepts like technical terms-, which have no target equivalence-, represents a rendering problem despite the wide knowledge of the translator. In this case, the translator is in need for deep search whether by the help of specialized dictionaries. Otherwise, s/he must refer to the author or for a specialized person.
10. Some food elements touch cultural and religious aspects, especially for Muslims, this issue represents more attention from both sides of manufacturers and translators as well in order to respect cultural and religious values of target audience.
11. There are nine strategies, which are employed in translating labels of odd products in an attempt to fill the gaps. It is either source-oriented like borrowing, transliteration, transference, or target-oriented like adaptation, addition, omission, and rendering by more general or specific terms. The last strategy is literal translation whose main goal is to replace source words by equivalent target one.
12. Source-oriented strategies are mostly used to render technical terms, brand names, proper names and logos. Transliteration is the most used strategy of them. However, when it is used with items that have target equivalent it will cause ambiguity and distortion.

13. Target-oriented strategies main function is to clarify and satisfy the target reader expectation by adapting foreign and odd items in order to introduce and convince target audience by a new product and make it familiar as well as easy to use. In addition it can be used for promotional and illustrative values.
14. However, target-oriented strategies are helpful for translators; they can be harmful on the other hand. If they were adopted mistakenly or over used, they can lead to manipulation and deception via distorting the message and rendering it in an unfaithful manner.
15. Pictures are very important to be included because they can ease the mission of the translator. When it reveals the way and shape of a product or a dish, pictures can talk more than words.
16. Literal translation has been applied successfully where there is a how-to-use instructions or directions. It conveys the message as it is in the source language.
17. Sometimes omission is needed in the translation process, but when translators use it in certain places such as numbers of calories and fats percentage, ingredients and informative elements, it will be deceptive.

18. In order to avoid spelling mistakes, translators have to pay more attention during the typing process, then review (revise) again what she/he has translated.

5.3 Recommendations:

Based on the data analysis, the following recommendations can be made for the benefit of all manufacturers, consumers and translators.

1. It is important for products companies to pay attention for the role of translation. This can be accomplished through hiring creative, knowledgeable, and specialized translators who are familiar with both target and source culture and language.
2. Translators should use a suitable strategy to solve a translation problem only and after a careful diagnose of this problem.
3. The most important thing in this field is meaning and the nature of the product, which has to be rendered into the target language.
4. Translators have to conduct face-to-face interviews to examine the implication of the target audiences, and then work to improve what is inappropriate.
5. Translators' identity and role must be invisible between both cultures she/he must be a mediator.

6. It would be very helpful if translators and researchers in the field of English-Arabic translation domain work on creating or inserting lexical equivalents for new/intruder items, in order to reduce their strangeness and oddness.
7. The researcher of the present study recommends future researchers to pay more attention as well as to investigate deeply the issue of technical terms and abbreviations, which has to do with different types of allergies and diseases related to certain types of food such as (celiac disease).

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Appendices

Appendix I

Questions of the interviews

1. Do you usually read/ follow the information of the food products labels/brochures?
2. Is it useful for you? How?
3. Do you think that translating English source text of the label necessary for target consumers or not?
4. Why are brand names of food products transliterated or transferred during the process of translation?
5. Which is more effective for you literal translation or adaptation to make the message of the original text reachable for target readers?
6. What do you think of the abbreviations and technical terms on the food products labels, do you mind if they are not clear or recognizable for you?
7. What do think about using images on the labels are they to attract/ convince/ manipulate the reader?

