

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

**Translating Tourist Advertising  
Brochures from Arabic into English:  
Strategies and Linguistic Inaccuracy**

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## ***Dedication***

*To my lovely parents, husband and children, for their love,  
support and patience through all the period of my study.  
To all my family and friends I dedicate this work.*

## ***Acknowledgment***

*I would like to express my gratitude to Almighty God for giving me strength and patience to accomplish Master degree requirements. I am deeply grateful to my supervisors Dr. Bilal Hamamra and Dr. Rami Qwariq for their valuable help and support without which the completion of this work would not have been possible.*

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## الاقرار

أنا الموقعة أدناه مقدمة الرسالة التي تحمل العنوان:

# Translating Tourist Advertising Brochures from Arabic into English: Strategies and Linguistic Inaccuracy

## ترجمة النشرات الإعلانية السياحية من العربية الى الإنجليزية: الاستراتيجيات وعدم الدقة اللغوية

أقر بأن ما اشتملت عليه هذه الرسالة إنما هي نتاج جهدي الخاص، باستثناء ما تمت الإشارة إليه حيث ما ورد، وإن هذه الرسالة ككل، أو أي جزء منها لم يقدم من قبل لنيل أية درجة علمية أو لقب علمياً وبحثي لدى أية مؤسسة تعليمية 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.

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**Table of Abbreviations**

<b>Abbreviation</b>	<b>Term</b>
SL	Source Language
TL	Target Language
ST	Source Text
TT	Target Text
SC	Source Culture
TC	Target Culture
CSI	Culture Specific Item

### Key to transliteration of Arabic consonants and vowels

Arabic consonants	English phonetic symbol	Equivalent sound (if any) in English
ا	a:	Bag
ب	b	Big
ت	t	Tin
ث	θ	Thin
ج	dʒ	Jam
ح	ħ	breathy 'h' as in hollow
خ	x	Loch
د	d	Dog
ذ	ð	There
ر	r	Rock
ز	z	Zoo
س	s	Sat
ش	ʃ	Shall
ص	sʰ	a bit like the 'so' sound in 'sock'
ض	dʰ	a bit like 'd' sound in 'duck', 'bud', 'nod'
ط	tʰ	a bit like 't' sound in 'bought', 'bottle'
ظ	ðʰ	no English equivalent but voiced th-like
ع	ʕ	no English equivalent
غ	ɣ	like the 'r' in the French word rue
ف	f	Fun
ق	q	no English equivalent
ك	k	King
ل	l	Lemon
م	m	Man
ن	n	Next

هـ	h	House
و	w	Will
ي	j	Yellow
ء	ʔ	glottal stop as in Cockney bottle

Arabic vowels	English phonetic symbol	Equivalent sound (if any) in English
اَ	a	short 'a' as in man
اِ	i	short 'i' as in him
اُ	u	short 'u' as in fun
آ	a:	long 'a' as in car
ي	i:	long 'i' sound as in sheep
و	u:	long 'u' sound as in boot

Retrieved from:

<http://eprints.whiterose.ac.uk/81481/13/AutomaticallyGeneratedPhonemicArabicIPA.pdf>

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**Abstract**

This study investigates the issue of translated tourist advertising brochures from Arabic into English by examining a corpus of 20 Arabic-English tourist advertising brochures promoting Palestinian sites and cities. Particularly, the study identifies the translation strategies adopted in translating CSIs included in tourist advertising brochures. It also highlights and categorizes linguistic inaccuracies found whose possible causes are clarified to help translators produce more accurate translations. For the purpose of the study, the researcher adopts a descriptive and analytic approach in which examples are collected, categorized and explained. In some cases, appropriate alternative translations are suggested.

The analysis demonstrates that translating tourist brochures from Arabic into English is not an easy task, since brochures are highly loaded with CSIs that belong exclusively to the SC and often lack direct equivalents in the receiving language which create big challenges for translators culturally and/or linguistically. The study identifies the main translation strategies employed in translating CSIs found in tourist brochures to compensate for the lack of equivalence. The strategies are transference, literal translation, addition, omission, neutralization,

recognized translation and couplet. The researcher contends that transference is the prevailing strategy used in translating CSIs in tourist brochures.

Moreover, the study demonstrates that the translated brochures under investigation have linguistic inaccuracies that belong to syntax and lexical choices. Lack of proofreading and translators' linguistic incompetence are possible causes for such inaccuracies that affect the quality of tourist brochures.

Finally, the study concludes with a set of recommendations that will help future researchers as well as translators to enhance the level of translated tourist brochures.

# **Chapter One**

## **Introduction**



## **Chapter One**

### **Introduction**

#### **1.1 Introduction**

In an increasingly globalizing world, translation has become an urgent necessity in all aspects of life. It has become inevitable for people of different languages and cultures to communicate and understand each other. “Globalization has caused an exponential increase of translation. The global dominance of English has been accompanied by a growing demand for translation” (Bielsa, 2005, p. 142).

Newmark (2003) argues that translation has become increasingly globalized and is an integral part of the expansion of travel, tourism, and the service industries. Translation, therefore, plays a major role in “making connections, linking one culture and language to another, setting up the conditions for an open-ended exchange of goods, technologies and ideas” (Cronin, 2003, p. 41). Hence, translation is required in all fields as an effective medium to decrease the distances between tongues and cultures.

##### **1.1.1 Tourism and translation**

Tourism is one of the most dynamic sectors that play a prominent role in the development of economies. It reflects the cultural background and the historical and socio-political context of the host country. Hence, governments are paying more attention to tourists' needs by offering them tourist facilities, tour guides, tourist information centers as well as readable tourist materials. They are investing more resources to promote their

countries using different marketing tools like booklets, maps, leaflets, websites and brochures. Such materials function as a tool of persuasion, providing readers with necessary information about their travel and destination. Archer and Cooper (1998) state that “both the planning and marketing of tourism have been primarily oriented towards the needs of the tourists and the provision of interesting tourist experiences” (p. 97) to attract large numbers of visitors and maximize the financial returns from tourism.

Translation is the mouthpiece of tourism, and translators “work to make information available in the dominant language of the market” (Cronin, 2003, p. 49). Translation is the means through which the guests of the host country can find themselves home. Martinez (2000) argues that the tourist industry means well when it provides tourists with brochures in their own native languages.

In an attempt to clarify the relationship between tourism and translation, Kelly (1997) states that tourism is a sector in which a great deal of translation work is carried out. “It is often the case that visitors to a town, region or country receive their first impression is from a translation of some sort, be it a tourist brochure, an information leaflet, a sign or a guide book” (p. 34). As such, there is a growing need to handle the notion of how translation facilitates communication between different actors of different linguistic and cultural backgrounds. It is also important to study whether failure in producing proper and accurate translations leads to

miscommunication and a collapse for the whole intended function of tourism discourse.

### **1.1.2 Tourism and culture**

Tourism industry relies on the ties between tourism products and the cultures of the host countries. Tourism gives people from different origins the opportunity to meet people from other cultures and get acquainted with different experiences. In their travels, tourists look for unfamiliar products, sights, and activities (Burns & Holden, 1995). Robinson (2001) states that “tourism is so much based on difference”, and tourists often try to obtain “the exotic and the different” (p.37).

### **1.1.3 Translation and culture**

Translation is not merely a replacement of words in one language by their counterparts in another. Translation is more than that. Instead, translation aims at “maintaining the elegance and impact of the words” (Bishop, 1997, p. 127). As Newmark (1998) states, it is always possible to carry out a translation, but the impact might not be the same as the original due to linguistic and cultural differences.

The differences between the source culture and the target culture and the lack of equivalence make translation a demanding task. Newmark (1981) argues that there is a cultural value in translation and it is important to understand the relation between language and culture accordingly. Delisle (1988) believes that “what truly distinguishes translation is that it

takes place in the context of the relations between two cultures, two worlds of thought and perception” (p. 74).

Many translation researchers have defined culture and attempted to classify the cultural expressions. Nida (1994) defines culture as “the total beliefs and practices of a society” (p. 157). According to Burns and Holden (1995) culture is “the interaction of people as observed through social relations and material artifacts” (p. 113). Baker (1992) defines culture specific concepts as words in the source language that express unknown concepts in the target culture, she argues that such concepts can be abstract or concrete, can be a religious belief, a social custom or even a type of food.

Cultural aspects have received different definitions and classifications employed by scholars in Translation Studies. Scholars also employed different names or terms to denominate cultural aspects, such as “cultural foreign words”, “realia”, “presuppositions”, “cultural terms”, “cultural references”, “culture-specific concepts”, and “culture-specific items”(Nida, 1964; Vlachov & Florín, 1970; Nida & Reyburn, 1981; Newmark, 1988; Foreman, 1992; Baker, 1992; Aixela & Davies, 1997, 2003).

However, difficulties arise when translators misunderstand given culture-specific items and fail to give their intended or social meanings, as the meanings of these items are linked to a peculiar community and a specific cultural context. In such situations, Vermeer (1989, 2000) insists

that “translators should be bicultural, if not multicultural” as they are now looked upon as mediators between two cultures, not merely two languages (Hatim & Mason, 1990). Translators have to employ various strategies to compensate for the non-equivalent lexis that refer to “the notions of specific cultural realia that do not have equivalents in other languages, since other cultures do not have those things or concepts in their life” (Gudavičius, 2009, p. 94).

Regarding the translation of CSIs, scholars have provided various repertoires of translation procedures to compensate for the lack of equivalence. Newmark (1988/1992) suggests many procedures such as loan translation or calque, transference, cultural equivalent, neutralization, literal translation, recognized translation, naturalization, addition, deletion, etc. The Hervey and Higgins’ model (1992) gives the following procedures: cultural borrowing, communicative translation, exoticism, calque, and cultural transplantation. Baker (1992) suggests various procedures to deal with non-equivalences at the word level, for example, translation by a more general word, translation by a more neutral/less expressive word, translation by paraphrasing, using a related word, etc. However, she emphasizes that some techniques are employed particularly for the translation of culture-specific items. Such techniques include translation by cultural substitution, translation using a loan word or loan word plus explanation.

Translation is an urgent necessity that facilitates the process of communication between different languages and cultures and need to be

done by experienced, bicultural and knowledgeable translators in both the source language (SL) and the target language (TL).

#### **1.1.4 Advertising**

Advertising is an audio and visual form of marketing to promote or sell something like a product, a service, a place or even an idea (Dyer, 1982; Stanton, 1984). Advertising aims at gaining attention, creating interest and motivating the readers to take an action (Bovée & Arens, 1992).

Advertising could be communicated through various traditional and new mass media. Suggett (2017) states that advertising has evolved into a complex form of communication; consumers can receive the intended message through brochures, leaflets, flyers, handouts, posters, big boards, videos, banners, advertorials, social media, chat rooms, blogs and websites ([www.thebalancesmb.com](http://www.thebalancesmb.com)). Whatever the medium is, it has some rules and characteristics to be successful and effective.

In short, advertising has favorable effects on customers and producers. It helps customers to know about the products available at the market and satisfy their needs, and it also contributes in increasing the demand and sales for the advertised product.

In this study, the focus will be on tourist advertising brochures which deliver persuasive messages and provide readers with the necessary information about places or products to satisfy their needs.

### **1.1.5 Tourist advertising brochures as a genre**

Genre is a conventionalized form of speaking or writing which can be associated with particular communicative events where participants tend to have set goals with strict norms regulating what can or cannot be said with the confines of given genre settings (Hatim & Monday, 2004). In other words, a genre consists of speaking or writing forms that share similar syntactic, semantic and pragmatic features and serve similar functions. Further, scholars find that a text used in a particular situation for a particular purpose may be classified using labels such as “a guidebook, a poem, a business letter, a newspaper article, and advertisements”, and referred to as genres or, “text categories” (Trosborg, 1997, p. 8).

In this sense, tourist advertising texts belong to the genre that has its own functions served by its special stylistic and linguistic (and cultural) features. Tourist advertising texts have two functions: informative and persuasive or vocative (Newmark, 1988; Killy, 1981). The persuasive function aims at influencing the receivers' attitude and persuading them to change their intentions (Newmark, 1988, p. 41). Nonetheless, it is not plausible to distinguish texts as being informative or persuasive. On the contrary, as suggested by Newmark (1988), most texts include more than one function with an emphasis on one of them. Reiss (2000) shares the same idea and believes that the persuasive function of advertising texts goes hand in hand with the "depictive" and "expressive" functions (p. 25). According to Reiss's classic text typology, tourist texts are often operative

since the main focus is to appeal to the reader (Munday, 2001). However, most of the material under study is informative in the sense that it gives information about cities and destinations.

Identifying the genre to which a certain text belongs is a key for a good translation. It is essential to help translators and facilitate their work. It provides them with rules, constraints and adequate awareness of advertising brochures' formation. The Aarhus School of Business argues that “text typology involving genre analysis can help the translator develop strategies that facilitate his/her work in terms of various options as well as constraints” (Trosborg, 1997, p. 6). It also contributes in “reducing complexity and making comprehension and communication feasible in the first place” (Giltrow & Stein, 2009, p. 6). Advertising brochures belong to a specific genre which has its unique characteristics that influence the process of translation. Therefore, some linguistic and stylistic features have to be present, or brochures will be incomplete, especially when the final image of a brochure doesn't lead to an increase in the number of readers or viewers.

