An-Najah National University
Faculty of Graduate Studies

The Problem of Equivalence: The Translation into Arabic of Specialized Technological Texts

By
Amani Bilal Mahmoud Ashqar

Supervisor
Dr. Abdel Karim Daragmeh
Co-supervisor
Dr. Ruqayya Herzallah

This Thesis is Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Applied Linguistics and Translation, Faculty of Graduate Studies, An-Najah National University, Nablus, Palestine.

2013

The Problem of Equivalence: The Translation into Arabic of Specialized Technological Texts

By
Amani Bilal Mahmoud Ashqar

This thesis was defended successfully on 20/5/2013 and approved by:

Defense Committee Members	Signature
1. Dr. Abdel Karim Daragmeh / Supervisor	.....
2. Dr. Ruqayya Herzallah / Co-Supervisor	Ruqayya Herzallah
3. Dr. Muhammad Thawabteh / External Examiner	.....
4. Dr. Ayman Nazzal / Internal Examiner	.....

Dedication

To my wings ...my father and my mother

To the wind beneath my wings…Kifah Abu Baker

To the ever-supporting sisters and brother…Sahar, Beasan and Hatim

To my faithful friends …Huda and Hiba

I dedicate my thesis

Acknowledgement

Gratitude be first to Almighty Allah for enlightening my way along this research. My sincere gratitude goes to Dr. Abdel Karim Daragmeh for his patience, inspiring words and constant encouragement. I wish also to express my appreciation to the symbol of discipline and commitment Dr. Ruqayya Herzallah. Immense gratitude is also due to the members of supervisory committee, Dr. Mohammad Thawabteh and Dr. Ayman Nazzal for their valuable comments and directions.

I would like to thank all of those who helped me throughout the work including the translators and the programmers.

Special thanks go out to Human Appeal International for facilitating my work along the study period.

الإقرار

أنا الموقعة أدناه، مقدمة الرسالة التي تحمل العنوان:

The Problem of Equivalence: The Translation into Arabic of Specialized Technological Texts

إشكالية المرادف: ترجمة نصوص تكنولوجيا المعلومات الإنجليزية إلى العربية

أقر بأن ما اشتملت عليه هذه الرسالة إنما هو نتاج جهدي الخاص، باستثناء مـــا تمـــت الإشارة إليه حيثما ورد، وأن هذه الرسالة ككل، أو أي جزء منها لم يقدم من قبل لنيل أية درجة علمية أو بحث علمي أو بحثي 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.

Student's name: **اسم الطالبة:**

Signature: **التوقيع:**

Date: **التاريخ:**

List of Abbreviations

ALECSO: Arab League for Education, Culture and Sciences Organization

Table of Contents

List of Tables

List of Appendixes

The Problem of Equivalence: The Translation into Arabic of Specialized Technological Texts

By
Amani Bilal Mahmoud Ashqar
Supervisor
Dr. Abdel Karim Daragmeh
Co-supervisor
Dr. Ruqayya Herzallah

Abstract

This study sheds light on the multi-faceted problem of translating English technological terminology into Arabic. The different realizations of the problem are manifested in the semantic gap in the ever-growing field of information technology, the inconsistency of available translations, other fossilized translations in dictionaries and late arabization efforts. These problems create a chance for the extreme usage for English transliterated terms. The purpose of this study is to demonstrate the way the change of the source text function and the recently-emerging expectations of the target audience affect the translator's behavior in keeping the translated text comprehensible through providing functional translations.

The initiating data for this study is of two types. The first is eighty-four online Arabic commercials promoting web services selected from the most visited websites (open access texts). The other text type is excerpts from a detailed website establishment proposal, a price quotation and a website agreement directed to non-specialized Arab company directors via email or fax (limited access texts). Professional translators were asked to translate the sample of limited access texts after being informed about the non-specialized knowledge of the target audience. Data collection also

involves interviews with programmers as a possible source of information for the translators. Nord and Oweis were also interviewed to discuss the current complicated situation of technological translation and the possible strategies to be adopted to keep an uninterrupted flow of information.

The study designated that the translator must be aware of the function of the open access texts (promotional texts) which is to attract the customer. Thus, it has been found that the most used type of equivalence is the transliterated equivalence as a result of its wide circulation. However, translation can possibly replace them in case sufficient efforts and follow up were exerted by the responsible institutions. On the other hand, the function of the limited access texts (informative texts) also guides the translator amongst possible choices. As long as the non-specialized audience is not interested in the exact rendering of the sophisticated terms, strategies such as: amplification, diffusion, explication, divergence, substitution, reduction provide a chance for the translator to provide the audience with simplified hints for understanding. Transliterated equivalents were also infrequently used where they enhance the target text usability. Whether the text is of open or limited nature, appropriateness and convenience for the commissioner gain priority over accuracy for the translator.

Chapter One

Introduction and Main Concepts

Chapter One
Introduction and Main Concepts

1.1 Introduction

Technical sciences have recently developed in rapid and vast leaps around the world. Naturally, there are tens of thousands of technical terms that are currently in use in different parts of the world. Most of these technical terms come from the domains of electronics, industrial machinery, medical science, chemistry and physics amongst others. However, one of the most spread modern technical products is the widespread use of computers and the internet as well as related computer applications and website applications. Such large scale use of technical applications has triggered the prosperity of the information technology field especially amongst the English-speaking nations. Thus, English has experienced an unprecedented growth in the number of neologism entering the language and gaining the status of specialized information technology terms. Although it is hard to estimate these new terms and expressions, there are observers who recognized that more than seven thousand new terms enter Arabic yearly in the general field of science (Obaid 2007).

Taking into consideration the more-than-ever pressing need to blur the boundaries between nations to exchange knowledge and to open new horizons for international business enterprises, translation is coming to play a crucial role as a tool of knowledge exchange where English plays a dominant role in the technical field. New terminologies have been imported by other nations together with the products themselves. It has also been

noticed that non-English speakers prefer English as a means of communication especially in the field of science and technology.

In this regard, O'Hagan (1996) highlights the historical continuous efforts exerted by non-English speakers to learn English as a *lingua franca* to bridge the language gap. Further, he also notes that English producers often overlook the well-known trading principle "you buy in your language but you sell in the language of your customer".

Unfortunately, technical translators from English into Arabic, especially in the area of information technology term translation, have not been able to cope with the influx of terminologies given to technical inventions.

Alixelá (2004) traces the historical development of the technical and scientific translation. He concluded that the concern with this type of translation started in 1950s when English started to be viewed as a *lingua franca*; hence, technical translation is used mainly to satisfy the market needs. At the beginning, technical translation was limited to finding mechanical solutions for terminological problems. Then, the interest in technical translation has witnessed a clear growth as an independent discipline to be studied in depth by translation scholars and practitioners alike.

Along the same line, Newmark (2003) considers translation as an integral part for expansion of service industries; thus translation in general

and the technological type, in this study in particular, is gaining more effective impact and is becoming globalized.