Appendix II

The Labels Used in this Study

List of Products	List of producing companies
Granola Bars	Nature Valley
Broasted chicken mix	American Garden
Tortillas	Poco loco
Taco wraps	Poco loco
Maggi soup mix	Maggi
Knorr soup mix	Knorr
Nesquik	Nestle
Nutella	Ferrero
Mayonnaise	Coroli
U.S Peanut butter	American Garden
U.S Jam	American Garden
Hot Sauce	American Garden
Barbeque sauce	American Garden
Hamburger crumb mix	American Gardain
Ketchup	Heinz
Soy Sauce	Kikoman
Ceaser salad dressing	Delice
Apple Crunch	Nature Valley
Steviana (natural sweetner)	SaadSaleh
Ferrero Rocher	Ferrero Rocher
Tomato Sauce	Delicious
Musterd	Freshly

Oats meal	Quaker
Serials	Quaker
Black Coffee	Nescafe
Pizza Sauce	Rich
Fajita Seasoning Mix	Rich
Chocolate Syrup	Hershey
Pancake Syrup	Hershey
Quadratini chocolate	Loacker
Kinder Beuno	Kinder
Nido	Nestle
Crackers	Ritz
Cream Cheese	Kiri
Cream Cheese	Kraft
Marinara Sauce	Maria Angelina
Pasta Sauce	Home Style
Cannelloni	Barilla
Lasagna	Barilla
Spaghetti	Barilla
Kit kat	Nestle
Bohem Chocolate	Bohem
Galaxy	Galexxy
Mars	Master food
Snickers	Master food
Toggi	Nestle
Oreo	Oreo

Coffee mate	Nescafe
Maggi Muscroom cream	Maggi
Cooking Cream	Maggi
Cream cheese	Philadelphia
Cheese cake	Betty Crocker
Moist Cake	Betty Crocker
Cup Cake	Betty Crocker
Fudge	Betty Crocker
Brownies	Betty Crocker
Black Forest	Betty Crocker
Bound Cake	Betty Crocker
Cream Frosting	Betty Crocker
Enlish Breakfast Tea	Lipton
Finn Crisp	Vaasan
Digestive	United food Industries
Golden bread Crumbs	Moon light
Basmati Rice	Mansa
Whipped cream	Foster Clarks
White Tea	Twinings
Mint chocolate	After Eight
Wistasher Sauce	Wistasher Sauce
Pesto Sauce	Delice

Appendix III

Figures of selected labels form the sample study

TRIPLE CHOCOLATE FUDGE Para instrucciones en español, visita www.bettycrocker.com/instrucciones

You will need: 1 1/4 Cups Water, 1/2 Cup Vegetable Oil, 3 Eggs

Time to bake!

1 heat Heat your oven to 350°F if you have a shiny metal or glass pan or 325°F for a dark or nonstick pan. Grease bottom only of a 13"x 9" pan or the bottom and sides of all other pans.

2 beat In a large bowl, beat cake mix, water, oil and eggs on low speed 30 seconds, then on medium speed 2 minutes, scraping bowl occasionally. Pour into pan.

3 bake Bake as directed in the chart or until a toothpick inserted in the center comes out clean. Cool 10 minutes before removing from pan. Cool completely before frosting.

PAN SIZE	BAKE TIME (in minutes)*
13" x 9"	30-35
Two 8" Rounds	30-35
Two 9" Rounds	25-30

Great for cupcakes

SuperMoist Triple Fudge خليط كيك تريبل فدج

2 دقري 23 سم	12 قالب كيك 12 cup bundt cake pan	مستطيل 5 x 23 x 33 سم 33 x 23 x 5 cm rectangle
دقيقة 30 - 25 25 - 30 min	دقيقة 40 - 35 35 - 40 min	دقيقة 35 - 30 30 - 35 min

تحتاجين الى

3 بيض، 1/2 كأس زيت نباتي، 1 1/4 كأس ماء

طريقة التحضير:-

- 1- سخني الفرن إلى 175 درجة مئوية (350 درجة فهرنهايت) - القوالب معنونة أو زجاجية، دهني بسفاه جميع أنواع القوالب بالسمن النباتي، المرجرين أو الزبدة، ورشها خفيفا بالدقيق، إذا رغبتى بعمل كيك الكواب، فغطي قوالب كيك الاكواب بالكواب ورقية للخبز، أو دهني ورشي قوالب كيك الاكواب بقليل من الدقيق.
- 2- أخلطي في وعاء واسع على السرعة المنخفضة خليط الكيك، الماء، الزيت والبيض لفترة 2 دقيقة ثم صبب الخليط في القوالب.
- 3- أخبزي بموجب التعليمات اعلاه أو حتى يتم انخال عود الاسنان في مركز وسط الكيك ويخرج نظيفاً.
- 4- برديه لفترة 10 دقيقة في القوالب، ثم أخرجيه من القوالب - ما عدا القوالب المستطيلة بترك فيها إذا رغبتى بذلك، ثم يتم تبريده بالكامل على طبق منك معنوي.