The linguistic features of any brochure greatly contribute to its success or failure, since using the right kind of words, patterns and structures is crucial in communication. The use of adjectives, imperative structures, superlatives, stylistic devices (metaphor, simile, humour, collocations, etc.) is essential in communicating the informative and persuasive functions of the tourism genre. Jones (1976) points out that clarity, simplicity, legibility and comprehensibility are linguistic features



that a successful brochure must contain. He describes the language of advertising brochures as “non-jargon-filled text” (p. 197). This means that the content of the brochure must be comprehensible by ordinary people not only by specialists.

The visual dimension of advertising is as crucial as the verbal one and greatly influence the readers' first impression. It combines with the language to add to its meaning and present the target text (TT) in a colourful, well designed and attractive way. Hence, advertising brochures must be printed on shiny papers, containing pictures and colors (Khokha, 2010). Photography is a key element in brochures, since one colorful photo taken from the right vantage point could speak and capture tourists' attention more than dozens of words. Snell- Hornby (1999) emphasizes the necessity to interpret the visual elements which are of key importance in advertising since "they are often given more prominence than language" (p.97). He points out that it is crucial for advertisers to associate words with images. Short texts usually appear with photos to describe the benefits of the advertised site or destination. Typography is also an important element in brochures design; therefore, brochures should have clear fonts appropriately applied in terms of type, size and colour.

In the translation process, some linguistic features like superlatives, imperative structures and the use of adjectives are easy to be conveyed as they have direct equivalents in the TL, while other features need special skills and cultural competency to get the same message. On the other hand,

the visual features do not cause a huge challenge for translators. Translators do not have to look for new color patterns or combinations to apply in the TT. It is easier to apply the same color used in the ST as colors have specific meanings that can be employed in advertising domain. Font type and size found in the source text ST can be used in the TT. The same photography can be applied in the TT brochure unless it is inappropriate for the target culture TC.

It is necessary, therefore, for translators to recognize the features of tourist advertising genre in the pre-translation analysis of the text and deal with the norms of the genre appropriately without harming the informative and persuasive functions of the text. Translators must pay attention to the stylistic and linguistic features of the brochures. The visual techniques should be taken into account in the translation process too.

## **1.2 Statement of the research problem**

The translation of brochures is a problematic task, for brochures include culture-specific expressions that often lack direct equivalents in the target language. Gudavičius (2009) states that non-equivalent lexis refer to “the notions of specific cultural realia that do not have equivalents in other languages, since other cultures do not have those things or concepts in their life” (p. 94). These expressions include:

1. Ecology (flora, fauna, hills and plains) such as the following Arabic expressions:

"أشجارُ الفستق (ʔʔdʒa:ru ʔlfustuq)، شجيراتُ البلوط (ʔudʒajratu ʔalballu:tʔ)، شجرةُ الجميزة (ʔadʒaratu ʔaldʒummaʒza)، اللقالق (ʔallaqaliq)، الغزلان (ʔalyuzla:n)، تَلّ (tall)، سَهْل (sahl)، عراق (ʔraq)، خَلَّة (xallih).".

2. Material culture (food, costumes, houses, buildings, sites and cities), such as:

"مَعْمُول (maʕmu:l)، زيت و زعتر (zajtu za:ʕtar)، الحطّة والعقال (ʔalhatta wa tʔwahi:n)، القُمباز (ʔalqumba:z)، الحوش (ʔalhu:ʃ)، طواحين السكر (ʔalḥu:ʃ)، أريحا (ʔari:ħa)، تَلّ السلطان (tall ʔassultʔa:n)، قبة الصخرة (qubbatu ʔassukkar)، قصر هشام (ʔasʕsʕaxra qasr hiʕam)، محراب (miħrab)، مقام (maqam)، منبر (minbar).".

3. Social culture (values, morals, greetings, organizations and institutions, work, art and leisure), such as the following Arabic expressions:

"الفسيفساء (ʔalfusajfisa:ʔ)، التطريز (ʔatatʔri:z)، الدَبْكَة (ʔaddabka)، السَّلَام عَلَيْكُمْ (ʔassalamu ʕalajkom)، أَهْلاً وَسَهْلاً (ʔahlan wa saħlan)، مَرْحَباً (marħaba).".

4. Religious culture (religious concepts and personages) such as:

"رمضان (ramadʕan)، ميلاد المسيح (mi:lad ʔalmasi:h)، مريم العذراء (marjam ʔalʕaðra:ʔ)، النَّبِي عِيسَى (ʔannabi: ʕi:sa).".

Translation is problematic as these expressions are linked to a specific cultural context. According to Nida (1964) "the role of the translator is to facilitate the transfer of message, meaning and cultural elements from one language into another and create an equivalent response

from the receivers” (p. 13). Hence, this study will explore the translation strategies adopted by translators in translating cultural expressions in tourist brochures in Palestine. This study also sheds light on the linguistic inaccuracies that appear in the translated material of the corpus brochures, since a translated brochure with syntactic and lexical inaccuracies may fail in serving its intended purpose.

### **1.3 Purpose of the study**

This study examines the translation of 20 tourist advertising brochures designed to promote tourism in Palestine. Most of these brochures were published by the Ministry of Tourism and Antiquities and municipalities. This kind of brochures could be found in tourist information centers, museums and tourism attractions in different Palestinian cities. This study identifies and categorizes the translation strategies used, and the linguistic inaccuracies found in the translated material under study. It also attempts to offer possible solutions for translation problems with helpful suggestions and recommendations which facilitate the task of those interested in translating tourist brochures and trigger more studies in this field.

### **1.4 The significance of the study**

The significance of this study stems from the fact that it addresses a topic that has not received due attention. It also relates the art of translation to tourism and communicative globalization. The study aims to investigate

translation of tourist brochures, since there is no, to the best of the researcher's knowledge, enough comprehensive investigation of this subject. Furthermore, the researcher has developed this study in an attempt to shed light on the state of tourist brochures in Palestine, so as to support the efforts that have been exerted in translating tourist brochures.

### **1.5 Research questions**

The present study attempts to answer the following questions:

1. What are the translation strategies adopted in translating culture specific items in tourist brochures?
2. What are the types of linguistic inaccuracy found in the translated brochures?
3. Is the intended message successfully conveyed to the target audience?

### **1.6 Thesis structure**

This study is divided into six chapters. Chapter one starts with an introduction to the thesis, introducing general aspects related to the topic of the study, followed by the statement of the research problem, the main purposes of the study and its significance. Finally, the research questions the study attempts to answer are presented at the end of this chapter followed by a brief reference to the structure of the thesis. In chapter two a review of the related literature is presented. The corpus of the study and the methodology are presented next in chapter three.

Chapter four defines and classifies the culture specific items found in the sample and presents tables with explanations showing findings on translation strategies adopted in translating CSIs. Chapter five focuses on the linguistic inaccuracies found in the sample under study with the explanation of possible causes and the recommended renderings. Finally, chapter six gives the conclusions and the main recommendations that could be helpful in translating tourist brochures as well as the list of references used in the study.

## **Chapter Two**

# **Literature Review**

## **Chapter Two**

### **Literature Review**

Due to the dynamic functions that translation plays in tourism sector and the increasing awareness of the importance of translation in tourism promotion, this particular sub-field of translation has received some attention in recent years. Newmark (1991, 1993) and Duff (1981), for instance, talk about the problems that arise due to the lack of professional translators in their field. Similarly, Nord (1991) offers translations into five languages of an original German text on local cuisine, and comments on how their shortcomings could be due to the lack of systematic analysis of the source text in its communicative situation.

Kelly is interested in the textual aspects of brochures and the challenges of handling the textual characteristics in translation. Kelly (1997) criticizes the little attention translation of texts in tourist sector has received and concludes with the need for the inclusion of this type of translation in university training programs, and the need to professionalize the work carried out in tourism sector as an ideal solution for the poor quality and reputation in this sector, as much work is commissioned to nonprofessionals.

Snell-Hornby (1999) argues that the message of tourist brochures depends on interaction of all three textual functions: informative, expressive and operative. She emphasizes the importance of visual elements as “they are often given more prominence than language” and that translators “must be able to interpret the visual elements which are of key



importance in advertising” (p. 95). Snell- Hornby concludes that translation of tourist brochures, which is not given a professional attention, contains a large number of lexical, syntactic errors and cultural ones.

Most of the studies done in this field focus on the difficulties those translators of tourist brochure encounter and the strategies used to handle those difficulties. For example, Martinez (2000) focuses on situations where the readers actually rely on translated tourist information. She recommends translators who face difficulties in translating highly culture-specific information to adopt a systemic functional approach that proves to be valuable to achieve efficient translation. She emphasizes providing tourists with brochures in their own native languages for a good industry.

In the same vein, Obeidat (2005) tackles the problems in Arabic-English translation of tourist brochures in Jordan. The study aims at evaluating the translation of a sample of (15) promotional tourist brochures in terms of accuracy of translation and faithfulness, to see whether the intended message has successfully conveyed to the target audience or not. After a close examination of the translated material, the researcher concluded that translated brochures under study have linguistically related errors referring to syntax and the use of lexis in rendering some words, phrases and sentences that may cause a message distortion, confusion and inaccurate information in the target text. In view of the research conclusions, the researcher recommends the Jordan Tourism Board to enhance the level of translation by establishing a translation section that

includes a qualified and competent team of well- experienced translators to be responsible for translating the tourist brochures. The study also concludes with other recommendations that would improve the performance of translators in this field.

In Lejervall's study (2006), the difficulties encountered in the process of translating tourist brochures from English to Swedish are studied, focusing on the analysis of the grammatical aspects such as the translation of the passive, attributive adjectives, and lexical aspects such as the translation of terminology and cultural words and expressions. Each aspect was discussed in separate sections, regarding translation model and translation strategy. This study is based on a text taken from the tourist booklet *Dover Castle*, published by English Heritage. This study has shown that many of the aspects analyzed were translated using literal translation or transposition, focusing on preserving the meaning of the text. The researcher concludes with the most important factors to be considered in the process of translation such as the purpose of the text, the target reader, that it reads naturally in the target language and that it preserves the meaning of the source text.

In the same context, Terestyényi (2011) discusses the different translation techniques applied in the English translations of the Hungarian National Tourist Office (HNTO) brochures with a special focus on culture-specific items. The study concludes with the typical translation techniques most used which are transcription/transference, circumlocation and

addition. Specifically, the method of transcription/transference is applied more often than any of the methods observed, with a certain degree of loss in meaning.

Muna Abu Saleh (2008) investigates the translation strategies used to handle the cultural specificity in tourism material, and the cultural obstacles that tourist guides face while interpreting for English speaking tourists. Her study points out that transliteration, paraphrasing, neutralization, literal translation, reduction and recognized translation are the most translation strategies employed in the translation of brochures.

The aggressive growth of electronic texts and applications has greatly influenced the appearance of bilingual or multilingual travel websites, which are frequently non-professionally or mechanically translated and some of them are featured of poor quality. A research done by Skibitska (2013), deals with the main features of tourism-related electronic texts and tries to define the criteria for the assessment of their translation. The researcher emphasizes that adequate translation prefers full translation with pragmatic adaptation, whereas partial translation or summary lowers the efficiency level of the translation. The study also shows that the general quality of translated tourism-related web-pages is low due to the fact that the translation is often done by non-professional translators or non-specialized professional ones. The researcher concludes that much is left to be done in the field of translation of Internet text in general and of tourist texts in particular. Believing that solid, well-written,

grammatically correct content is crucial to gaining the user's trust and fulfill the function of persuasion. Pierini (2007) investigates the quality of translation of online tourist texts and makes some suggestions concerning approaches to translating tourist texts. The research recommends to integrate the general linguistic criteria of adequacy and acceptability with criteria related to the genre (effectiveness) and the medium (legibility).

Although translation of promotional material TPMs has become one of the most translated materials in the world, their translations have frequently been criticized within the field of Translation Studies (Kely, 1998; Snell-Hornby, 1999; Sumberg, 2004; Pierini, 2007; Sulaiman, 2016). The main criticism leveled by scholars states that translations are not functionally adequate. For example, Sumberg (2004) discusses the reasons behind the inadequacy of TPM translations and suggests that the poor standard of translation is attributed to the linguistic approach adopted which focuses on the linguistic features of the source text rather than a functional one which focuses on the function and purpose of the translation.

In the same context, Sulaiman (2016) addresses some misconceptions between translators which can not only improve the effectiveness of cross-cultural tourism promotion but also uplift the image of the translation profession as a whole. Sulaiman investigates the ideal practices of the commissioner for the creation of effective cross-cultural tourism promotional materials TPMs and the extent to which they are able

to realize such practices in the commercial world, in an attempt to fill the gap and to explore possible best practices for tourist material translation. The investigation reveals a number of misconceptions regarding the nature of translation and the role of translators claiming that both a well-trained translator and the translation commissioner have an equally important role to play for a successful translation.