As far as translation into Arabic is concerned, researchers have noted the big gap that translators have to try and bridge when translating technical terms from English. With regard to this problem, Mohammad (2010) says: “our mother language is able to embrace the technical text and the scientific work in an innovative way” (the researcher’s translation). Hence, Arabic is a language that has sufficient word-generation processes that would protect against any lapses in coping with modernity. In this respect coinage, derivation, borrowing and arabization may do the task. Further, Daher (2003) (cited in Thawabteh 2011) has pointed that 60% of the English lexicon is consisted of borrowings. This fact indicates that borrowing is a universal phenomenon and it does not mean that the borrowing language is deficit.

In practice, translators resort at the initial stage to specialized dictionaries as an authority which renders highly technical terms. However, translators, of the texts examined in this thesis, have started to question the practicality and usefulness of specialized English-Arabic dictionaries in translating English technological terminology. To illustrate, translators are unable to find the needed equivalence in such dictionaries due to several reasons: no equivalence is cited; no suitable equivalence exists either for difficult pronunciation or lack of circulation; consensus on one translation is missing. An alternative solution is to do online search when often yields

confusing results. Ultimately, the translator will have to choose one equivalent depending on personal efforts including: transliteration or explication mainly or they may resort to un-peered glossaries published on personal blogs by other translators or even technicians.

Additionally, unacceptable products in technical translation may result from the translator's lack of knowledge in this new area of computer related literacy which has recently invaded our academic curricula in schools and universities. At first, translators have lost the exposition to related knowledge in Arabic during their education (Al Jarf 2004); besides they lack the specialized dictionaries as a possible source of knowledge. Then, they are requested to render technical texts. Such defect is unrelated to the language ability to provide for newly invented technological terms; in fact, the defect is in the exerted efforts to use the available Arabic options to create required equivalents; then to be supported in the actual field of translation.

Translators will have to choose from among a number of strategies such as: literal translation, semantic translation, communicative translation, free translation, and adaptation as well as transliteration when rendering the new texts. However, Obaid (2007) observes that those strategies are more individual endeavors that are brought to practice away from institutional arrangement or any clearly set practice norms.

1.2 The Purpose of the Study

This study describes translation practices into two types of texts: open and limited access texts. In order to do so, the researcher analyzes these both types of texts taking into consideration the degree of technicality for each type and the way it influences translator's decisions to use certain strategies over others. The effect of the original text's function will also affect the final product. To add, the translator's behavior in keeping the translated text comprehensible and possible reconciliations to be undertaken will be pointed out as inspiring elements in texts analysis. Moreover, the non-specialized audience being exposed to technological texts translated into Arabic or originated in Arabic and inspired by English has a role to guide the translator in a difficult path of translation lacking the tools and having many confusing obstacles to encounter.

The technological products are used either for promoting like company advertisement or detailed informing like service quotations. These texts have a wide range of targeted audience. The researcher focuses mainly on translating these specialized texts for the benefit of non-specialized audience. The researcher analyzes these texts with an eye to the translator's behavior to see whether the translation outcome is customized to fit text function and comprehensibility for receivers.

1.3 Questions of the study

This study attempts to find answers to the following questions:

1. What main characteristics distinguish the intended audience of this study?

2. What is the nature of open and limited access technology texts?

3. What are the major challenges facing translators in the field of information technology?

4. What are the reasons behind translator's confusion or even failure sometimes in their tasks?

5. What linguistic changes have the borrowed technological terms especially for open access texts undergone?

1.4 Thesis Structure

This study is divided into four chapters. Chapter I includes an introduction to the thesis and a review of the literature related to technical translation in general and the technological field in particular. The reviewed work gives important input on: the adequacy of specialized dictionaries, technological translation challenges, audience types and their ever renewed special needs, the function of the target text as a guide for strategy choice. The introduction also includes the statement of the problem, the significance of the study, the methodology adopted in collecting and analyzing the data. Moreover, the chapter also defines three key concepts related to the domain of technical and technology translation, namely translatability, comprehensibility and arabization.

Chapter II analyzes the translations of open access texts, particularly online published advertisements for website solutions. The discussions cover: the nature of open access texts, translating for non-specialized audiences, open texts as promotional texts, and the suggested translation strategies. The chapter also covers the hybrid structure of commercial texts with regard to language, syntax and text structure.

Chapter III is the other prop in the thesis and it is an extension to the previous chapter. It studies the limited access texts through focusing on the nature of these texts, the mounting translation challenges, and the multifunctional nature of the limited texts. The chapter also negotiates the reasons behind focusing on Skopos theory as a functional approach; in addition it discusses issues like coherence and fidelity as two pillars to be preserved in translation. The collected technological terms are classified into three categories: circulated terms, document-bound terms, abbreviated terms. Various illustrative examples are also provided.

Chapter IV is devoted to the conclusions of the study in addition to giving relevant recommendations.

1.5 Review of Related Literature

Only a few researchers writing in the field of technical translation deal specifically with the texts attached to information technology industry. The majority of the available literature describes the main features of scientific translation generally and the technical type of translation when they get more specific on specialized types of translations. Hence, the

researcher believes that the area selected for this research is part of an immature type of dealing with the technological translation into Arabic (texts are related to offering web-services). There is a notable obstacle that translators encounter in providing an Arabic equivalence to recent technological terms coined in English, namely the area of technology is a vivid, ever-growing one resulting in daily new inventions of expressions that need a constant follow up from the translation bodies in the Arab world. To illustrate, various studies have shed light on the ineffectiveness of specialized dictionaries use, and the futility of commonly recommended strategies.

Glover and Knight (1998) have detected a gap in the glossary of technical terms besides noting the shortage in bilingual technical dictionaries. They state that the adopted strategy in bridging the gap is through phonological translation i.e. “transliteration”. Thus, they believe that “it is not trivial to write an algorithm in turning English letters sequence into Arabic letter sequences” (p. 34). In doing so, they composed a model for Arabic by analogy to previous models of Knight and Greahl (1997) in Japanese. However, they concluded that their model has failed to provide for correct pieces of translation in some cases. In this context, various errors occurred due to differences between sound inventories of both languages.

Similarly, Huassanawi (2009) clarifies that the reason of the Arabic semantic gap is the failure of the specialized bilingual dictionaries to cope

with the technological leaps. Huassanawi (ibid.) describes the current status of translation as being predominantly transliteration and borrowing. In his attempts to find a solution, Huassanawi (ibid.) suggests a model for scientific translation through which the linguistic elements of both languages are taken care of including grammar, lexicon, and field related registers. Corresponding structural and lexical items are selected and assigned functions in the sorting process along with compensatory strategies yielding a very close representation. The resulted text needs particular textualization and normalization to yield a more accurate Arabic product. Still, Huassanawi does not deny the incompleteness of his model which will need human supply with the database required as well as the final human refinement. Ultimately, Huassanawi recommends arabization as a valid process (ibid.).

On the problems of translating specialized computer science terms from English into Arabic, Homaidan (2004) identifies many translational problems resulting from polysemy and synonymy and leading to ambiguity, misunderstanding, confusion as well as mistranslation. Accordingly, Homaidan (ibid.) advocates the use of loan words from the source language, in-text paraphrasing or explanation in a glossary besides coinage of new target text terms as strategies to be adopted in troublesome cases.