Nestlé **MADE WITH WHOLE GRAIN**
صنع من الحبوب الكاملة

Nesquik
Cereals chocolate flavour / كرات الحبوب بالشوكولاته

Turns the Milk Super Chocolatey!

Good to know...
FUN, NUTRITION, AND TASTE
Start your kid's active day with a bowl of delicious breakfast cereals with milk.
They are fortified with 9 important nutrients including:
✓ More Calcium
✓ And now with Vitamin D

Calcium 299 mg 37% 490 mg

More Nutrition Great Taste!
جديد! تغذية أكثر بنفس الطعم الرائع

- NOW WITH VITAMIN D
- LESS SUGAR
- 80% MORE CALCIUM

Price: \$75

Ingredients: Whole Grain Wheat Flour, Sugar, Cocoa Powder, Salt, Baking Soda, Natural Flavors, Vitamin D, Vitamin E, Iron, Zinc, Manganese, Potassium, Magnesium, Calcium, Phosphorus, Nickel, Selenium, Vanadium, Molybdenum, Copper, Boron, Manganese, Potassium, Magnesium, Calcium, Phosphorus, Nickel, Selenium, Vanadium, Molybdenum, Copper, Boron.

Net Weight: 1.5 kg (3.3 lbs)

Best Before: 12/2024

Manufactured by: Nestlé Middle East LLC, P.O. Box 110, Dubai, UAE

Contact us: Nestlé Middle East LLC, P.O. Box 110, Dubai, UAE. Tel: +966 4 369 1111. Email: nestle@me.com

Good Nutrition and regular **Exercise** are key for a healthy growth foundation.

التغذية السليمة وممارسة **التمارين الرياضية** بانتظام هما من أساس النمو السليم.

MORE NUTRITION Great Taste!

Breakfast now gets even better!

Because breakfast is the most important meal of the day, we make sure your kids **LOVE IT** and you trust it. BREAKFAST CEREALS provide your kids essential nutrients they need with an irresistible taste.

فطور لذيذ أكثر من أي وقت!

لأن الفطور هو أهم وجبة في اليوم، نحن نحرص على أن يكون الفطور مغذي ولذيذ لتتمكن من تقديمه لأطفالك. لذا فإن رقائق الفطور الجديدة توفر لأطفالك عناصر غذائية أساسية مع طعم رائع.

Nestlé Commitment

سكر أقل Less Sugar

Try our delicious cereals!

التزم لنسك. جربي رقائقنا الشهية!

Did you know?

Nesquik has 9 important nutrients including...

More Calcium + now Vitamin D!

30g of Breakfast Cereals
125ml of semi skimmed milk
125% of the child's daily Calcium & Vitamin D requirements

هل تعلمين أن وصفة نسكويك الجديدة تحتوي على 9 عناصر غذائية هامة تشمل...

كالسيوم أكثر + الآن مع فيتامين د!

Enjoy BREAKFAST CEREALS as part of a healthy lifestyle. Try some of these fun activities today!

استمتع بتناول رقائق الفطور كجزء من نمط حياتك الصحي. ومارس بعض هذه الأنشطة الترفيهية اليوم!

FOOTBALL
كرة القدم

SKIPPING
القفز بالحبل

خبر معلومة...