Finally, it can be argued that the translation of advertisements has been tackled in the last few decades after a long time of ignorance. As Monday (2004) states that the topic of “advertising translation has long been ignored in translation theory” (p. 210) despite the increased demand of translation in tourism sector. This is emphasized by Al Agha (2006) as he points out that “the past few decades have witnessed an increased demand for the translation of advertisements” (p. 3) since it is considered a matter of a great importance. Accordingly, researchers agreed that there are many linguistic problems in the translated material, such problems may cause message distortion, loss in the informative function, and may negatively affect the persuasive function. The current study explores the translation strategies used in translating advertising tourist brochures and the linguistic inaccuracies that may appear in tourist brochures.

## **Chapter Three**

# **Methodology**

## **Chapter Three**

### **Methodology**

#### **3.1 Corpus of the study**

Out of more than fifty tourist advertising brochures, a set of 20 Arabic- English pairs of brochures was chosen to be analyzed in this study. The brochures are available free of charge in certain places, such as the Ministry of Tourism and Antiquities, tourist information centers and museums in different Palestinian cities. Tourist information centers located in Bethlehem, Jericho, Ramallah, Jenin and Tulkarm, provide tourists with the needed essential information with a collection of the tourist promotional publications. These brochures were published to promote some of the archeological, historical, natural and religious sites in Palestine.

#### **3.2 Data collection**

The corpus of this study was collected over the period between July 1<sup>st</sup>,2017 to October 30<sup>th</sup>,2017. The researcher obtained the material from the cities she could reach. For example, five brochures were taken from Tulkarm Archaeology Museum, while seven brochures were collected from the Ministry of Tourism and Antiquities in Ramallah. Eight brochures were taken from tourist information centers in Tulkarm, Jericho, Bethlehem and Ramallah. Some of these brochures are specialized in one city; other brochures are specialized in one site or one destination.

Following is an account of the cities, sites and destinations that the brochures under study promote:

1. Cities: Tulkarm, Nablus, Hebron, Ramallah, and Bethlehem.
2. Sites: Hisham's Palace, Mount Gerizim and Sugar Mills.
3. Museums: Khan al-Bireh Museum, Tulkarm Museum, Russian Museum Park Complex in Jericho, Hisham's Palace Museum and Tulkarm National Museum.
4. Hotels: Caesar Hotel and Dar Sitti Aziza Hotel.

### **3.3 Data analysis**

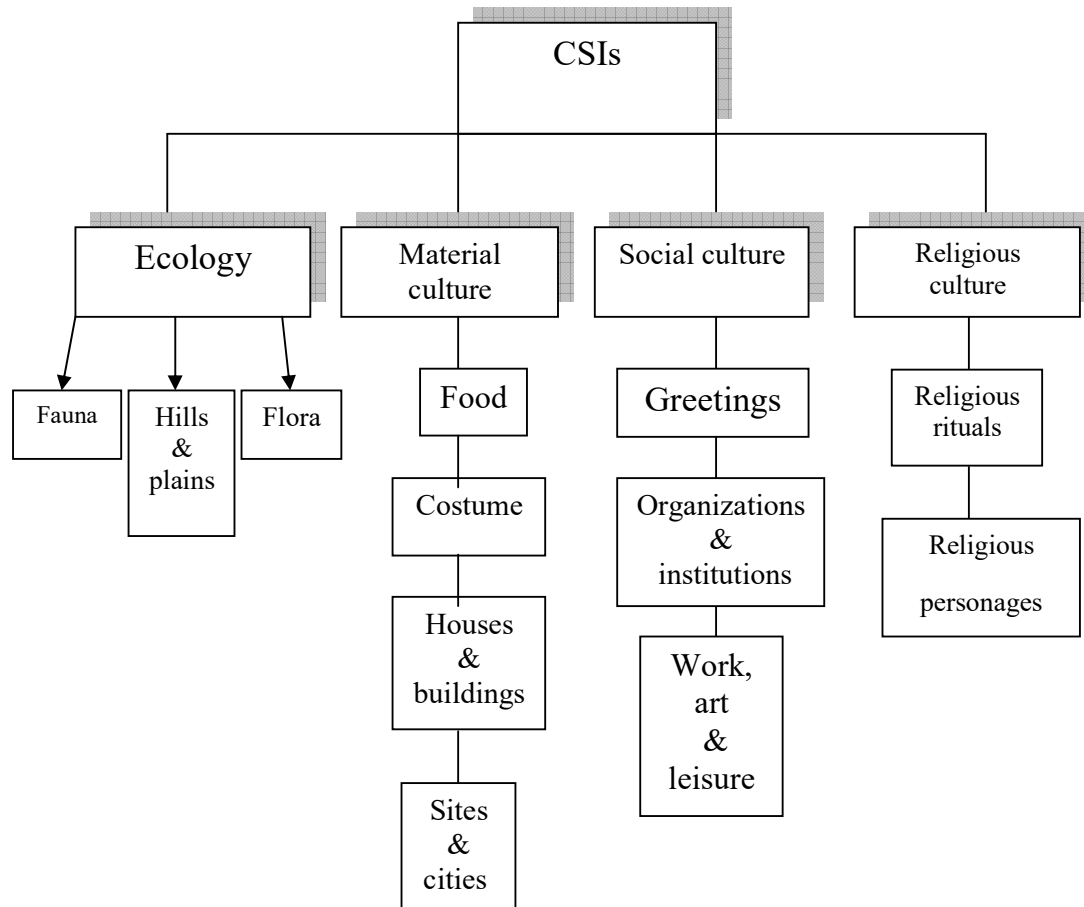
The researcher adopts the descriptive and analytic approach which is based on analyzing and explaining the material at hand, and in some cases, suggesting alternative translations. It is descriptive with regard to describing the features of brochure advertising as a genre. The researcher will construct a comparative corpus between the Arabic and English brochures. The focus of the study will be on the analysis of translation strategies and the types of linguistic inaccuracies encountered in the translations of the corpus brochures.

After a careful reading of the collected brochures, all of the culture specific items are collected and categorized according to Newmark's classification (1988) with some modifications to fit the data analyzed in this study. Then the strategies employed in translating the brochures are



investigated. It should be noted that the translators of most of these brochures are anonymous and the researcher was unable to obtain their names.

The established categories of CSIs are as follows:



**Figure (1): Categories of CSIs**

**Chapter Four**

**Translation Strategies:**

**Findings and Discussion**

## **Chapter Four**

### **Translation Strategies: Findings and Discussion**

#### **4.1 Introduction**

Tourism is closely related to culture. Butler and Hinch (1996) argue that traditional cultural patterns of particular groups of people and the existence of wide cultural differences between different countries and different regions may be one of the principal stimulants of tourism industry. Therefore, tourist material and tourist brochures are stuffed with cultural expressions. Translating cultural expressions in tourist brochures may cause more complications for the translator as they are a potential source of untranslatability. Both the difference between cultures and the lack of equivalence make the translation of cultural expressions problematic.

Cultural differences between the SL and the TL and the lack of equivalence have always turned translation to be a hard task for translators who are mediators between two cultures, not merely two languages (Hatim and Mason, 1990). Thus, for truly successful translation, Nida (2001) states that “biculturalism is even more important than bilingualism, since words only have meanings in terms of the cultures in which they function” (p. 82). This applies as well to the translation of tourist brochures. Consequently, translators are expected to be familiar with both the SC and the TC and employ various strategies to come up with a successful translation.

Scholars employed different names or terms to denominate cultural aspects (see section (1.1.3)). In order to keep consistency throughout this study, the researcher will borrow the nomination “culture specific item” CSI (Aixela, 1997; Davies, 2003) and its abbreviated form to refer to all cultural expressions that will be discussed in the study.

#### **4.2 Classification of culture specific items (CSIs)**

Culture specific items cover not only material aspects but also religious, artistic, social customs, etc. Aixela (1997) defines culture specific items as “elements of the text that are connected to certain concepts in the foreign culture (history, art, literature) which might be unknown to the readers of the TT” (p. 14). Newmark (1988) singles out five categories under the name cultural categories: 1) ecology: flora, fauna, hills, winds and plains; 2) material culture: food, clothes, houses and towns, transport; 3) social culture: work and leisure; 4) organizations, customs, activities, procedures, concepts: political and administrative, religious, artistic; and 5) gestures and habits.

The extracted examples on the culture-specific items are grouped according to the categories established by Newmark with some modifications in the number of the main categories and the subcategories so as to cover the entire range of the collected CSIs.

The categories of CSIs with examples from the sample collected are the following:

## 1. Ecology: a. Flora:

"أشجار الفستق (ʔfɖɖaru ʔalfustuq)، شجيرات البلوط (ʃudʒajratu ʔalballutʕ)، شجرة الجميزة (ʃadʒaratu ʔaldʒummajza).".

## b. Fauna:

"الغزلان (ʔalyuzla:n)، اللقالق (ʔallaqaliq)، طائر الشمس الفلسطيني (tʕaʔiruʃ ʃams ʔalfilastʕi:ni).".

## c. Hills and Plains:

"تَلّ (tall)، سَهْل (sahl)، عراق (ʕraq)، خَلَّة (xallih).".

## 2. Material culture: a. Food:

"مَعْمُول (maʕmu:l)، مَسَخَّن (msaxxan)، حَمَص (hummusʕ)، فَلَافِل (fala:fil)، زَيْت وزَعْتَر (zajtu zaʕtar).".

## b. Costume:

"الحِطَّة والعَقَال (ʔalhatta wal ʕiqal)، القِمْباز (ʔalqumba:z)، الطَرَبُوش (ʔatʕarbu:ʃ).".

## c. Houses and Buildings:

"المِصْطَبَة (ʔalmustabi)، الحَوْش (ʔalhu:ʃ)، النِّكْيَة (ʔttakijji)، الرَّاوِيَة (ʔazzawijji)، مِحْرَاب (mihrab)، مَقَام (maqam)، مَنْبَر (minbar).".

## d. Sites and Cities:

"قُبَّة الصَّخْرَة (qubbat ʔasʕsʕaxra)، طَوَاحِين السَّكْر (tʕwaħi:n ʔassukkar)، أَرِيحَا (ʔriħa:)، تَلّ السَّلْطَان (tall ʔassultʕa:n).".

### 3. Social culture: a. Greetings:

"السَّلام عليكُم (ʔassalamu ʕalajkom)، أهلا وسهلا (ʔahlan wa sahan)، مرحبا (marhaba)." .

### b. Organizations and institutions:

"وزارة السياحة والآثار (wazaratu ʔassijaḥa wal ʔaəa:r)، دائرة الآثار العامة (daʔiratu ʔalʔaəa:r ʔalʕamma)." .

### c. Work, art and leisure:

"صناعة سلال القشّ (sʕinaʕatu sila:l ʔalqaff)، الفسيفساء (ʔalfusajfisa:ʔ)، التّطريز (ʔatatʕri:z)، الدّبكة (ʔaddabka)." .

### 4. Religious culture: a. Religious rituals:

"رمضان (ramadʕan)، عيد الفصح (ʕi:dul fisʕḥ)، عيد الميلاد (ʕi:dul mi:la:d)." .

### b. Religious personages:

"عيسى المسيح (ʕi:sa ʔalmasi:ḥ)، مريم العذراء (marjam ʔaiʕaḍra:ʔ)." .

## 4.3 Culture specific items and translation strategies

Regarding the translation of CSIs, scholars have provided various repertoires of translation procedures to compensate for the lack of equivalence (see section 1.1.3). Newmark (1988) for example, suggests many procedures such as loan translation or calque, transference, cultural equivalence, neutralization, literal translation, recognized translation, naturalization, addition, deletion, etc.

#### **4.4 Definitions of translation strategies employed by translators of brochures to render culture specific items**

Upon careful reading of the 20 Arabic tourism-related brochures and their English counterparts, the researcher found that the translators adopt a number of translation strategies as an attempt to reach their goal towards a successful translation, almost all of these translation strategies proposed by Newmark (1988). The main translation strategies used are: transference, literal translation, couplet, recognized translation, neutralization, addition and omission. In what follows, the researcher will briefly define each of these strategies.

##### **4.4.1 Transference**

Since there are items that have no counterparts in the TL that matches the SL items, transference strategy is used. Transference is a strategy in which the translator represents the sounds of the SL word using the TL writing system (Catford, 1965).

##### **4.4.2 Literal translation**

Literal translation is the “conveyance of denotative meaning of phrases and sentences in a text from one language to another” (Farghal and Shunnaq, 1999, p. 13). Newmark sees literal translation as the basic translation procedure both in communicative and semantic translation and the starting point for any attempt of translation. Literal translation ranges from one word to one word through group to group, collocation to collocation, clause to clause, and sentence to sentence (1988).

#### **4.4.3 Addition**

Addition strategy refers to those cases when translators need to add details in the TT that are not expressed in the ST. It is one of the translation procedures that Newmark (1988) discusses under the heading “paraphrase, additions, gloss, notes etc.” (p. 91). Newmark claims that additional information might be cultural (when there is a difference between the SL culture and the TL culture), technical or linguistic. Such additional information might be placed in brackets, in parentheses (the longest form of addition), in the endnotes, footnotes, etc., or incorporated in the translated text as part of the passage (Newmark, 1988).