The translation commission can play a key role in translator's choices. Mason (2001) has noted that the participants, in any speech act, are an integral part of the activity that takes place. Hence, the selection of

an utterance is viewed through its appropriateness to “certain use” within a specific context; therefore, adjustments at various levels are to be made to meet customer expectations and needs. He advises that a translator has to relate the text to its context by paying attention to the linguistic choice, the genre and the discourse and, most importantly, by taking the communicative setting into consideration so as to avoid any potential ambiguity to the receivers.

When studying the types of audience exposed to technical texts related to computer sciences and software productions, Byrne (2006) classifies them into: specialists and non-specialists. Byrne generally suggests that specialists may be programmers or people who are not programmers; instead the user is an advanced user of the computer and software. The second type of audience is those with only basic knowledge of computers. Focusing on non-specialized audience, Byrne illustrates that administrators, supervisors, vice-presidents and board members need to understand the technical aspects of the software in order to draw up benefits, policies, costs, and so on while ordinary users or the general public need only general information.

Mancuso (1990) has classified the users differently according to their specific needs in text formation. Mancuso classifies audience into seven categories: manager, expert, user, technician, technical expert, generic user, and multiple audience. Focusing on the multiple audience as they are the audience for the open access texts, Mancuso recommends that information

should be layered within sections so as to meet different needs while information should be organized in the form of problem-solution, general-to-specific for managers.

Mason (2001) differentiates between the function of the source text and the function of the translated text noting that the environment that inspires the construction of the translated text is independent of the one that initiates the source text. In other words, having the translator aware of the function of the text in hand will instruct the process of decision making.

On translating for non-specialized audience, Newman (1994) (cited in Kenny 2001) notes the translator's responsibility to specify the priority of text consideration during the translation process, the thing that leads the translator addressing non-specialized audience, to adhere to functional equivalence.

While as far as translation assessment is concerned, Ilyas (1989) states that the reader of a specialized text is interested in the function of the translated term, in other words, as long as the intended information is communicated, then, the translation is successful. Méndez-Cendón (cited in Byrne 2009) argues that pure presentation of the information in the technical text is not sufficient; rather the text should be neatly phrased and structured to achieve coherence and readability. With acronyms and abbreviations related to computer documents, Byrne (2006) advocates the policy of defining and explaining the new expressions as a strategy for technical translation. This could be possible if the abbreviation is not circulated in its shortened form such as RAM and USB.

Wilss (2001) has also suggested that decision making can take place at the macro level of the text as well as at the micro-text level. At the macro level, the translator is to observe the consistency of the strategy application which in technical texts, according to Wilss, may cause major problems due to occasional divergent perspectives assigned to the participants in a translation event, namely the sender of the source text, the translator and the recipient of the target text; while micro-level decision processes are related to formulation and reformulation efforts moving back and forth between the source text and the emerging target text concerning various elements mainly the complex syntax and intricate rhetorical strategies.

Nord (2005) proposes "instrumental translation" as the preferred way to render computer manuals or any software since the receivers are to be instructed and guided in the same way the source text audience are instructed. Nord believes that such technical texts must undergo "function preserving translation". To add, Nord suggests a model of source text analysis that has a three level hierarchy: the importance of the translation commission, the role of the source text analysis, and the functional hierarchy of translation problems.

1.6 Statement of Research Problem

It has been noticed that almost all of technological terms are used in everyday life in Palestine are borrowed mainly from English despite the fact that some of these circulated terms have Arabic formal equivalents. They are widely and commonly used to the extent that it is impossible to

have a negotiation about a technological service without using such borrowed terms. Not only that but it is also realized that the borrowed terms are integrated and adapted to the phonological and morphological systems of Arabic. For more complicated texts, the Arabic equivalents- if available- do not yield a comprehensible text nor do the English versions too. Farghal and Shunnaq (1999: 210) state that "[t]he major problem facing translators at present is terminology standardization and dissemination in the sphere of science and technology".

This study investigates also the reasons behind translator's great confusion when translating such text is undertaken. To illustrate, it focuses on: the semantic gap, the lack of technological dictionaries, the late translation and arabization efforts, translators' poor knowledge in the field, the wrong choice of the informative style, and the translators' ignorance of their crucial role to promote the Arabic translation.

In addition to the previous, the discussion also points out the real threat of the deteriorated Arabic existence in the field of information technology.

1.7 Significance of the Study

To the best knowledge of the researcher, the problem of the Arabic equivalence for English technological terms has not been tackled, although we can easily notice the prominent English terminology in our daily use of technological terms whether orally or in written technological documents.

This study is of significance for the scholars, students of English, translators, programmers, writers of technology documents, lexicographers and linguists. The reason is that it reflects the range of borrowed words' usage regarding technological neologisms. It explains the necessity to develop acceptable Arabic equivalents for a technological description of websites.

It should be pointed out that no previous study has attempted to analyze texts related to offering and accepting the establishment of websites. The researcher believes that this study sheds light on the type of interaction that takes place between English and Arabic in this field of technology in general and documents related to websites establishment in particular. The significance of this study for the technical translators can hardly be doubted in light of the increasing interest of ordinary people in using the web-world.

Finally, this study is important because it points out the actual practices translators resort to when they have to match solutions for semantic gaps with both specialized and non-specialized audience needs.

1.8 Methodology

The thesis uses both descriptive and analytical tools to study translations of texts related to the field of information technology. In order to tackle this problem and try to find possible solutions for it, the researcher followed two methods to collect the needed data. It is also worth noting

that the thesis is turned out to be a short and rather focused work both analytically and descriptively because it is very limited in scope and highly specialized in subject.

Commercials were chosen to represent the open access texts for they are the mostly requested public materials to be translated into Arabic. 84 online commercials promoting web services were selected. These commercials promote processes of establishing, designing, developing, and hosting websites for Arab company directors interested in finding web solutions. The selected materials were collected from the most Arab visited advertising websites. The researcher selected the most viewed commercials according to the number of visit counts.

The other sample text was selected from three technological texts exchanged through private communication means such as emails. Thus, this sample represents the limited access text type.

The first one consisted of an offer for developing website for IESA Company. The second is made up of excerpts from a detailed web-solution proposal drafted by a specialized team. The third is a price quote and an agreement for a website establishment.

Two professionally certified translators from the Ministry of Justice in Palestine were asked to translate the texts after they were given full orientation as to the intended audience and the function of the target text. The professional translators were given 10 days to translate 3333 words printed on 13 pages, a sufficient time to provide their best product.

They were also interviewed about the nature of the challenges they encountered besides the most useful tools in their view to overcome these challenges. Further, they were asked to provide practical recommendations for future technological translators.

On the other hand, the researcher interviewed two professional programmers on Dec. 2, 2010 concerning website proposals authorization and their experience with customer responses to Arabic and English versions. The first one is Ayman Awartani. Awartani works as a programmer for Web 4 You Company. The second is Mai Abu Thra who is a professional programmer and documentation writer. She works for the Palestinian Business Forum.