مرح و لذيذ و طعم لذيذ
نيسكويك هو رقائق الفطور مع حبوب
فطور جديدة من رقائق الفطور مع الحبوب
التي ليست لذيذة فقط بل و صحية و 9 عناصر
غذائية هامة تشمل
كالسيوم أكثر
والآن مع فيتامين د

نوع المنتج	القيمة الغذائية لكل 100 جم	القيمة الغذائية لكل 30 جم
نيسكويك	350 كجم	105 كجم
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نيسكويك	350 كجم	105 كجم
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نيسكويك	350 كجم	105 كجم
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نيسكويك	350 كجم	105 كجم

41% من 400 37% من 200 400g 100g

نيسكويك هو رقائق الفطور مع حبوب فطور جديدة من رقائق الفطور مع الحبوب التي ليست لذيذة فقط بل و صحية و 9 عناصر غذائية هامة تشمل كالسيوم أكثر والآن مع فيتامين د

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حلوى فريدة. فريرو روشيه تجمع البندق الفاخر وحشوة الكريمة الغنية... تغلفها طبقة دائرية من الويفر الهش ومكسوة بشوكولاتة الحليب عالية الجودة ورقائق البندق المقطعة بعناية.
A praline speciality, Ferrero Rocher brings together premium hazelnuts and a rich, creamy filling... all embraced in a crispy rounded wafer, draped in fine milk chocolate and delicately chopped hazelnuts.

Since the 1940's, Ferrero has delighted consumers with premium, one of a kind, quality confections. What began as a local pasticceria in Italy's Piemonte region is now one of the world's most popular confectioners, satisfying craving in over 100 countries.

منذ أربعينيات القرن الماضي، تكتسب فريرو من إرثها، كافة المستهلكين بفضل أفعارها والحلويات الفريدة من نوعها. بعددائها كمتجر الحلوى في منطقة بييمونتي الإيطالية، أصبحت فريرو لتتبع اليوم بشهرة واسعة كأحد أفضل مصنعي الشوكولاتة في أكثر من ١٠٠ بلد حول العالم. وبفضل التزامها بالجودة العالية، وتقديم المنتجات الطازجة وغرية الطعم الفريدة، تستمر فريرو في إرثها، عشاق الشوكولاتة حول العالم.

Golden Moments for Golden Moments

The Original Ferrero Rocher Shop (1940, Alba, Italy)
 متجر فريرو الأصلي في ألبا، إيطاليا

قوات حبيبة للحلويات مع حليب

نوع فريد من الحلوى المغطاة ببندق هش وشوكولاتة على الحليب مع حشوة ناعمة وحبة بندق كاملة.
 المكونات: شوكولاتة على الحليب (٦٣٪) (سكر، زبدة الكاكاو، عجينة الكاكاو، حليب جاف معشش، دهن الحليب الجاف، مستحلبات، ليسيتين (الصويا)، مستحبات، فانيلين مطابق للطبيعي)، بندق (٢٨.٥٪)، دهن نباتي (النخيل)، دقيق القمح، بودرة عسل اللوز، بودرة الكاكاو والقليل من الدسم، مستحلبات (اليسيتين (الصويا)، عامل تخثير (بيكتريونات الصوديوم)، ملح، مستحبات (فانيلين مطابق للطبيعي)، إجمالي الكاكاو الجاف ١٦٪، الجواند بالشوكولاتة على الحليب، كاكاو ١٢٪، حليب خالي الدسم ١٠.٦٪، حليب بالدسم ٣.٧٪. معلومات للحساسية: تحتوي على الحليب، البندق، الغلوتين، الصويا. صنع في إيطاليا من قبل شركة فريرو المساهمة، ساحة فريرو ١، ١٢٠٥١ - ألبا - إيطاليا.

CRISP HAZELNUT AND MILK CHOCOLATE-COVERED SPECIALTY, WITH A SMOOTH FILLING AND WHOLE HAZELNUT
 INGREDIENTS: milk chocolate (30%) (sugar, cocoa butter, cocoa mass, skimmed milk powder, anhydrous milkfat, emulsifiers: lecithins (soy), flavouring: natural identical vanillin), hazelnuts (28.5%), sugar, vegetable fat (palm), wheat flour, whey powder, fat-reduced cocoa powder, emulsifiers (lecithins (soy)), raising agent (sodium bicarbonate), salt, flavouring (natural identical vanillin), total cocoa solids: 16%. Solids in milk chocolate: cocoa 42%, milk fat free 10.6%, milk fat 3.7%.
 ALLERGEN INFORMATION: Contains MILK, HAZELNUTS, GLUTEN, SOY.
 MADE IN ITALY BY FERRERO S.p.A., P.le P. Ferrero 1, I- 12051, Alba, Italy.