#### **4.4.4 Deletion**

Deletion is the translator’s decision to erase a CSI because “it may simply be an act of desperation by a translator who can find no adequate way of conveying the original meaning” (Davies, 2003, p. 79). According to Newmark (1988), deletion refers to cases where certain passages, elements or words of the ST are omitted in the translation. According to Maasoum (2011), the translator should only use it as a last choice because it is contradictory to the purpose of being faithful to the original text.

#### **4.4.5 Recognized translation**

Newmark (1988) states that the procedure of recognized translation means that if an official or generally accepted translation of an institutional



term exists, the translator should use that one instead of his/her own alternative.

#### **4.4.6 Neutralization**

The neutralization procedure generalizes or deculturalises a cultural word according to Newmark (1988). Two types of this procedure exist: the functional equivalent and the descriptive equivalent (1988). According to Newmark, the functional equivalent is a common procedure applied to cultural words; it requires the use of a culture-free word, or a new specific term in the TT. The descriptive equivalent, on the other hand, is when a CSI is described in words (Newmark, 1988).

#### **4.4.7 Couplet**

According to Newmark (1988), couplets are combinations of two of the procedures mentioned above. They are particularly common for cultural words, for example when transference is combined with a functional equivalent.

#### **4.4.8 Foreignization versus domestication:**

While translating CSIs, translators either follow the SL and ignore the TL or respect the TL and neglect the SL. These what Venuti (1995), following Schleiermacher (1813) and Berman (1985), called foreignization and domestication. In fact, Venuti follows Schleiermacher's argument about the different methods of translation. Schleiermacher asserts that in translation either "the translator leaves the author in peace, as much as

possible, and moves the reader towards him; or he leaves the reader in peace, as much as possible, and moves the author towards him” (as cited in Venuti, 2008, p.15).

According to Venuti (1995), domestication refers to “an ethnocentric reduction of the foreign text to target-language cultural values, bringing the author back home” (p. 20). Hence, applying domestication while translating a given text minimizes the strangeness that readers may face and enables them to understand the TT easily without coming across inaccurate elements that may hinder their comprehensions (Venuti, 1995).

While foreignization is “an ethnodeviant pressure on those (cultural) values to register the linguistic and cultural difference of the foreign text, sending the reader abroad” (Venuti, 1995, p. 20). It means that during the process of translation, translators respect the SL and follow its norms rather than the TL. Venuti is an advocate of foreignization, and believes that it is extremely needed today to “signify the linguistic and cultural difference of the foreign text” (2008, p. 18)

## **4.5 Analysis of translation strategies employed to render CSIs**

### **4.5.1 Translation strategies used to render ecology items**

According to Newmark (1988) the category ecology comprises animals, plants, local winds, mountains, and plains. Ecology items found in the collected sample of this study include flora, fauna, hills and plains.

Based on the systematic analysis of the brochures that refer to the charming nature of Palestine with its unique flora and fauna, the study found that literal translation and transference are mostly used by translators to render ecology items. The table below gives examples where flora and fauna items are literally translated causing no challenge for translators since they have direct equivalents in the TL.

**Table (1): Literally translated items of flora and fauna**

	SL	TL
Flora items	شجرة الجميزة	the sycamore tree
	أشجار الفستق	pistachio trees
	شجيرات البلوط	oak marquise
Fauna items	اللقاق	storks
	طائر الشمس الفلسطيني	Palestinian sunbird
	الغزلان	Gazells

Concerning hills and plains items, the Arabic language distinguishes different types of low and high lands. Some of them are literally translated, while the others are transferred to the TL. Some of the source language items are literally translated into the target language since they exist in the cultures of both languages and have correspondences in the TL that have the same referent as shown in the table below.

**Table (2): Literally translated items of hills and plains**

SL	TL
جبل	mount
هضبة	hill
قمة	summit
سهل	plain

On the other hand, some of the items that refer to hills and plains like "تل، عراق، مرج، خَلَّة، خربة" are translated using transference strategy. They are rendered in the TL as "tell, iraq, marj, khalleh and kherbeh". These items have no equivalents in the TT, so they are transferred in their original forms into the target language and thus introduce the names with their cultural load to the target readers. This is not unusual in translating such expressions. Translators tend to transfer them when recognized translations are not available (Newmark, 1988).

**Table (3): Transferred items of hills and plains**

SL	TL
تل	tell
عراق	iraq
مَرَج	marj
خَلَّة	khalleh
خربة	Kherbeh

In the above mentioned examples, it is obvious that foreignization strategy is employed by using transference. It introduces the names with their cultural load to the target readers but it does not convey enough information about the Arabic words "تل، عراق، مرج، خَلَّة، خربة" "tell, iraq, marj, khalleh, kherbeh" which makes it difficult for the target readers to understand what each item exactly refers to. The researcher suggests that these items need some explanation with their transferred items in their first mention to enable readers understand the meaning of such items and what they exactly refer to in the SC as shown in the table below.

**Table (4): Suggested translations for items of hills and plains**

SL	Suggested Translation
تل	tell (a little higher land than others)
عراق	Iraq (a large extended rock)
مَرَج	marj (a flat and wide land)
خَلَّة	khalleh (a lower land than others)
خربة	kherbeh (an ancient antiquated place)

In such a rendering, each CSI is translated in a couplet, preserving the cultural value of the SL and explaining in words what each refers to using a descriptive equivalent. Such explanations can be placed in the translated text as part of the passage or in brackets, in the endnotes, or footnotes (Newmark, 1988) to keep the flow of the text.

#### **4.5.2 Translation strategies used to translate material culture items**

Material culture includes specific cultural items that refer to food, costume, sites and cities, even items that refer to houses and buildings are allocated to this category. Thus, a considerable number of specific items resulted in a great number of translation strategies used – almost all of translation strategies proposed by Newmark (1988) – including transference, literal translation, addition, deletion, neutralization, adaptation and couplet.

To start with, food and costume can be a truly distinguishable feature of a specific culture. As in many cases traditional food and costume have no equivalents or share no similarities with other cultures. However, in translating the mentioned items, many translation strategies are applied.

The majority of food items are left in the target text in the same form as in the source text for the sake of preserving the cultural significance. For example, the food items "مسخن، منسف، زيت وزعتر، كنافة" are transferred to the TT and rendered as "musakhan, mansaf, zeit ou za'tar and knafeh".

**Table (5): Transferred food items**

SL	TL
مسخن	musakhan
كنافة	knafeh
منسف	mansaf
زيت و زعتر	zeit ou za'tar
قدرة	qidreh
مجذرة	mjaddara
معمول	ma'moul
حمص وفلافل	humus and falafel

It is noticed that the food item "زيت وزعتر" is wisely rendered in the TT as "zeit ou za'tar" not as oil and thyme. In this rendering the translator tends to preserve the cultural significance of the item and its original Palestinian flavor since this food item is considered one of the most common breakfast dishes on the Palestinian table.

Besides, the items "مسخن، منسف، زيت وزعتر، كنافة" are properly translated using transference strategy, with no need for any description or explanation, since these items are described in the ST with an illustrative picture for each, so that the reader can get an idea about these dishes and their main ingredients from the descriptions and pictures included in the ST and the TT. For instance, the food item "منسف" which is rendered in the TT

as "mansaf" is described in the ST as "a traditional Palestinian dish made of lamb cooked in a sauce of fermented dried yogurt and served usually with rice on a layer of flatbread and garnished with almond". A nice picture is also included next to the text, so the reader will get an idea about "mansaf" as a main dish not a starter or a dessert. Accordingly the translator needs no more strategies than transference to render this food item in the TT. The same is done with the food item "كنافة" which is explained in the ST and the TT as follows:

**Table (6): Transferred food items**

SL	TL
و تعتبر مدينة نابلس أفضل مكان لتناول الكنافة في فلسطين وهي من ألد الحلويات المحببة وتصنع بشكل عام من الجبن وطحين السميد ويضاف اليها ماء الزهر الحلو.	Nablus is considered to be the best place in Palestine to eat <b>Knafeh</b> , a beloved Palestinian dessert made from cheese and semolina flour and dripping with sweet rose water syrup.

Another group of food items is rendered in the ST without any description or explanation; these items are "مجدرة، قدره، معمول، حمص وفلافل". The food items are transferred into the TT as "mjaddara, qidreh, ma'moul, hummous and falafel". However, in this rendering the translator is trying to keep the exotic feature and strangeness which may arouse tourists' interest and attract them to try these dishes but, there is a certain degree of loss of meaning. The reader needs to get an idea about any of these dishes before trying it, its main ingredients and whether it is a starter, a main dish or a dessert. This makes it necessary to add a short description for each transferred item since the translator should use all the available, possible

and effective tools and strategies that may help him/her to produce an informative text, since the translator's job according to Newmark (1988) is to translate and explain. Similarly, Killy (1997) states that texts on cuisine constitute one of the most challenging translation tasks given, due to the enormous cultural differences existing between the SL and the TL, and on the other hand, the tremendous constraints on how much explanation can be included. Consequently, transferred food items should be accompanied with very short descriptions about each item to clarify the item and satisfy the receptors' expectations. In the following table, the researcher suggests alternative translations for each item applying both strategies; transference and descriptive equivalents as couplets.

**Table (7): Suggested translations for cultural food items**

SL	TL	Suggested Translation
معمول	ma'moul	ma'moul (stuffed date cookies)
قدرة	qidreh	qidreh (cooked lamb or chicken with rice in a casserole)
مجدة	mjaddara	mjaddara (lentils with rice and fried onions)
حمص	humous	humous (garbanzo dip)
فلافل	falafel	falafel (fried chickpea/garbanzo)

Table (7) above shows that each of the items is transferred to the TT and described with words using a descriptive equivalent to satisfy the readers' expectations and make the material more accessible. As Newmark (1988) claims, additional information might be cultural (when there is a difference between the cultures of the SL and the TL) and the need for such additions depends on the TT readers. For instance, the item "معمول" is



transferred to the TT and described in words as "stuffed date cookies" so the reader can distinguish it as a dessert not a starter or anything else.

Regarding costume items, one of the brochures goes on describing the various forms of Palestinian traditional costume that men and women used to wear. Transference and couplet strategies are used to render these items in the TL; literal translation strategy is not used because traditional costumes have no equivalents or share no similarities with other cultures. Besides, translators often tend to keep the cultural significance of these items. For instance, the costume items "الدماية والقمباز" "ʔaddimaji wal qumba:z" are transferred into the TL as " Al Dimayeh and Al Qumbaz" so as to keep their cultural significance.

**Table (8): Transferred costume items**

SL	TL	Translation Strategy
القمباز	Al Qumbaz	Transference
الدماية	Al- Dimayeh	Transference

Other costume items like "الطربوش، الحطة والعقال" "ʔatʕarbu:ʃ, ʔalhatta wal ʕiqal" are transferred into the TL and followed with a functional equivalent to explain what these items are used for.

**Table (9): Translated costume items using couplets**

SL	TL	Translation Strategy
الحطة والعقال	the Hattah and Iqal headdress	Couplet (transference +functional equivalent)
الطربوش	the Tarbush headdress	Couplet (transference +functional equivalent)

Similarly, the items "الثوب المردن، الدّراعة" "ʔaəəawb ʔalmraddan, ʔaddarra:ʕa" are translated but they do not have the same Palestinian

flavor. The costume item "الثَّوبُ المَرْدَن" is partially transferred and rendered as "an undergarment dress called mardan". It is clear that the transferred item "mardan" is inaccurately rendered, it must be rendered as "mraddan". The costume item "الدَّرَّاعَة" is omitted and replaced by two describing words as "a silk coat" using neutralization strategy.

**Table (10): Suggested translations for costume items**

SL	TL	Suggested Translation
الثَّوبُ المَرْدَن	an undergarment dress called mardan	thoap mraddan (a traditional dress)
الدَّرَّاعَة	a silk coat	darra'aa (a traditional women silk coat)

Clearly, foreignization strategy is employed through the application of transference strategy in the translation of cultural food and costume items. That reflects the translator's respect to the culture of the SL and his/her tendency to "retain the original flavor and spread the culture and history of a nation" (Venuti, 1995).

To conclude, cultural items referring to food and costume can occasionally pose serious translation problems due to the lack of equivalence in the TL. In order to render them properly in the target text, a variety of suitable translation strategies can be applied. Transference strategy is frequently used to preserve the cultural significance and the original flavor of these cultural items with a certain degree of loss of meaning. This makes it necessary for transferred items to be supplemented with explanatory short sentences in the form of couplets. On the other hand, translators should keep in mind that with lengthy explanations the flow of the text would be broken and the function of the text would be lost.

Proper names and references to places are traditionally categorized as culture-specific items. Proper names are defined by Richards (1985:68) as "names of a particular person, place or thing" and are spelled "with a capital letter" (Richards, 1985, p.68) or "nouns that have a unique reference" (Farghal & Shunnaq, 1999, p.59). Regarding names of sites and cities, Palestine is famous for its historical cities and archeological sites, with a lot of impressive and attractive spots. Most of the brochures under study describe the Palestinian sites and cities, so the translation of these items is worth discussion.

Most of the Palestinian cities have recognized translations to be used in English. For instance, the items "القدس، رام الله، بيت لحم، خان يونس" have common translations to be used in the TL. These items are translated as "Jerusalem, Ramallah, Bethlehem, Khan Yonis".