To add, Christiane Nord, one of translation theoreticians, has been interviewed on May 6, 2011 for discussing the special nature of technology text, challenges and possible strategies to adopt in rendering promotional and informative technological texts.

The researcher has also interviewed Fayeq Oweis on June 21, 2012. Oweis is the director of Arabization Unit and the Arabic Content in Google Company. Oweis was asked about the reality of the arabization movement especially in the area of information technology as well as the role the big and influential company in the Arab world could play to support the Arabic content on the web. The interview was helpful because it clarified the degree of awareness of a big and influential company in the Arab world supporting the Arabic content on the web and the actual procedures and strategies adopted towards the gloomy situation of translation.

1.8 Main concepts: Translatability, Comprehensibility and Arabization

Technical texts are described as one of the most difficult types of translations especially from English into Arabic because English is the language that grants the terms to the newborn inventions. Thus, it has been long believed that they are better understood and expressed through their original language. However, the matter gets complicated when the target readers are not epistemically equally qualified with the authors of the source text. Therefore, this section discusses three interrelated concepts: translatability as well as applying Hatim and Munday's (2004) suggested factors of translatability; in addition to comprehensibility achieved on both parties of the translator and the company director. Both concepts of translatability and comprehensibility cannot be recognized or practically achieved apart from the movement of arabization and its products that are strongly enforced in Syria because it is currently the Arab leading country in applying a national policy of arabizaing the different sciences. The efforts exerted by the Arab organizations in supporting the arabization process by preparing required dictionaries are also designated.

1.98.1 Translatability

It has long been argued if it is possible for translators to transfer all text types into another language. Studying the concept of translatability, Newmark (1988: 73) believes that "everything is translatable up to a point, but that there are often enormous difficulties". Similarly, Al-Najjar (1989: 77) postulates that all human concepts can be expressed cross-cultures linguistically.

The notion of translatability can be also clarified more by comparing it to its opposite. The notion is bound to its antonym “untranslatability”. Researchers have always doubted the translators’ ability to provide an adequate translation especially where “the content is language itself” (Pym & Turk 2001: 273); to illustrate, Nida and Taber (1982) believe that unless the form of the source text is essential to convey the message, anything that is expressed in one language can be transferred to another. Concerning this study, Munday (2001) realizes that the type of the content involved in the technical texts, such as software description is independent of its form; thus, priority is given to preserving the function of the source text.

In this context, Hatim and Munday (2004) suggest that translatability is possible in case factors such as: communicative purpose, target audience and purpose of translation are taken into consideration through the process of rendering. The purpose of the translation in this study is primarily communicative; that is to provide a description of the website establishment in Arabic. This communicative message is triggered because the audience is the non-specialized Arab company directors. The purpose of translation is to make the Arab directors acquainted with the details of a website proposal bearing in mind the necessity to keep the services that distinguish competing companies understood. Therefore, in cases where the previous three factors are brought to application in the technical translation, it yields a text that is oriented especially to communicate a specific message, to a specific audience and for a specific purpose.

Pym and Turk (2001) believe that translatability depends on the target language. In this regard, Arabic, according to Hasan Ghazalah (2001) does not lack the linguistic tools and the capabilities to embark on the process of translation and arabization, Ghazalah believes that the case is a matter of preparation and determination to stick to the Arab and Islamic identity.

Translatability, in some cases, is correlated with time and place. As for time, what is untranslatable in the present time may be translatable in the future times (Pym & Turk 2001: 276). This can be best noticed concerning the weak arabization efforts exerted in present days which must be intensified to cope with the present information technology revolution. In relation to place, what is translatable in one Arab country may not be so in the other. A case in point is the immense arabization effort exerted in Syria. Ghazalah (2001: 61) believes that, in Syria, scholars have "arabized what was untranslatable" (the researcher's translation).

1.9.2 Comprehensibility

Comprehensibility in translation is defined as the extent to which the target text as a whole is easy to understand. It reflects the degree to which valid information can be inferred from different parts of the translated text.

Regarding this study, comprehensibility is an essential component that must be kept at all stages and in all parts integrated in the process of rendering; it must be ensured on the side of the translator and sought for its attainment on the side of the commissioner.

Concerning the translator's comprehensibility, Banat (1997) states that unless the translator is able to overcome possible syntactic and lexical idiomatic obstacles, the target text will be distorted, weak or vague and the target audience will encounter an incomprehensible message.

Hassanawi (2009) considers broad knowledge of the subject- matter of the source text as one of the requirements for a translator dealing with scientific texts. In reality, it has been noticed that translators lack the required technology information since computer knowledge has been recently integrated in academic curricula. Hence, working translators have lost the exposition to the experience of being taught computer sciences in Arabic in a way that might have equipped them with essential terminologies. Further, the Arab specialists will provide English explanation as it is the language of education in the specialized cources (personal communication, Ayman Awartani, Dec. 2, 2010).

Therefore, translator's previously mentioned sources of getting Arabic knowledge of specialized equivalents: a previous education, a specialist or a programmer and specialized dictionaries were either absent or immature.

With regard to the other component of comprehensibility, Nord (1997) concludes that the end receiver should be able to comprehend the target text. Byrne (2007) realizes comprehensibility in the concept of usability of the target text. In his opinion, the target text usability gains

more priority over the correctness of information transferred in technical translations. Naturally, comprehensibility is the precondition for usability.

For this study, the most important end of the investigated type of translation is achieving comprehensibility for Arab country directors when they read a translated website proposal into Arabic. Part of this goal is achieved when the target text is suggestive although it is far from the readership's experience (Obaid 2007).

In fact, Levý (1967) puts forward the minimax principle that ensures the maximum effect for the target reader with the minimum efforts. In this study, the required effect of the technological text would not be achieved unless it is comprehended at first.

1.9.3 Arabization

Different scholars provide different definitions for arabization. Al-Abed Al-Haq (1996) provides a broad sense of arabization which means "to transfer into Arabic" including the narrow sense of the term that involves, as Khulusi (1958) points out, merely transferring a foreign term according to Arabic characters.

Arabization, as Ghazalah (2001) points out, has three different realizations: normalization, transliteration and coinage. The latter is based on three operations: revival, derivation and neologisms. This entails that arabization is not limited to transliteration.

It should be noted, however, that the term “arabization” is used in this thesis to refer to the process of transferring the English terminology into Arabic. To elaborate, arabization is used to mean transliteration consistently unless the researcher intends proper arabization process where it is made clear.

Ghazalah (2001) believes that a specialized technical translation starts with transferring (Arabizing) terminologies at first. Historically, Arabic has borrowed many terms from various languages. To illustrate, Al-Didawi (2002) makes a list of terms borrowed from: Aramaic, Persian, Latin, Hebrew, French, Italian and Spanish languages. Thus, Al-Didawi (ibid.), Khusarah (2002) and Okour (1997) consider arabization as a healthy universal phenomenon that enriches the language but adopting this strategy has certain limits and conditions. The researcher believes that the limits prevent English hegemony over Arabic and stops threatening the existence of Arabic in this field.