المعلومات الغذائية لكل ١٠٠ غرام		المعلومات الغذائية لكل ١٠٠ غرام	
ENERGY	582 kcal	الطاقة	٢٤٤٠ كيلوجول
PROTEIN	8.7 g	البروتين	٨.٧ غرام
CARBOHYDRATE	43.8 g	الكربوهيدرات	٤٣.٨ غرام
OF WHICH SUGARS	38.9 g	منها السكريات	٣٨.٩ غرام
TOTAL FAT	42.7 g	إجمالي الدهون	٤٢.٧ غرام
OF WHICH SATURATED FAT	14.1 g	منها الأحماض الدهنية المشبعة	١٤.١ غرام
SODIUM	60 mg	الصوديوم	٦٠ ملغ
ALUMINUM	9 g	الألومنيوم	٩ غرام

تحتفظ في مكان بارد وجاف، لا تعرض مباشرة لضوء الشمس.
 Store in a cool dry place, away from direct sunlight.

الوزن الصافي 300g
 NET WEIGHT 300g

IMPORTED BY: ALBA FOODS, ALBA, ITALY
 (FERRERO ROCHER IS A REGISTERED TRADEMARK OF FERRERO S.p.A.)

جامعة النجاح الوطنية
كلية الدراسات العليا

ترجمة ملصقات المنتجات الغذائية من الانجليزية للعربية: مشاكل واستراتيجيات

إعداد

هديل سليمان عبدالله عبد الرحمن

إشراف

د. فايز عقل

د. سمير عيسى

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

2015م

ترجمة ملصقات المنتجات الغذائية من الانجليزية للعربية :مشاكل واستراتيجيات.

إعداد

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إشراف

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د. سمير عيسى

الملخص

تستكشف هذه الدراسة استراتيجيات ومشاكل ترجمة ملصقات المنتجات الغذائية من الانجليزية الى العربية وذلك من خلال دراسة سبعون ملصق كعينة للدراسة. فبالأخص، تبحث هذه الدراسة في استراتيجيات الترجمة التي تم تطبيقها اثناء عملية ترجمة ملصقات المنتجات الغذائية. كما وان هذه الدراسة تلقي الضوء على بعض مشاكل الترجمة الشائعة والمتكررة والمتعلقة بملصقات المنتجات الغذائية كمحاولة لالقاء اهتمام الباحثين على مشكلة الدراسة.

اعتمدت الباحثة أثناء تحليل عينة الدراسة على المنهج الوصفي حيث قامت الباحثة بتحليل الملصقات وجمع الامثلة، وتصنيفها، وتوضيح طرق ترجمتها، واحيانا اذا امكن اعطاء ترجمة بديلة اكثر ملائمة من المتوفرة على الملصق. اضافة لذلك قامت الباحثة بإجراء عددا من المقابلات الشخصية مع عدة اشخاص ذات علاقة مباشرة بموضوع الدراسة (مستهلك، مترجم، موزع او مورد) لمعرفة رأيهم بفاعلية ملصقات/نشرات المنتجات الغذائية بما يناسب حاجة كل منهم.

بعد تحليل عينة الدراسة يبدو واضحا ان سبب مشاكل الترجمة المتعلقة بملصقات المنتجات الغذائية يعزى في معظم الاحيان للتطبيق الخاطئ لاستراتيجيات الترجمة فقد يلجأ بعض المترجمون في بعض الاحيان لإجراء تغيير اما عن طريق حذف او اضافة عناصر اخرى لتعديل او تقريب النص الاصلي لتقافة القراء المستهدفين .

واخيرا، تترك الدراسة بعض التوصيات التي تأمل الباحثة ان تكون ذات نفع و فائدة لكل من الباحثين والمترجمين في هذا الخصوص.