**Table (11): Translation of cities**

SL	TL
القدس	Jerusalem
رام الله	Ramallah
بيت لحم	Bethlehem
خان يونس	Khan Yonis

In such cases, when the SL name has a conventionalized equivalence in the TL, this would seem to be the translator's first and natural choice, and he/she is almost obliged to use it in the TL. For example, if a translator decides that in a particular case "بيت لحم" and "خان يونس" should be literally translated, they will be rendered as "house of meat" and "Yonis Inn". This would probably be ambiguous and misleading. Other sites have transparent

names that carry certain meanings about these sites. Literal translation is used to render these items.

**Table (12): Literally translated sites**

SL	TL
البلدة القديمة	the Old City
طريق الحجاج	Pilgrimage Route
كنيسة المهد	the Church of the Nativity
مغارة الحليب	Milk Grotto

As seen above, the historical sites "البلدة القديمة، طريق الحجاج، كنيسة المهد، مغارة الحليب"  $\text{ʔalbalda ʔalqadi:ma, tʕari:q ʔalhudʒadʒ, kani:satul mahd, maya:ratul hali:b}$  are literally translated and rendered as "the Church of the Nativity, Pilgrimage Route, the Old City, Milk Grotto". According to Bertills such names are called telling names; they are suggestive of certain meanings and also have descriptive features about their bearers (2002). Accordingly, the researcher thinks that these names are properly translated in order to present and tell their properties. For instance, the Old City is really an old city that has old buildings and markets that refer to past periods. The item Milk Grotto tells something about the place, since according to tradition, the Milk Grotto is where Mary nursed baby Jesus Christ while hiding. It is also believed that some drops of Mary's milk fell onto the rock turning it white and giving that rock the healing power and ability to make nursing easier for women.

Addition strategy is also used to render names of sites and cities in the TL. This happens when the translator adds units of meaning like "village", "city" or some explanations in an attempt to classify to what kind

of places the items refer or explain and describe the significance of these sites to make the reader more familiar with these sites. For instance, the items "كور، طولكرم" are rendered in the TT as "Kur village, Tulkarm city". In another example, the translator uses illustrative addition to give a clear idea about the significance of the site "تلّ السّطان" and arouse tourists' interest in this attraction.

**Table (13): Translated sites and cities using addition strategy**

SL	TL
كور	Kur village
طولكرم	Tulkarm city
تلّ السّطان	Tell es-Sultan (ancient Jericho), the oldest city in the world

Deletion strategy is sometimes used to render the names of sites and cities. It happens when the translator deletes some items considering that the deleted items are not essential and do not affect the conveyed message. This may also refer to the translator's carelessness. Deletion strategy is frequently applied, for instance, the items "مدينة رام الله، مدينة البيرة، مخيم عسكر" are rendered as "Ramallah, Al Bireh, Askar".

**Table (14): Translated sites and cities using deletion strategy**

SL	TL
مدينة رام الله	Ramallah
مدينة البيرة	Al Bireh
مخيم عسكر	Askar

The sites "طواحين السّكر، قصر هشام، مقام بنات يعقوب، بئر يعقوب" are rendered in the TL using both transference and literal translation as a couplet. The names of these sites have certain meanings that are necessary

for delivering the message. Literal translation is properly applied, while the use of transference may refer to the translator's intention to allow tourists recognize these sites in signs, maps and brochures.

**Table (15): Translated sites using couplet strategy**

SL	TL
طواحين السكر	Tawaheen es-Sukkar (Sugar Mills)
قصر هشام	Qaser Hisham (Hisham's Palace)
مقام بنات يعقوب	Maqam Banat Yacub (Jacobs Daughters Shrine)
بئر يعقوب	Jacob's Well (Bir Yacoub)

The inconsistency of translation strategies use for the similar CSI can be obviously observed in the analysis of this subgroup. The same items are literally translated in some occasions and transferred in others. This inconsistency may cause ambiguity and confusion for tourists, since the place items they find in a brochure may differ in the guiding tourist map. For example, the religious and historical sites

The items "المسجد الأقصى، قبة الصخرة، قصر هشام" *ʔalmasdʒid ʔalʔaqsʕa, qubbat ʔasʕsʕaxra, qasʕr hiʕa:m* are literally translated in one context and transferred in another. Such famous places are internationally familiar with their recognized translations as "Al Aqsa Mosque, The Dome of the Rock and Hisham's Palace" so, they do not need to be transferred as "Al Masjid Al Aqsa, Qubbat Al-Sakhra and Qasir Hisham" since translators transfer items that do not have ready conventionalized translations in the TL on one hand, and to avoid the problem of dealing with words that have no equivalents in the TL on the other hand. Besides, some historical sites, like

"dzabal ʔarromajdi, tall bala:tʕa, saħat ʔalmahd" "جبل الرميّدة، تل بلاطة، ساحة المهد" are inconsistently translated. For instance, the site "ساحة المهد" is rendered as "Manger Square" in the guiding tourist map, whereas it is referred to as "Nativity Square" in the brochure. Another example is the site "تل بلاطة" which is inconsistently translated; using transference in one context and literal translation in another. The same is with the place item "تلّ الرميّدة" which is rendered differently in many brochures; it is rendered as "Jebel Rumeideh, Rumeideh hill or tell Rumeida". Such inconsistency may cause confusion for tourists who may think that such different names may refer to different places. Another example is the rendition of the place item "ضاحية" "dʕa:ħija" in "ضاحية ارتاح" and "ضاحية ذنابة" as "Dahiyat Irtah" and "Dennabah Suburb". Since the item "ضاحية" has an available equivalent in the TL, there is no need to use transference in this case.

It can be concluded that a state of inconsistency can be obviously observed, since transference strategy is over used with words that have available equivalents or with names that already have accepted translations in the TL, what would probably be ambiguous and misleading.

Concerning cultural constructions that have specific features in the Palestinian culture, many translation strategies are used to render them in the TL. For instance, the items "تكيّة، زاوية" "takija, zawija" are transferred into the TL as "Takiye, Zawyeh". They are transferred into the TL since they do not exist in the TC and consequently have no equivalents in the TL. In such cases the translator should add short descriptions to the transferred

items to provide the target readers enough information about what these constructions are used for. Such explanations can be placed at the end of the text or even as footnotes in order to keep the flow of text not to be broken.

**Table (16): Suggested translations for cultural constructions**

SL	TL	Translation Strategy	Suggested Translation
تَكِيَّة	Takiye	Transference	Takiye (a place for worship and serving food for the poor and travellers).
زاوية	Zawye	Transference	Zawyeh (a place for worship and teaching religion).

Other cultural constructions are transferred into the TT, these items are "السرداب، الديوان" and rendered in the TT as "sirdab, diwan". These items are described in the ST, accordingly they do not need any more explanation. For instance, the item "السرداب" "ʔassirdab" is described in the ST and this description is rendered in the TT as "an underground vaulted room, sirdab". The other item "الديوان" "ʔaddi:wa:n" is also described in the ST as "مقصورة صغيرة للضيافة" and rendered in the TT as "the diwan is a small guest room".

**Table (17): Transferred items that refer to cultural constructions**

SL	TL	Translation Strategy
السرداب وهو غرفة مقببة مشيدة تحت مستوى الأرض.	an underground vaulted room, <b>sirdab</b> ,	Transference
الديوان وهو عبارة عن مقصورة صغيرة للضيافة.	the <b>diwan</b> is a small guest room.	Transference

Another group of cultural constructions are "مقام، محراب، منبر، خان،" "maqa:m, mihra:b, minbar, xa:n, su:q, hamma:m", these items



have available equivalents in the TL and rendered in the TT using both transference and literal translation as a couplet.

**Table (18): Translated cultural constructions using couplet**

SL	TL	Translation Strategy
مقام	maqam (shrine)	Couplet
محراب	mihrab (niche)	Couplet
منبر	minbar (pulbit)	Couplet
خان	khan (inn)	Couplet
سوق	souq (market)	Couplet
حمام	hammam (bath)	Couplet

Concerning items that refer to houses and buildings, one leaflet goes on describing the traditional village house, its sections, tools, and traditional furniture. Transference, deletion, literal translation and neutralization strategies are used to render these items in the TL. Many of these items are literally rendered as they have equivalents in the TL. For example, the items "طاحونة، الجونة، الفرشة، صندوق العروس" "ʔatʕaħu:ni, ʔaldzu:ni, ʔalfarʃi, sʕundu:q ʔalʕaru:s" are rendered as "grinder, basket, mattress, bridal chest". The item "كوز" "ku:z" is neutralized with a descriptive equivalent and rendered as "water jar". It was better to use transference strategy with literal translation for some of these items in order to preserve their Palestinian identity since literal translation sacrifices the Palestinian flavor that each traditional tool has.

**Table (19): Suggested translations for house traditional tools**

SL	TL	Suggested Translation
كوز	water jar	kouz (water jar)
الطاحونة	grinder	tahoneh (grinder)
الجونة	basket	jouneh (basket)

During brochures analysis, it has been noticed that deletion strategy is frequently used as many units in the ST are completely taken out in the TT. This deletion could be attributed to the carelessness or the insufficient knowledge of the translator in the target language. Consider the following deleted items and their suggested translations.

**Table (20): Suggested translations for deleted items that refer to houses**

SL	TL	Translation Strategy	Suggested Translation
طنجرة	/	Deletion	tanjara (cooking pot)
قدرة	/	Deletion	qidreh (casserole)
وضّاية	/	Deletion	waddayeh (ablution pot)
طبلية	/	Deletion	tableyyeh (a small dining table)
سجادة الصّلاة	/	Deletion	praying carpet

As seen above, this unjustifiable deletion could be attributed to the carelessness of the translator since the translator totally ignored the items "طنجرة، قدرة، وضّاية، طبلية، سجادة الصّلاة" "tʕandʒara, qidri, wadʕaji, tʕablijji, sidʒadat ʔasʕala:" which have available equivalents in the TL and could easily be translated into the target text. In other words, such rendering is not informative enough since deleting such items in a text that goes on describing the traditional village house, its sections, tools, and traditional furniture is unjustifiable. Instead, the whole text had to be rendered in the TL in order to present a more informative text that enables the target readers to have a full idea about the discussed topic. Finally, the translator can only use deletion strategy as a last choice since it is contradictory to the aim of being faithful to the original text (Maasoum,2011).

Other items that refer to traditional houses do not exist in the TC and have no equivalents in the TL. These items are rendered using different strategies like neutralization and transference. The descriptive equivalent “the main living area” is used as a neutralization of the Arabic item "مصطبة" "musṭʿabi" since it has no proper equivalent in the TL. The researcher prefers to apply transference strategy with a descriptive equivalent as a couplet in order to preserve its Palestinian identity. Hence, it can be rendered as mostabeh (the main living area). Other items like "حمولة، حوش، طابون" are transferred into the TL as "hamula", "hosh" and "taboun". These words are explained in the original text and also in the TT, so they do not need any more explanation in their translation as Harvey states that transference could be used alone if the term is transparent or is explained in the context, in other cases, particularly where no knowledge of the SL by the reader is presumed, transferred items are accompanied by explanations or a translator's note (2003).

**Table (21): Translation of items that refer to traditional houses**

SL	TL	Translation Strategy
حمولة	hamula	Transference
حوش	hosh	Transference
طابون	taboun	Transference

As seen in the above table, transference strategy is used to render the items "hamula, hosh and taboun" keeping their original Palestinian flavor and identity with no need for any other strategies since these items are explained in the ST.

### 4.5.3 Translation strategies used to render the social culture items

Social culture items specify norms, greetings and habits. They also include work, art and leisure. Organizations and institutions and their activities relate to this category too.

Hospitality, generosity and warm greeting are such vital morals in the Palestinian culture. One can find the verbal greetings "السلام عليكم، مرحباً، أهلاً وسهلاً" "ʔssala:mu ʕalajkom, marħaba, ʔahlan wa saħlan". These greetings are mostly transferred and sometimes they are literally translated. The justification for transferring such items may refer to the translator's intention to spread the Palestinian culture, and the familiarity of these basic salutations among different tourists, even foreign tourists may want to use these welcoming words to express friendly communication with others.

**Table (22): Translation of greetings**

SL	TL	Translation strategy
أهلاً وسهلاً	Ahlan wa saħlan	Transference
مَرَحَبَا	Welcome	Literal translation
السلام عليكم	As-salamo 'alaykom (peace be upon you)	Couplet

Translators face no problem in translating names of organizations and institutions. Such items have recognized and official translations to be used according to Newmark who states that translators should normally use the official or the generally accepted translation of any institutional term (1988).

**Table (23): Recognized translations of organizations and institutions**

SL	TL
وزارة السياحة والآثار	Ministry of Tourism and Antiquities
متحف آثار طولكرم	Tulkarm Archaeology Museum
شبكة مؤسسات السياحة الفلسطينية	Network of Experiential Palestinian Tourism Organizations
دائرة الآثار العامة	Department of Antiquities

Traditional crafts, art and leisure items are also included in this category, and some of their English equivalents in the TL could be easily found. Other items are transferred into the TL to preserve its cultural identity.