Shedding light on the status of arabization in the Arab world is intrinsically related to this study because it helps greatly in realizing the current situation, the difficulties and possible ways to encounter the flood of terms related to software applications. Further, the Syrian experience is also discussed briefly focusing on the efforts exerted to provide dictionaries.

It is worth mentioning that the arabization institutions in the Arab world were aware of the necessity of providing the Arabic equivalence for

the English technical terminologies amongst other fields of knowledge. The most prominent of institutional working frames in the field of arabization are: Arab organizations such as the Arab League for Education, Culture and Sciences Organization (henceforth, ALECSO) and the Syrian Computer Society.

ALECSO has arranged several conferences dedicated for discussing arabization status and its requirements in the Arab countries. Amongst various recommendations reached was the need for establishing a unified dictionary for information technology sciences.

In the same context Ahmad (2010), the second director in the Bureau of Coordination of Arabization in Rabat wrote that the only and the final copy of the published information technology dictionary issued by ALECSO was on 1998 while a plan for establishing a dictionary for information technology and computer related sciences was put forth during the arabization conference on 2002 in Syria. In 2008, another arabization conference held in Jordan indicated that the dictionary is still under construction. Recently, during the World Telecommunication Development Conference (2006), the Syrian Computer Society has launched the initiative to embark on a plan for translating the terminology of telecommunication and information technology in cooperation with the Syrian Ministry of Communication with an ultimate aim to gather the experts working in the field so as to unify the arabized expressions and to increase the rendered terms from eighteen thousands to minimally thirty thousand terms while

the English registered terms of technology in the International Telecommunication Union is about eighty five thousands (according to Ameziane (2010)). The national director for the project, Al-Hafid (2010), points out that the Society has previously issued an information technology dictionary during 2000 comprising 7000 terms which will be the "core" for the next plan. It is worth noting that the expected product will be published in papers, online, and CDs and will be supported with search engines approaching the end of 2012. It has been indicated that dictionary is still under construction. Similarly, Al Jarf (2004) has highlighted the existence of various specialized dictionaries prepared by national centers interested in arabization. However, these previous attempt turned to be deficient because most of it was prepared at the sixties, seventies and eighties with one edition only. The online published version of the information technology unified dictionary is consulted for translations of some terms; the result is included in Table 1below:

Table (1): Translations of Online information technology dictionary offered by the Coordination of Arabization Bureau

Term type	Technical term	Online Dictionary of Coordination of Arabization Bureau
Circulated	Logo	No translation exists
	Thumbnail	No translation exists
Text bound	Scalability	No translation exists
	Plug-ins	No translation exists
Abbreviated	MySQL	No translation exists
	HTML	No translation exists

Table 1 above designates clearly that the only online published version of the information technology dictionary, issued by the head of the

Arab national institutions manifested in the Coordination of Arabization Bureau, severely fails to cope with the modern advances in the field.

During processing texts, even when translators find the Arabic equivalent for the English term, they tend to adopt the English version or the Arabized (transliterated). The reason is that they find the translated form to be unfamiliar to the target readers which threatens their comprehensibility. The reasons for that vary. Awawdeh (1990) indicates that this lexical problem is due to a lack of consensus on appropriate Arabic terms and the weakness of lexical arabization. He attributes the arbitrary creation of Arabic terms by translators to the problem of non-standardization in the area of terminology. Similarly, Asqalan (1997) detects the instability of terminology choice for the same term as one of the difficulties encountering technical translation.

The reason for the lack of consensus of arabized terms is that translators resort to use different methods to create Arabic equivalents to overcome the semantic gap according to Okour (1997). This is the case because of the late and stumbling products of arabization movement. Khusarah (2002) states that Arabs resorted to establish the Coordination of Arabization Bureau in an attempt to unify the varied translations for the Arab technical term produced by the different Arab Linguistic Assemblies (in Amman, Damascus, Cairo, Bagdad, Beirut, Khartoum) and various linguistic institutions in Morocco, Libya and Haifa. However, Jabir (1996) appreciates the efforts exerted by the arabization institutions but he also

realizes that this effort is behind the fast wheel of word generation. Ghazalah (2001) negotiates the effectiveness of Rabat Coordination Bureau. Ghazalah (ibid.) notices that it lacks the power of compelling others to respond to its decisions especially that it has the Moroccan local tendencies as it was clear in its issued dictionaries. Ghazalah (ibid.) also adds that the Bureau conducts weakly in coordinating with the interested bodies in the Arab world to publish their arabized terms and translations especially through the academic institutions primarily. In reality, according to Khusarah (2002), the third of the higher education adopts the arabized and translated terms while Ghawadreh (2007) and Ghazalah (2001) point out that teaching in English in recent fields of sciences in general creates the chance for the primary occurrence of the arabized (transliterated) terms to circulate. Then, translations and other forms of arabization became strange and even rejected.

In fact, this gloomy situation can be improved according to Ghawadreh (2007), Ghazalah (2001), Jabir (1996), Khusarah (2002) in case when the political decision that is compelling for all parts to be commitment to the arabizing efforts is executed practically.

In reality, the translator is left to solve the problem depending on his/ her own skills and his/her perception of the whole contexts. To help, Okour (1997) believes that stability and acceptability determine the usability of certain choices of translation and arabization of technical terms. Further, Okour (ibid.) adds the frequency of occurrence in daily contexts as another

criterion for the survival of arabized term. Then, promotion for the translated term is the decisive factor for enhancing the Arabic equivalent. Okour (ibid.) makes it clear that only 16% of the arabized terms are circulated and actually used. Many researchers observing the situation of arabized terms (Jabir 1996, Okour 1997, Ghazalah 2001, Dodeen 2009) put the responsibility of circulating the products of the Bureau of Coordination of Arabization on the media, lexicographers, academies, translators. For example, the arabized term "كمبيــوتر" has entered the language and got widely circulated; nevertheless, still the translated equivalent "حاســوب" or "حاسب آلي" can also be easily recognized by the Arab audience because it is widely marketed. Further, Jabir (1996) suggests that the modern products must be exposed to the academies and the assembly to get their names from the authorities of translation. In this way, the translated terms and the arabized terms will no longer be fossilized in the dictionaries.

Chapter Two

The Translation of Open Access Technology Texts

Chapter Two
The Translation of Open Access Technology Texts

2.1 Introduction

With the more recent consumption of technology productions on wider scales, it seems that producers of pamphlets and print materials no longer limit them to specialists only; many of these texts address ordinary consumers or managers who are non-specialists in the field of technology.

Specialized texts are marked, mainly and not only, for the high occurrence of new technical terminology in general and technological terminology in particular for this study. These novel terms in the mother language originally create a real challenge for the translator in rendering such texts into Arabic. This challenge is originated by the very slow efforts are exerted in the field of Arabic technical neologisms.

Text categories and text types can be classified either on the basis of subject matter, focus, or the function of language in a given text. Newmark (1981) distinguishes text-types according to language functions. In the present study, language function will be the decisive indication for distinguishing between open access texts as opposed to the limited access texts. Technological texts can be described as open access texts, and are made the focus of this chapter, because they are published through the most open to public media channels to function as operative as possible i.e. websites. Openness can be realized as the characteristic of commercials promoting web services, help documents attached to programs, and briefed

quotations…etc. For comparison, limited access texts are not published through the public easily accessed media channels, but through secured means. They function as informatively as possible and address only the interested audience at an advanced stage of work between the service provider and the customer such as: detailed specification proposals including contracts and detailed quotations.

This chapter will focus on analyzing the way technological terms are rendered into the Arabic commercial versions compared to their English original terms. For this purpose, the researcher selected 84 online commercials promoting web services dealing with website establishment, design, development, programming, hosting and the like, and published in the most Arab visited advertising websites. To the best knowledge of the researcher, the select advertisements are the most viewed commercials noticing the visit counts of the sampling material for this study.

The researcher used this specific type of open texts because it is the most requested of all previously mentioned open texts to be transferred into Arabic. In this regard, Guidère (2001) indicates that translations of advertising nature amount are substantial and keep increasing especially that new linguistic areas create the atmosphere for international trade.

2.2 The Nature of Open Access Texts

This study defines open access texts as the texts that are rooted in the field of technology in general and web-service technology, in particular and

are available to all community members regardless of education or gender. The modern revolution of communication resulted from the vast leap in the world of media means imposes new type of recently exchanged texts. In fact, the remarkable development of the technological channels of publishing through widespread and easily accessed media means has contributed to more proliferation of some types of technological texts such as: advertisements, quotations, user's directions and help documents. Al-Salman (2007) argues that recent means of science and technology will be employed in various domains of vital communication including those of information technology, education, media, broadcasting and advertising. Thus, texts of website services offering can be found to be widely open for the public through television, radio, newspaper, brochures, websites and direct emails.

Open access texts are characterized by simplicity in language use because they address a widely mixed social sector. Nevertheless, the openly accessed technological texts include neologisms that may complicate the lexical choice for the translator primarily and the target audience at the end for several reasons to be discussed below.

To add, open access texts are multifunctional because they are intended to serve mixed audience. This multi-functionality has been reflected in the structure of the studied texts. This will be discussed later in this chapter

2.3 Translating for a Non-Specialized Audience

Discussing the nature of open texts to a wide sector of audience cannot be separated from the trend of globalization because it is the reason for openness in economy. For this wide non-specialized audience, it is the globalization, openness to the public and coming into contact with customers from various backgrounds that make it necessary to employ technology in general and web facilities in particular. Hence, the need for translating to a wide non-specialized audience emerges. Thus, Palley (2006: 1) argues that "the real challenge is to design institutional rules that make market openness work for all".

Another factor that motivates the emergence of a non-specialized audience is the easy internet access. It played an effective role in breaking down the conventional trade barriers in a way that created the atmosphere for the advent of new markets i.e. new targeted audience of diverse languages and backgrounds (Leighton 2001).

Recent studies have focused on types of audience involved in an act of communication. Therefore, O'Hagan (1996) classifies the consumers who are likely to be affected from language differences on both edges of communication into four types: international business people whose activities are scattered around the globe, officials working for the government, scientists who may need to use a particular technical device, and ordinary citizens who use online services for various purposes. O'Hagan also highlights the emergence of advertisements, magazines, TVs,

emails, adopting global thinking. Hence, newly formulated texts are to invade the market of translation especially that it influences the individual customer level.

This special newly-emerging type of audience is referred to by Schiavo (2004). While trying to suggest possible underrepresented groups in the markets, Schiavo (ibid.) lists the group whose education and work experience may not be recognized as relevant to the mainstream of the producing company. With reference to gender, Schiavo (ibid.) considers, women as one of the recently fast growing sectors in the field of business practitioners.

The copywriter, who plays the role of the translator in the process of creating a counterpart version to the original English one, is faltering between the expectations of this type of audience and the challenges of rendering such texts with neologisms. A non-specialized audience is expecting a simplified version of technological texts that meet their needs. On the other hand, the copywriter is faced with equivalent gaps or uncirculated strange translations.

In response to the newly emerged needs of communication, researchers are divided between adoption and adaptation as strategies to be employed in the process of text translation.

Ho (2008) recommends that the translation of website contents require different techniques from the traditional practices in which adaptation comes on the top of the adopted strategies.

In contrast, Wiersema (2004) considers that the great openness and the strong and constant communication between people made it possible to use the source text term in the target text. So, Wiersema (ibid.) regards translation in such a way as “excessive translation”. His rationale behind this tendency is that adopting the original terms will provide better understanding and enrich the target language especially that the current atmosphere of a global community would be a justification for this option.

Shiyab (2010) tends to agree with the necessity for adopting and not adapting to the new technical and sometimes non-technical foreign terms that result from modernity and speed by globalization. Shiyab (ibid.) supports his view concerning rendering with adoption in times of globalization with an example from Arabic. Through this example, Shiyab (ibid.) clarifies the way the foreign term, especially that related to technological inventions, such as computer, laptop, camera and others, are better be transferred by adoption and not adaptation based on the readership’s familiarity with the foreign term because of globalization.

This study follows the translators’ behavior while rendering the English technological texts into Arabic. In fact, the study examines their adherence to adoption, adaptation or both being motivated by the audience’s background primarily as well as the effects of resorting to either choice on the way the Arabic text received.

2.4 Open Texts as Promotional Texts

The language of promotional materials is marked for using hyperbole, frequent use of adjectives and adverbs, short sentences, ambiguity in an attractive way (e.g. puns), weasel words, using imperatives, avoidance of negatives, present tense, repetition, alliteration, syntactic parallelism, humor and other characteristics. It is hypothesized that technological texts intended for open access mix between the technological and promotional text characteristics in a way that caters for the informative and promotional functions of such types of texts.

Technological texts are primarily characterized by use of neologisms due to the rapid developments which urge the need for coining new terms to account for new parts, features and/or functions. Here, the translator has to make sure that understanding is not blocked in the presence of the new technical terms. Otherwise, the most neatly designed advertisements will neither be appealing nor beneficial. But these neologisms, in this type of texts, are employed in a familiar language while addressing the audience in an attempt to create a friendly attitude.

Leetaru (2001) studies the degree of the translators' commitment to the cooperative principles in the magazines that address a wide sector of audience. Leetaru (ibid.) justifies the violation of quantity in the technical advertisements by providing additional background material to make the texts more comprehensible.

2.5 Open Access Texts and Translation Strategy

Commercials are meant to arouse the customer's interest and to build confidence in the product or the service. Thus, persuasion is one dominant trope in this type of texts.

The following section presents analysis of translations for advertisements of website services published on various marketing websites. Terms from 84 commercials for website services in Arabic were collected and compared to the inspiring English versions of commercials for the same website provided services. The commercials are published on public searching engines such as Google, Yahoo, Msn, Altavista, Alexa Internet…etc. Such open availability guarantees high access to average text users.