**Table (24): Translation of traditional crafts, art and leisure items**

SL	TL	Translation Strategy
التطريز	Embroidery	Literal translation
الفلكلور	Folklore	Transference
الصابون النابلسي	Nabulsi Soap	Literal translation
قطف الزيتون	Olive harvest	Literal translation
الدبكة	Dabka	Transference
الفَسَيْفَسَاء	Mosaic	Literal translation
صناعة الفخار	Pottery	Literal translation
صناعة السلال	Basketry making	Literal translation

The Palestinian heritage is rich in traditional crafts, arts and dances. Terms that refer to dances such as "دبكة" "dabka" should be preserved in its "purity" according to (Kelly, 1997). So it is rendered in its original form as "dabka" to preserve its cultural identity as being deeply rooted in the Palestinian cultural heritage. Besides, traditional Palestinian crafts that men and women used to spend their leisure time in while socializing with

women of the neighborhood are "التطريز، صناعة السلال، صناعة الفخار" "ʔattatʕri:z, sʕina:ʕat ʔssila:l, sʕina:ʕat ʔalfaxa:r". These traditional crafts have available equivalents in the TL, accordingly, they are literally translated in the TT and rendered as "embroidery, basketry making, pottery". Palestinian women also used to gather and work together to cook olive oil soap, especially in Nablus, producing what is called "الصّابون النّابلسي" "ʔsʕsʕa:bu:n ʔnna:bulsi" which is rendered in the TL as "Nabulsi Soap". This tradition turned into a major industry and a form of art.

It is agreed that clarity and simplicity are two of the most important elements for a successful advertising brochure. In one of the brochures that describe the Palestinian hand-made products which are exhibited at Hisham's Palace Museum, it is noticed that the item "الفخار المقطوع" "ʔalfaxa:r ʔalmaqtʕu:ʕ" is rendered as "Kerbeschnitt Bowls". The item "Kerbeschnitt" consists of two words; the first word "kerb" which is an English word, and the second "schnitt" is a German word that means in English "cutting or making notches". The complex rendering of this item violates the brochure norms of clarity and simplicity. Moreover, the language of advertising brochures should be "non-jargon-filled text" (Jones, 1976, p. 197) and comprehensible by ordinary people not only by specialists. Accordingly, such a rendering may hinder the average readers' understanding; they will not be able to understand or even read such a long German term. After asking specialists about this term, Awni Shawamreh, who is a specialist in archeology and works at the Ministry of Tourism and antiquities, states that the term "kerbeschnitt bowls" is rarely

used in the field of archeology since it is more known in English as "Knife Cut Bowls" which is clearer and more comprehensible. Accordingly, the term "Knife Cut Bowls" could be used as an alternative translation for the Arabic term "الفخار المقطوع".

**Table (25): Suggested translation for a traditional product**

SL	TL	Suggested Translation
الفخار المقطوع	Kerbeschnitt Bowls	Knife Cut Bowls

#### 4.5.4 Translation strategies used to render religious culture items

Religious culture items refer to those items that are attributed to religion, like religious rituals and personages. Most religious rituals have already accepted translations to be used in the TL. Other items that have no equivalents in the TL or have no conventionalized translations are transferred into the TL.

**Table (26): Translation of religious rituals and concepts**

SL	TL	Translation Strategy
رمضان	Ramadan	Transference
عيد الفصح	Passover	Recognized translation
عيد الميلاد	Christmas	Recognized translation

The rendering of the religious item "رَمَضان" in the TT as "Ramadan" is not informative enough because it doesn't satisfy the receptors' expectations. So, it can be rendered more meaningfully if it is supplemented with a descriptive equivalent to make it clearer for the TL readers as Ramadan (a month of fasting for Muslims) as shown in the table below.

**Table (27): Suggested translation for religious ritual items**

SL	TL	Suggested Translation
رمضان	Ramadan	Ramadan (a month of fasting for Muslims).

One of the brochures discusses Mount Gerizim as a religious center for the Samaritans, and it also discusses their rituals and traditions of worship. The religious item "عيد الفصح" "ʕi:d ʔalfisʰ" which is one of the seasonal feasts that the Samaritans celebrate is rendered in the TT with its recognized name as "Passover". Such a rendering needs no more explanation since the item is completely explained in the ST and the TT as shown in the table below.

**Table (28): Translation of religious ritual items**

SL	TL	Translation Strategy
يحتفل السّامريون بعدد من الأعياد الموسمية منها عيد الفصح الذي يحل عند غروب يوم الرابع عشر من الشهر الأول للسنة العبرية حسب التقويم العبري السامري.	The Samaritans celebrate seasonal feasts. This includes <b>Passover</b> , which is celebrated at the sunset of the fourteenth day of the first month of the Samaritan Hebrew calendar.	Recognized Translation

As seen above, the rendering of the item "عيد الفصح" is completely informative as the reader will have an idea about the mentioned item through its recognized translation and the explanation found in both the ST and the TT.

The item "عيد الميلاد" "ʕi:d ʔalmi:la:d" is similarly rendered in the TT as "Christmas"; it is rendered with its recognized name that comes on mind subconsciously as being a familiar item that is internationally known.



**Table (29): Translation of religious rituals**

SL	TL	Translation Strategy
عيد الميلاد	Christmas	Recognized Translation

Concerning proper names, these names are defined as "names of a particular person, place or thing" and are spelled "with a capital letter" (Richards, 1985, p.68). However, one of the most striking properties of names is their lack of dictionary meaning. Therefore, such names demand special attention and wide knowledge when rendered into a foreign language.

At this point, religious proper names or personages which are found in tourist brochures are translated differently. Some of them have familiar recognized translations to be used in the TT, other names are translated using deletion and addition strategies. For instance, religious personages that have recognized translations like "إسحاق، إبراهيم" "ʔiʃha:q, ʔibra:hi:m" are rendered in the TT with their recognized names as "Isaac, Abraham".

**Table (30): Translation of religious personages**

SL	TL	Translation Strategy
إسحاق	Isaac	Recognized translation
إبراهيم	Abraham	Recognized translation

In the same vein, translation means "rendering the meaning of a text into another language in the way that the author intended the text" (Newmark:1988). This is the case, for example with some names of religious and historical personages and the epithets attached to these names. These names are rendered in the TL by their recognized translations, their attached epithets or titles are rendered with expressions that give rise to the

same, or approximately the same implications in the TT as the original name did in the ST.

**Table (31): Translation of religious and historical personages**

SL	TL
زكا العشار	publican Zacchaeus
عيسى المسيح	Jesus Christ
مريم العذراء	Virgin Mary
مريم العذراء	Mary Theotokus
فيليب العربي	Philip the Arab
القديس جيروم	Saint Jerom

As seen in the table above, the titles "العشار، المسيح، العذراء، العربي، القديس" "ʔalʕaʃfa:r, ʔalmasi:h, ʔalʕaðra:ʔ, ʔalʕarabi:, ʔalqiddi:s" have meaningful functions, since each of these items tells something about the name that it is attached to and describes it. Therefore, it was a good idea to meaningfully render these names for target readers. In this regard, it is noticed that the name "مريم العذراء" "marjam ʔalʕaðra:ʔ" is rendered differently in many situations. In one context it is rendered as "Virgin Mary", while in other contexts it is translated as "Mary Theotokus". This difference in translation was explained by Philip Kosloski (1997) in his article "How “Theotokos” became the perfect title of the Virgin Mary". He states that a great number of bishops believed that Mary should be called Theotokos, “Birth-giver to God” or “Mother of God” what affirms that Jesus is “one person in two natures which are united and that Mary gave birth to Jesus, who is fully God and fully human" (<https://aleteia.org/>). Consequently, translators who believe that Mary is the mother of God, will follow their beliefs and translate the name "مريم العذراء" as "Mary Theotokus" not as "Virgin Mary".

In other occasions, translators render the names that refer to religious personages ignoring the elements attached to these names, considering them additional elements that do not affect the conveyed message as shown in the following table:

**Table (32): Translation of religious personages**

SL	TL	Suggested Translation
ال خليفة الأموي هشام بن عبد الملك	Caliph Hisham bin Abdel-Malik	Umayyad Caliph Hisham bin Abdel-Malik
مريم العذراء	Mary	Virgin Mary
القديس يوسف	Joseph	Saint Joseph

As seen in the above examples, translators deleted the items "الأموي، الخليفة الأموي هشام بن عبد الملك" believing that they do not carry crucial meanings that may affect the informative function of the text; besides, translators may consider these elements very specific to the Arab and Islamic culture and difficult for TL readers to understand or appreciate.

#### 4.6 Conclusion

Tourist texts have double function. They inform, and advertise. They aim to provide information about tourist attractions and their culture, and at the same time aim to engage readers' attention, and this should be clearly identified in the body of the brochures in both the ST and the TT.

A careful investigation of the sample brochures shows that the sample contains a large number of CSIs, since culture appeared to be a crucial element in tourist brochures. CSIs found in the collected sample can be classified into four main categories. The first category covers ecology

terms of flora, fauna, hills and plains. The second category covers the material culture which includes specific cultural items referring to food, costume, sites and cities, even items referring to houses and buildings are included here. The third category refers to the social culture items that specify norms, greetings and habits. They also include work, art and leisure. Organizations and institutions and their activities relate to this category too. The last cultural category consists of the items that are attributed to religion including religious rituals, concepts and personages.

The cultural gap between Arabic and English is considered a prominent factor which makes the process of translation challenging to translators. The results of the analysis of this section showed that translators applied some translation strategies in translating CSIs found in tourist brochures from Arabic into English. These strategies are transference, literal translation, omission, addition, neutralization and couplet.

Most of ecology items are literally translated, while other items are transferred due to the lack of equivalence in the TL. Traditional food and costume have no equivalents or share no similarities with other cultures, so transference strategy is frequently used in translating food and costume cultural items. Transference is also used in the rendering of some geographical references when recognized translations do not exist. Most of proper names and institutional terms have their recognized translations, so they do not cause problems for translators.

The translators employ different strategies in an attempt to minimize the cultural gap between the SC and the TC and produce informative texts, which are easy for foreign readers to interpret. In this regard, transference strategy alone is insufficient in translating CSIs if not explained in the original text. So, it is better to be supplemented with some explanations in the form of a couplet. However, transference is sometimes over used with items that have available equivalents or recognized translations in the TL.

Addition as a translation strategy is used for functional and illustrative purposes. Omission is used to avoid redundancy or ambiguity. Omission is unjustifiable especially when it leads to the deletion of a functional word or a word that may positively affect the conveyed message. Such kind of omission can be attributed to the translator's lack of attention.

Finally, it can be concluded that translation of tourist brochures needs a translator to have a master knowledge and a good background about both; the SC and the TC to deal with cultural items and to try to reduce cultural ambiguities as possible as s/he can.

## **Chapter Five**

# **Linguistic Inaccuracy**

## **Chapter Five**

### **Linguistic Inaccuracy**

Translation is affected by the linguistic systems of the SL and the TL. Newmark (1988) states that linguistics is very important in the field of translation as "translation is a skill which calls for appropriate language and acceptable usage" (p.6). Similarly, Ran (2010) emphasizes that "linguistics is the base of translating research" (p.108). In other words, linguistics is very important in translation because translation is more than changing words from one language into another. Translation requires dealing with all aspects of linguistics and understanding both linguistic systems of the SL and the TL to be accurate as much as possible.

In fact, dealing with two language systems while translating is a demanding task that always needs paying great attention. Newmark (1988) states that "a satisfactory translation is always possible, but a good translator is never satisfied with it"; he believes that "there is no such thing as a perfect, ideal or correct translation" as it can usually be improved (p. 6). Fraiwan (2007) shares the same idea and states that in the world of translation, there is nothing called "The Perfect Work" (p.71). Hence, it is very likely to find certain inaccuracies in any translated material.

While accuracy is about "the ability to do something in an exact way without making a mistake, and "the quality or state of being correct or precise", Polio (1997) considers linguistic inaccuracy as "any deviation from the written standard" (p. 116) and classifies linguistic inaccuracies into several types such as semantic, grammatical, syntactic, spelling and word choice inaccuracies.

Regarding translating advertising brochures in particular, many researchers -among them Snell- Hornby (1999) and Obeidat (2005)- conclude that the translation of tourist brochures, which is not given professional attention, has linguistically related errors; lexical, syntactic and cultural ones that may cause a message distortion, confusion or inaccurate information in the target text. (see chapter two)

At this point, the analysis of linguistic inaccuracies becomes necessary especially if the inaccurate linguistic usage will affect the informative and the persuasive functions of brochures. Therefore, the main aim of this section is to present the main linguistic inaccuracies found in the translations of the brochures under study.

After a close investigation, the researcher has found that linguistic inaccuracies encountered in the brochures under study fall into two main categories which are syntactic and lexical inaccuracies. Each category is divided into subcategories as follows:

**Syntactic inaccuracies related to:**

1. The absence of the indefinite articles ' a, an'.
2. The misuse of punctuation marks and lack of capitalization.
3. The wrong selection of parts of speech.
4. The wrong choice of prepositions.
5. Lack of subject- verb agreement.



6. "Be" omission.
7. Lack of parallelism while using conjunctions.