The survey of the study sample reveals that translators use two main translation techniques in rendering the promotional effect in website service commercials. They alternate between the use of arabized and translated versions. It is not uncommon for translators to use both strategies for the same term in the same commercial.

Translators play in a third place between the source and the target languages (Farahzad and Monfared 2010). Similarly, commercial writers, taking the role of translators, play in a third space between the original English technological term and the Arabic term. In fact, they act in a third space between the uncirculated Arabic term and the widely spread arabized term.

Following is a discussion of a group of technological terms that have been classified according to the nature of the term i.e. purely technological and non-specialized terms. The following analysis points out the relation between each of the previous term type and the more accepted rendering strategy with reference to recurrence statistics.

2.5.1 The Purely Technological Terms

The researcher notices that online advertisements include some highly technological terms that seem to be abstract for the non-specialized audience. The reason is that, in most cases, copywriters are commissioned directly by highly specialized technicians in the field of information technology. In other words, copywriters depend on highly specialized descriptions and specifications of the promoted web service. Another reason is that some highly specialized terms are unavoidable in expressing the web service. Thus, they encounter a difficulty while searching for the equivalence that is either absent, weak, or not stable. It is worth noting that the researcher discussed two terms only of this type because it is noticed that purely technological terms behave similarly in circulation; thus, the following table includes two illustrative examples for this group.

Table (2): The purely technological terms

English term	Translated term	Arabized term
Server	خادم	سيرفر
Domain	نطاق	دومين

When it comes to transferring and translating the English term "server", most of the commercials use the word "سيرفر" in a communicative

sufficient way for transferring the term; thus it scores a higher frequency (67% of the overall usage of the word in the advertising sample) in the investigated commercials. On the other hand, "خـــادم" has been infrequently used (33% of the actual occurrence) on its own as a technological term. Thus, other companies tend to supply the original English term "server" or the transliterated "ســـيرفر" along with the translated "خـــادم" to ensure comprehensibility.

According to the previous statistics, it is sometimes the case that arabized terms gain wide circulation than their Arabic counterparts. For example, the arabized term "ســـيرفر" is much more acceptable and more widely used as a result of being the one and only term used by the specialized technicians in their primary contact with the public in a way that enhances its circulation and weakens the Arabic counterpart.

In conformity to this, it has been found that commercial writers use the arabized term "دومين" in 53% of the studied published commercials. The literal translation "نطـــاق" is detected in 17% of the studied material while both terms exist simultaneously in 29 %. In other words, the transference of "domain" is categorized under the arabized translation is circulated more. This fact has been pointed out years ago by ath-Tha'alibi (2000). He indicates that Arabs have arabized and transliterated many terms that did not have any equivalence in Arabic at that time.

2.5.2 The Non-Technological Terms

Online advertisements also include non-technological terms that will be discussed below focusing on the most circulated rendering and the reason behind this attitude such as:

Table (3): The non-technological terms

English term	Translated term	Arabized term
Hosting	استضافة / تسكين	هوست
Application	تطبيق	أبلكيشن
Back up	دعم	باك أب
Banner	الشريط الإعلاني	بنر

With reference to Table 3 above, in rendering "hosting", the commercial writer in some cases has translated it literally as "تســكين" or "استضافة". The term "تسكين" is used infrequently in the studied commercials while "استضـــافة" is the circulated Arabic equivalent for the English term. Further, very rare occurrences have been found for the arabized word "هوســت" in writing while it is more popular in oral communication. It is noticed that "هوســت" is transliterated in rendering the names of company names mainly such as: "عراقــي هوســت", "مكتب هوست لخدمات الويب المتكاملــة", "شركة ميجا فور هوست", "ديف فور هوست " and "عرب فور هوست". In such cases, it would be expected to find these titles translated into " مكتب الاستضافة لخدمات الانترنت المتكاملة", "العراقي للاستضافة", "شركة ميجا للاستضافة", "ديــف للاستضـــافة", "عرب للاستضـــافة". However, this was not the case in the published Arabic versions. A likely explanation for such consistency is that translators tend to transliterate the foreign technical terms when they appear in company names because translating them could result in having two distinct names

for the company i.e. the Arabic name is different from the English name. In response for the researcher's inquiry about adopting the arabized term, it has been found that a psychological reason also plays a role in driving the choice here i.e. translators do not trust the Arabic translation to communicate the message required.

Statistically, the Arabic translation "استضـــافة" is used more in the commercials of companies. It was used in 67% of the actual occurrences in the sample commercials, while "تســكين" appeared in 20% of the time. Further, it has been found that commercial writers resorted to using both "تسكين و استضافة" in 13% of the actual occurrences. Six companies used both "استضافة" and "تسكين" in their promotional texts linked with the coordinating conjunction "و". This indicates that using the literal translation "تســكين" is not trusted to communicate the intended meaning, for it is the less frequent and less circulated choice. However, it could be a strategy for marketing the term at this stage but it is the future that decides the life or death of either translated terms. In the future, it is expected that avoiding the usage of one choice serves a semantic function that is to communicate the message with a special type of audience regardless of which term wins out.

Creating the promotional effect often requires the use of the English term and its natural Arabic equivalent in the same commercial so as to keep the flow of communication and avoid potential communication breakdown that hinders the basic appellative function of the advertisements. The underlined word in "web application" in the original English texts appears

in the Arabic texts either through arabization as "أبلكيشـــن" or through translation as "تطبيـــق". The examination of the term's frequency shows that some of the Arabic technological terms related to web services are used along their English counterparts in the same commercial. This term's life stage represents the transitional stage after which time and recurrence would decide either choice's proliferation. The deciding time duration is lengthened and shortened depending on several factors such as the speed and the strength of the efforts exerted by the translation and arabization interested bodies to promote the term amongst translators and copywriters; another factor is the common policy of the linguistic tendency in the Arab country. In other words, some Arab countries consider Arabic strictly as a crucial part of the national identity in a way that shortens the life of the arabized term such as Syria while other countries are much tolerant towards the integration of foreign technological terms. The dates of the studied advertisements from Syrian domains indicate the early attempts of enhancing the translation of the borrowed term; on the other hand, advertisements investigated are wavering between the translation and the arabized if not giving priority to the latter. To illustrate, the term "أبلكيشـــن" appeared in 36% in the studied commercials; similarly, "تطبيق" represented 36% even if the tested number of the advertisements is odd. But, both options were used in the same commercial in 27% of the promotional texts. In this way, both the arabized (transliterated) and the translated are competing to gain the acceptability amongst the public.

However, Google, the most popular among web service providers, publishes its Arabic version of the privacy policy using the translated term "تطبيق" without the transliterated "أبلكيشـــن" but being guided by the English abbreviated well-known term "Google Apps" once at the beginning of the document. This indicates that Google believes that the best way to address the Arab audience is through the translated term for it is quite known on one hand and the English "Google Apps" to avoid any confusion on the other.