### **Lexical inaccuracies related to:**

1. Wrong word choice.
2. Redundancy.
3. Misspelling.

Following is a presentation of each category supported with examples of linguistic errors found in the analyzed brochures and their possible causes. Some key solutions to avoid or minimize such linguistic errors and enhance the quality of the translated texts are provided too. Inaccurate renderings under investigation are written in bold.

## **5.1 Syntactic inaccuracies**

Syntax refers to the manner in which words combine together to form grammatically correct sentences. Syntactic inaccuracies happen as a result of the translators' misuse of the grammatical rules of the TL that leads them to produce syntactically weak structures. Following is a presentation of the subcategories that are related to syntactic inaccuracies:

### **5.1.1 The absence of the indefinite articles 'a, an'**

In fact, using articles may cause problems since the SL and the TL have different rules for definiteness and indefiniteness. Translators are

often confused with definite and indefinite nouns; whether to use 'a/an/the' or not. The table below shows examples on linguistic inaccuracies in which the indefinite articles 'a/an' are absent.

For instance, the first and the second examples show the translators' omission of the indefinite articles 'a/an'. Considering the first example, the words "press, mill house, refinery, furnace and kitchen" are indefinite singular nouns that need to be preceded by the indefinite article 'a'. In the second example, the word "garden" is also an indefinite singular noun that needs to be preceded by the indefinite article 'a'. While the singular indefinite noun "auditorium" that starts with a vowel needs to be preceded by the indefinite article 'an'.

**Table (33): Examples on the absence of the indefinite articles 'a, an'**

SL	TL	Intended renderings
وتتكون بقايا المنشآت الصناعية في الموقع من قناة الماء وساحة ومعصرة وطاحونة ومصفاة وفرن ومطبخ ومكان للتخزين.	The remains of the industrial installations of sugar production consist of a water aqueduct, a courtyard, press, mill house, refinery, furnace, kitchen, and a storage house.	The remains of the industrial installations of sugar production consist of a water aqueduct, a courtyard, a press, a mill house, a refinery, a furnace, a kitchen, and a storage house.
يتكون مبنى المتحف من طابق واحد....ويضم العديد من الغرف والممرات والصالة الكبيرة، بالإضافة الى الحديقة.	The museum has one floor ...., and it has several chambers, corridors, auditorium and garden.	The museum has one floor ....,and it has several chambers, corridors, an auditorium and a garden.

### 5.1.2 The misuse of punctuation marks and lack of capitalization

In the data collected, the lack of punctuation and capitalization is frequently noticed. Many translators do not properly punctuate their writing while some of those who try to do so use the wrong punctuation marks. The table below presents various instances of the misuse of punctuation marks.

**Table (34): Examples on the misuse of punctuation marks**

SL	TL	Intended renderings
- و رام الله مدينة تتوفر فيها الخدمات الكثيرة للزوار، و..... إضافة إلى وسائل النقل الجيدة، والخدمات السياحية الأخرى، وسكانها مضيافين وودودين. مدينة البيرة تعتبر مدينة البيرة التوأم لمدينة رام الله.....	It is also much serviced for visitors, with ..... good transport and other tourism related services and hospitable, friendly people Al-Bireh Ramallah's twin city, Al-Bireh, ....	It is also much serviced for visitors, with ..... good transport and other tourism related services and hospitable, friendly people. Al-Bireh Ramallah's twin city, Al-Bireh, ....
عدد سكانها حوالي 85 ألف نسمة. وتعتبر مدينة طولكرم..	Its population is estimated 85.000 inhabitants Tulkarm City is considered ....	Its population is estimated 85.000 inhabitants. Tulkarm City is considered ....
تقع المدينة شمال الضفة الغربية،.....	Our city located in the North of the West Bank, <b>It</b> is situated...	Our city is located in the North of the West Bank. <b>It</b> is situated ...

In the first example, the writer ignores the use of the full stop at the end of the declarative sentence that tells about Ramallah city and moves to a new topic about Al-Bireh city. The second example presents a similar case of punctuation mark absence, in which the use of the full stop at the end of a declarative sentence is neglected. While in the third example,

disregarding the wrong verb rendering which is discussed below under the title "be" omission, a comma is applied and followed by a capital letter instead of using a full stop to end the full declarative sentence "Our city is located in the North of the West Bank".

Another noticeable kind of inaccuracy frequently encountered in the corpus brochures is the lack of capitalization, let's consider the following examples:

**Table(35): Examples on the lack of capitalization**

SL	TL	Intended renderings
مركز الاستعلامات السياحية	Tourist Information <b>center</b>	Tourist Information <b>Center</b>
قائمة التراث العالمي	World <b>heritage</b> List	World <b>Heritage</b> List
متحف طولكرم	Tulkarm <b>museum</b>	Tulkarm <b>Museum</b>
دائرة الآثار والتراث الثقافي	Department of <b>antiquities</b> and Cultural Heritage	Department of <b>Antiquities</b> and Cultural Heritage
دائرة الآثار في طولكرم...	The <b>department</b> of Antiquities in Tulkarm .....	The <b>Department</b> of Antiquities in Tulkarm .....
تذكر بعض المصادر العربية التاريخية في العصور الوسطى....	According to the historical <b>arab</b> medieval sources ...	According to the historical <b>Arab</b> medieval sources ...

According to the capitalization rules of English writing, proper nouns that refer to names of organizations, nationalities, specific places and things have to be capitalized. Consequently, the above mentioned examples of proper nouns are not properly capitalized. For instance, the word center is just a center, but the Tourist Information Center in the first example, is a

proper noun that refers to the name of a specific center and must be capitalized.

From the above mentioned examples, one can conclude that translators' lack of attention or problems of misprints are the root causes of this kind of errors. Accordingly, revising the printed material again and again is a good idea to solve such problems of inaccuracy.

### 5.1.3 The wrong selection of parts of speech

Words in English belong to categories according to their function in a sentence. These categories are called parts of speech. The confusion between these parts of speech causes problems that are related to linguistic inaccuracy. To illustrate this kind of inaccuracy let's consider the following example which is quite poorly written and makes no sense.

**Table(36): Examples on the wrong selection of parts of speech**

SL	TL	The intended rendering
نشاطاتنا متنوعة رياضة- فن- ثقافة	Various Activities Sport, Arts, Cultural	Various Activities Sport, Arts, Culture

In the above mentioned example, a wrong part of speech is rendered in the TT. The Arabic noun "ثقافة" is rendered in the TT as an adjective; however, in this context a noun is required. At this point, it can be said that if an adjective directly follows a list of nouns, the sentence or phrase will not have a natural structure in the syntactic system of the English language. Such rendering makes no sense and may distort the meaning of the translated text.

To sum up, consulting a dictionary will be helpful to show the various forms of a word with explanatory examples. Proofreading is also recommended to detect errors and directly fix them.

#### **5.1.4 The wrong choice of prepositions**

Grammatical mistakes in translation are not unusual. Such mistakes include confusion between prepositions. Word- for- word translation may cause such errors when translators confuse certain prepositions with others or add unnecessary prepositions within sentences. It is worth mentioning that the meaning of a sentence may be altered with such confusions. Let's consider the examples below.

The first example, which is quite poorly written, includes both "promote for" and "provide to" which are wrongly rendered, since the verb "promote" does not need to be followed by a preposition. The interference of the SL may affect the translator's choice and make him add the preposition "for" to the verb "promote" as it is rendered in Arabic as "الترويج" <sup>١</sup>, whereas, it is better to render the verb "provide" combined with the preposition "with" rather than "to" as shown in the table below.

**Table (37): Examples on the wrong choice of prepositions**

SL	TL	Suggested renderings
والهدف من انشائه هو الترويج للأماكن السياحية في طولكرم، وتزويد المعلومات اللازمة للسياح.	... its main goal is to <b>promote for</b> tourist attractions in Tulkarm and <b>providing</b> useful information <b>to</b> tourists.	... its main goal is to <b>promote</b> tourist attractions in Tulkarm and <b>provide</b> tourists <b>with</b> useful information.
تشتهر بالخضراوات والفواكه الطازجة.....	...and it is <b>famous by</b> its fresh vegetables and fruits.	...and it is <b>famous for</b> its fresh vegetables and fruits.
جبل قرنطل	Mount <b>of</b> Quruntul	Mount Quruntul

Regarding the second example, it is obvious that the word "famous" is wrongly combined with the preposition "by"; the correct choice is to be rendered as "famous for". The last example "Mount **of** Quruntul" shows a case in which a preposition is added while it is unneeded. Such renderings are attributed to the translator's shallow reading and linguistic incompetence in English. Accordingly, extensive reading and writing in English will solve this kind of inaccuracy.

### 5.1.5 lack of subject-verb agreement

It is observed that translators of tourist brochures sometimes make mistakes in their use of verbs. One of these mistakes is the violation of subject-verb agreement rule which happens when the verb does not agree with its subject in person or number. The table below shows examples in which the verb form does not agree the subject in number.

**Table(38): Examples with lack of subject- verb agreement**

SL	TL	Intended renderings
يتكون المتحف من.....	The Museum <b>consist</b> of ....	The Museum <b>consists</b> of ....
وفيهما آثار منها مقام بنات يعقوب، ويظهر في الموقع بركة ماء، وأبار، وقبور ومعصرة عنب من الفترة الرومانية، ومركز تصنيع الفخار التقليدي.	Irtah is home to Banat Yacoub Maqam; a resort in which a Roman water system, an old Ottoman building, and a small factory for pottery <b>is</b> located.	Irtah is home to Banat Yacoub Maqam; a resort in which a Roman water system, an old Ottoman building, and a small factory for pottery <b>are</b> located.

As it can be seen from the examples above, the verbs are wrongly rendered in the TT. The main verb "consist" does not agree in number with its singular subject "museum". Thus, the correct rendering should be "The Museum **consists** of .....". In the second example, the verb form "is located" is inaccurately rendered since the singular auxiliary "is" does not agree in number with its subject "a Roman water system, an old Ottoman building, and a small factory for pottery". The more accurate rendering must be as "Irtah is home to Banat Yacoub Maqam; a resort in which a Roman water system, an old Ottoman building, and a small factory for pottery **are located**". It must be stated here that inaccuracies under this category do not constitute communication barriers, but they often affect the quality of translated brochures. Improving the translator's grammatical competence in English and doing proofreading for the translated brochures are both effective solutions for such errors.

#### 5.1.6 "Be" omission

"Be" omission related errors occur when translators delete the verb "be" while translating into English. This can be attributed to the fact that



the verb "be" does not exist in Arabic what makes it easy to be missed in translation. The table below presents two examples where the verb "be" is wrongly omitted.

**Table(39): Examples on "be" omission**

SL	TL	Intended renderings
تقع المدينة شمال الضفة الغربية،.....	Our city <b>located</b> in the North of the West Bank, It is ...	Our city <b>is located</b> in the North of the West Bank, it is ...
إلا ان ما تبقى منها واحدة ما زالت بقاياها ماثلة إلى اليوم	Today only the remains of one <b>still</b> visible.	Today only the remains of one <b>are still</b> visible.

Disregarding the punctuation mistake in the first example which is discussed earlier, we can notice that the verb form "located" is wrongly rendered as this sentence refers to the present passive tense that requires the verb "be" followed by the past participle form. Consequently, it must be rendered as "Our city **is located** in the North of the West Bank, it is ...".

In the second example, the translator doesn't include the main verb "be" which is necessary in this case to form a grammatically correct sentence. Such a wrong rendering reflects the translator's confusion of the rules of English grammar. The word "still" is wrongly used by the translator as a main verb. In fact, the word "still" must be used here as an adverb to emphasize that the remains of one mill are continuing.

Accordingly, the adverb "still" must be put in the normal mid position of adverbs; after the main verb "be". So, the accurate rendering is "Today only the remains of one **are** still visible". The translator's inadequate knowledge of the TL grammatical rules and lack of

proofreading can be the root causes of such errors that greatly affect the quality of the translated brochures.

### 5.1.7 Lack of parallelism while using conjunctions

Using conjunctions have certain rules that translators have to follow to avoid inaccurate translations. For instance, using the conjunction "and" to link two phrases or sentences needs to have parallel parts that share the same structure. The table below shows an example that is poorly written. It lacks parallelism since the first sentence contains a to- infinitive structure, whereas the second contains an ing- one.

**Table (40): Examples on lack of parallel structures**

SL	TL	Intended renderings
والهدف من انشائه هو الترويج لـ لأماكن السياحية في طولكرم، وتزويد المعلومات اللازمة للسياح.	... its main goal is <b>to promote</b> for tourist attractions in Tulkarm and <b>providing</b> useful information <b>to</b> tourists.	... its main goal is <b>to promote</b> tourist attractions in Tulkarm and <b>provide</b> tourists with useful information.

This inaccurate translation that affects the quality of translated brochures can mainly be attributed to the translator's lack of attention, lake of knowledge in the TL structure and lack of proofreading.

### 5.2 Lexical inaccuracies

Lexical inaccuracies are those ones that are related to the words or vocabulary of a language. Inaccuracies under this category are classified into three subcategories. Following is a presentation and a commentary with examples on each of these subcategories.

### 5.2.1 Wrong word choice

After the analysis of the corpus brochures, it has been found that some translators are not accurate in their renderings for some words in the TT. They ignore the actual meaning and do not care about the accuracy of the translated material. To illustrate this type of inaccuracy, consider the following examples shown in the table below.

**Table (41): Examples on wrong word choice**

SL	TL	Suggested renderings
كما ذكر الموقع في المصادر الأثرية باسم طواحين السكر، ....	The site was described in the <b>historical</b> sources as "Tawaheen es- Sukkar" .....	The site was described in the <b>archeological</b> sources as "Tawaheen es- Sukkar" .....
بيت الضيافة هو عبارة عن فندق صغير في الطابق العلوي من المبنى العثماني القديم.	The Guest house is a small hotel in the upper store of the old <b>historical</b> building, ....	The Guest house is a small hotel in the upper store of the old <b>Ottoman</b> building, ....

It is obvious that the Arabic words "الأثرية" and "العثماني" are both wrongly translated into the TT as "historical" instead of "archeological" and "Ottoman" respectively. These renderings which can be attributed to the translators' lack of attention violate the norm of accuracy that brochures must have.

### 5.2.2 Redundancy

Redundancy occurs when a translator uses unnecessary words or phrases that mean the same thing in the same sentence. The linguistic inaccuracy that redundancy causes in the translated material cannot be

ignored. The following table shows examples to illustrate the linguistic inaccuracy caused by redundancy.

**Table (42): Examples on redundancy**

SL	TL	Suggested renderings
دير الحَمَام	Deir Al- Hamam Monastery	Deir Al- Hamam
طَوَاحِين السُّكَّرِ	the Tawaheen es-sukkar	Tawaheen es-sukkar
الحَرَمُ الْإِبْرَاهِيمِي	the al Haram al-Ibrahimi	al Haram al-Ibrahimi
المَدْرَسَةُ الْفَارِسِيَّةُ	the al madrasa al farisiyya	al madrasa al farisiyya

Regarding the first example, the Arabic word "دَيْر" is rendered twice in the TL as "Deir" and "Monastery" in the same sentence. In the other examples, the Arabic article "ال" is rendered twice; it is literally translated and also transferred into the TT. However, there is no need for rendering the definite article "the" since the Arabic definite article "ال" is already rendered in the TT through transference. However, such redundancies can be avoided through proofreading and double-checking the translated material to omit or edit unnecessary items.

### 5.2.3 Misspelling

Any translated material may include inaccuracies resulting from misspellings. Misspellings which are frequently encountered in tourist brochures happen when words are incorrectly spelt. In the data collected, it was observed that some words are misspelled by translators or typists. Consider the following examples.

**Table (43): Examples on misspellings**

SL	TL	Intended renderings
عين بيت الماء	Ein Beit El-Ma'a	Ein Beit El-Maa'
دير غسانة	Dei Ghassanan	Deir Ghassanah
جلجيليا	Jilijliya	Jiljilya
خربة المفجر	khirbet Al- Mefjer	khirbet Al- Mafjar
ووصف الموقع في المصادر التاريخية...	The site was <b>describeb</b> in the historical resources ...	The site was <b>described</b> in the historical resources ...
بعد تأسيس...	After the <b>wstablishment</b> of ...	After the <b>establishment</b> of..
مجمع الحدائق المتحفي الروسي في أريحا يقع على أرض يواساف التي امتلكتها الدولة الروسية عام 1883	Russian Museum Park Complex in Jericho <b>ted</b> in so called Joasaph land plot which has belonged to Russia since 1883.	Russian Museum Park Complex in Jericho <b>is</b> <b>situated</b> in so called Joasaph land plot which has belonged to Russia since 1883.
بيت الضيافة هو عبارة عن فندق صغير في الطابق العلوي من المبنى العثماني القديم.	The Guest house is a small hotel in the upper store of the old historical building, it has been <b>rest orated</b> to meet the visitors and tourists needs	The Guest house is a small hotel in the upper store of the old Ottoman building, it has been <b>restored</b> to meet the visitors and tourists needs.

Obviously, the above mentioned examples come up with wrongly spelt words caused by the translator's or the editor's lack of attention. However, translators should be careful in their pronunciation of the SL items to avoid such errors. For example, the inaccurate spelling of the item "خربة المفجر" as "khirbet Al- Mefjer" is attributed to the translator's wrong pronunciation of the Arabic name of this site since this site is well-known as "خربة المفجر" not "خربة المِفجر" because of the abundant flowing water that

gave the name to this site. Thus, the more accurate spelling of this item should be "khirbet Al- Mafjar" rather than "khirbet Al- Mefjer".

The three examples before the last "describeb", "weatablishment" and "ted" are wrongly spelt. This can be simply attributed to the lack of attention while translating or printing and can be easily solved through revising the translated and the printed material many times before publishing.

Regarding the last example, it is obvious that the sentence "it has been **rest orated** to meet the visitors and tourists needs" is not in the SL. It is intentionally added by the translator to the TT to inform tourists that the hotel has been repaired or restored to meet their needs in an attempt to attract them to try this old small Ottoman hotel. However, the spelling inaccuracy found in this sentence is that the verb "rest orated" is inaccurately written. According to *Alma'aany English Arabic Dictionary* and *Cambridge Dictionary* the renderings "rest orated" or "restorated" are not English verbs. Instead, the verb "restore" which means "to repair something old" or "bring something back to its former place" is found. Accordingly, the accurate rendering is "it has been **restored** to meet the visitors and tourists needs".

Obviously, the above mentioned examples come up with wrongly spelt words caused by the translator's or the editor's lack of attention. Such inaccurate renderings may have negative impact on the TL readers and cause problems in comprehending the intended meaning unless the readers

try to guess the intended word depending on the context. This means that brochure norms of accuracy, clarity and comprehensibility are violated.

### **5.3 Conclusion**

The translated brochures under investigation have linguistic inaccuracies that belong to syntax and lexical choices. Such inaccuracies, even if they sometimes do not constitute communication barriers between tourists and the intended message, cause weak structures and inaccurate information that weaken the quality of the translated brochures, violate brochures' norms and may adversely affect their persuasive function. Accordingly, well written, accurate and grammatically correct texts are necessary to achieve tourists' trust and attract them to visit a city, a hotel or a site.

Finally, it can be concluded that linguistic inaccuracies can be ascribed to different reasons as shown previously. Paying more attention to the TL lexical, syntactic and grammatical rules will help translators avoid simple spelling and grammar inaccuracies. Moreover, proofreading and double checking the material before publishing is of key importance since it helps translators spot any type of inaccuracy and identify inconsistent renderings in the translated material. However, the conclusions and some recommendations are introduced in the following chapter.

## **Chapter Six**

# **Conclusions and Recommendations**



## **Chapter Six**

### **Conclusions and Recommendations**

#### **6.1 Conclusions**

Upon the careful analysis of the data collected for the research, the researcher has come up with the following conclusions:

1. Translating tourist advertising brochures from Arabic into English is not an easy task, since it deals with two languages and two cultures. That may create big challenges culturally and linguistically.
2. As tourist brochures are highly loaded with CSIs, the cultural gap between Arabic and English and the lack of equivalence in the TL are the main challenges for translators of such texts.
3. The study identifies the main translation strategies employed in translating CSIs found in tourist brochures to compensate for the lack of equivalence. The strategies are transference, literal translation, addition, omission, neutralization, recognized translation and couplet.

These strategies are either source-oriented; being closer to the SL and far from the TL such as transference or target – oriented; being closer to the TL and far from the SL such as deletion.

4. Transference is the most common used strategy in translating CSIs when no equivalents or recognized translations are available in the TL. It is the prevailing strategy in translating food items, costume items, houses and buildings items and some of ecology items. Translators

wisely apply transference strategy as an attempt to preserve the Palestinian identity and to represent the Arabic and Palestinian culture in translation.

5. Though the majority of translation strategies is appropriately applied, still the inconsistency in translating the same cultural item is noticeable in the English version of brochures. This inconsistency could be attributed to the multiple synonyms in the TL, the lexical ambiguity of some items and the over use of transference.
6. Translated tourist brochures under study suffer from linguistic inaccuracies that fall into two main categories; syntactic and lexical inaccuracies.
7. Linguistic inaccuracies found might be attributed to the interference between working languages, translator's linguistic incompetence and lack of editing or proofreading.

## **6.2 Recommendations**

In the light of the previous conclusions the researcher finds herself in a position to give some recommendations that might be useful since the search in the field of tourist brochures translation is still fresh. Here are the recommendations:

1. A successful translator of tourist material should broaden his knowledge beyond the linguistic level. Being familiar with the SC and

the TC is ideal for more professional translation particularly when s/he is encountered with texts that are highly loaded with CSIs.

2. Inexperienced people who have some knowledge in languages are not enough qualified to carry out such translations as the case in many companies, travel agencies or administrations. Accordingly, the translation of tourist texts should be carried out by knowledgeable, highly professional and well-experienced team of translators to improve the overall quality of translation and accordingly guarantee successful results.
3. Revising the translated material and doing proofreading will help to avoid mistranslations, identify any inconsistency and spot any marks of linguistic inaccuracy in spelling, grammar and lexical choices.
4. The researcher recommends for further research in the field of translating tourist brochures from Arabic into English and vice versa since many interesting areas still need to shed light on.

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## Appendix

### Tourist Brochures Used in This Study

Brochure	Producer
Hisham's Palace Museum	Ministry of Tourism and Antiquities
Tulkarm National Museum	Tulkarm Municipality
The Russian museum and park complex in Jericho	The Russian museum and park complex in Jericho
Khan al-Bireh Museum	Ministry of Tourism and Antiquities Sector of Antiquities and Cultural Heritage
Tulkarem Museum	Tulkarm Muesum
Hisham's Palace	Ministry of Tourism and Antiquities Department of Antiquities and Cultural Heritage
Mount Gerzim and the Samaritans	Ministry of Tourism and Antiquities Department of Antiquities and Cultural Heritage
Tawaheen es-sukkar Jericho	Ministry of Tourism and Antiquities Department of Antiquities and Cultural Heritage
Tawaheen es-Sukkar(Sugar Mills)	Ministry of Tourism and Antiquities Department of Antiquities and Cultural Heritage
Welcome to Tulkarm	Tulkarm Municipality & Ministry of Tourism and Antiquities
Hisham's Palace Jericho	Ministry of Tourism and Antiquities
Traditional Costume	Tulkarm Museum
Traditional Village House	Tulkarm Museum
Dar Sitti Aziza Hotel	Dar Sitti Aziza Hotel
Ceasar Hotel	Ceasar Hotel
Ramallah Tourist Map	Ministry of Tourism and Antiquities
Bethlehem Tourist Map	Ministry of Tourism and Antiquities
Hebron Tourist Map	Ministry of Tourism and Antiquities
Nablus Tourist Map	Ministry of Tourism and Antiquities
Tulkarm Tourist Map	Ministry of Tourism and Antiquities

جامعة النجاح الوطنية  
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# ترجمة النشرات الإعلانية السياحية من العربية الى الإنجليزية: الاستراتيجيات وعدم الدقة اللغوية

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

2019م

ب

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الملخص

تبحث هذه الدراسة في النشرات السياحية الإعلانية المترجمة من العربية الى الإنجليزية وذلك من خلال استخدام عشرين نشرة سياحية تروج لمواقع ومدن فلسطينية كعينة للدراسة. على وجه التحديد، تبحث هذه الدراسة استراتيجيات الترجمة المستخدمة في ترجمة المفردات الثقافية المتضمنة في النشرات السياحية، كما أن هذه الدراسة تلقي الضوء على الأخطاء اللغوية الموجودة في المادة المترجمة وتصنفها وتعزيها الى أسبابها المحتملة للمساعدة في الوصول الى ترجمات أكثر دقة. لتحقيق الأهداف المرجوة من هذه الدراسة، اعتمدت الباحثة على المنهج الوصفي التحليلي، من خلال جمع الأمثلة وتصنيفها وتوضيح طرق ترجمتها، وفي بعض الحالات، اقتراح ترجمات بديلة ومناسبة.

تظهر الدراسة أن ترجمة النشرات السياحية من العربية الى الإنجليزية ليست بالمهمة السهلة لاحتوائها وبشكل كبير على مفردات ثقافية خاصة بالثقافة المصدر والتي تفتقر غالباً للمعنى المرادف في اللغة الهدف ما يخلق تحديات كبيرة للمترجم ثقافياً ولغوياً. كما تحدد الدراسة تلك الاستراتيجيات المستخدمة في ترجمة المفردات الثقافية المتضمنة في النشرات السياحية لتعويض مسألة نقص المعنى المرادف في اللغة الهدف.

تظهر الدراسة أيضاً أن المنشورات السياحية المترجمة تحتوي على بعض الأخطاء اللغوية المتعلقة بتركيب الجملة واختيار المفردات والتي من الممكن إيعازها في معظم الحالات الى نقص التدقيق اللغوي للمادة المترجمة وكذلك نقص الكفاءة اللغوية لدى المترجم.

أخيراً تختتم الدراسة ببعض التوصيات التي تأمل الباحثة أن تسهم في مساعدة الباحثين والمترجمين في النهوض بمستوى النشرات السياحية المترجمة.