To add, researchers in the field of web application publish their peered papers in Arabic employing the Arabic translation "تطبيـــق" and provide the tutorial online lessons using "تطبيق" to those interested in easily accessed educational forums. Regarding non-specialized audience, it was noticed that they also publish online requests for application service using both "تطبيق" and "أبلكيشن". To analyze, non-specialized people are aware to both equivalent terms as they are everyday terms that already exists in similar contexts in Arabic; thus, they gained acceptance amongst specialized and non-specialized users alike.

Similarly, the term "Back up" appears in the majority of the studied material in its arabized version "بـــاك أب". Precisely, it appeared in 72 % of the analyzed commercials, while the translated term "نسخ احتياطي" is weaker in recurrence (18 %) and scarcely does it coexist with the arabized version (9%). The researcher believes that the translation is a suggestive equivalent. The reason behind this weakness in circulation is the late translation efforts against English hegemony.

Another term which behaves in the same way is “banner”. 60% of the studied materials promoting web services employ the arabized version of the term as “بنـــر”, while 26.6 % promoted the service using the translation as “الشريط الإعلاني” and 13.3% represented the existence of both terms. To add, it has been noticed that there is a lack of stability concerning the Arabic rendering of the term because various realizations appear in the Arabic texts such as: “بنر إعلاني”, “شريط إعلاني”. The criteria of judgment for adoption should be consistence in such confusion; for illustration, the Arabic translation “شريط” may go in conformity with the Arabic illustrating adjective “إعلانـــي” while it is an unjustified resort to linguistic code switching in “بنـــر إعلانـــي”. The original English term “banner” is used sufficiently to indicate the place of web advertising material while “شـــريط” in Arabic is a very wide term that could possibly be employed in various contexts to convey various meanings and to point out different objects including the technological sense.

To summarize, it is noticed that although we have two main categories under which technological terms are classified in this chapter with three tendencies in rendering (the Arabic translation is more circulated, the arabized term is more circulated and even-circulation terms), generally speaking, technological terms as part of technical terms in general cling themselves mostly with the second group i.e. the arabized terms. The Arabized terms are more acceptable and widely circulated than the translated ones. With a general overview on the previous statistics, it has been found that 66% of the English original terms are circulated by

their arabized versions while each of the translated versions and the co-existing terms scored 16% only.

2.6 Commercial Texts are Highly Hybrid

This section discusses the hybrid nature of the previously analyzed online commercials that promote web services. It has been noticed that hybridity is manifested in the following realizations:

2.6.1 Hybrid Language

The language used in authorizing this type of commercials is of the mixed type. English and Arabic terms are used in the same line. In some cases such combination is for a basic informative function. Part of the technological text is rendered into Arabic (whether it is a translation or an arabization (transliteration)) and the rest of the text is kept in its original English language because the equivalence is either absent or not familiar. An example would be the following excerpt from an advertisement authorized by Al-Mas Company and sent to non-specialized company managers.

Text 1

Dell PowerEdge 1950 chassis (1u rackmount)	هيكل الخادم
Dual Intel Xeon Quad Core E5335 at 2GHz (Clovertown)	سرعة المعالج
8M Cache 1333MHz FSB	كاش المعالج

(www.al-mas.org, 29 Feb. 2012)

In other commercials, English and Arabic are used simultaneously as complementary elements for each other. The main reason behind this

tendency is avoiding possible confusion that results from not being acquainted with either version. However, it is worth noting that this strategy will help promoting the Arabic translation of the original English. The case of complementary mixed languages can be exemplified by Al-Ayyam Net Company for web services:

Text 2

Half Page: الشريط الأعلاني العمودي الرئيسي

Leader Border1: الشريط الإعلاني الرئيسي

Leader Border 2:الشريط الإعلاني السفلي

Left Square: الشريط الإعلاني المربع الأيسر

News Banner: الشريط الإعلاني النصفي

Top Banner: الشريط الإعلاني العلوي

(www.alayyam.com, 23 April 2012)

2.6.2 Hybrid Syntax

The study sample reveals a group of technological terms that have been integrated syntactically in Arabic. To illustrate, the arabized terms are linked to the Arabic plural feminine inflection in Arabic "آت" as illustrated:

Table (4): Arabized terms with the Arabic plural feminine inflection

English technological term	Arabized plurals
Hosting	استضافات
Domain	دومينات
Banner	بنرات
Application	ابلكيشنات
Server	سيرفرات

Other examples show syntactic integration in which the arabized term is linked to the Arabic second person inflectional morpheme "ك" such as the case of the commercial published on Traidnt promotional website:

* دومينك بـــ 25 ريال فقط! لأول عشرة طلبات ! لا غيير!(sic)

* سارع بحجز سيرفرك مجانا !

www.traidnt.net/vb/traidnt1967668/(20 April 2012)

2.6.3 Hybrid Text Structure

Before they embark on the translation task, translators should first perform text analysis in order to determine the function of the source text (Reiss 1989; Werlich 1976; Reiss and Vermeer 1984; Isenberg 1984; Neubert 1985; Gommlich 1994; Lemke 1988; Schneider 1991; Nord 2005). It has been realized that being aware of the function of the source text plays a significant role in determining the type of translation strategies to be employed.

In this regard, Bühlür classifies (1934) texts functions into expressive, informative and operative. Technological texts are depicted as predominantly informative texts. But this general view remains context independent since open access technological texts still can be used for promotional purposes. In such cases, the translator is guided by promotional as well as informative functions. With reference to Bühlür's (ibid.) classification of text functions, the open access texts to be investigated in this paper, alternate between the informative and operative

functions. To illustrate, the advertisements of web-solutions are primarily considered as operative texts (appellative).

Hatim and Mason (1990) are focused in analyzing the function of the advertisements that are the subject of this study. In the first place, they go further in classifying the text functions into argumentative text type, expository text type, and instructional text types. The latter is also classified into instructional texts without options such as contracts and instructional texts with options such as advertisements. In their opinion, advertisements also identify themselves with the argumentative texts that pertain to the following features postulated by Reiss (1976): comprehensibility, topicality, memorability, suggestivity, emotionality, language manipulation and finally plausibility.

When the copywriter of the open access texts recognizes the function of the text which is to appeal to the public (non-specialized), s/he is expected to resort repeatedly to simplified language especially the frequently used terms.

In fact, the majority of the sample (online published commercials) is of hybrid text structure that mixes between features of the advertisement and the price quotation text types. Each of these types has distinct genre norms and conventions through which a text can be identified as this or that type of text. To start with commercials, the best commercials are the shortest and the most economic in structure and in wording. They also feature simple wording and a minimum utilization of terms. By contrast,

price quotations are primarily meant to provide the service or product price and the most important details including service packages and the sum amounts for the offered services; thus, quotations are more complicated in wording and include more specialized technological terms.

Hatim and Mason (1990: 146) discuss the fussy nature and the multi-purposeful structure of texts. They notice that a hybrid text can be recognized for oscillating between a dominant focus and a subsidiary focus. According to this vision of hybridity, commercial writers give the technological specialized description of the service offered (the factual scientific base) and employ special persuasion strategies (the operative promotional structure).

Such hybrid text structures can be noticed in the way Mark Host Company designs its commercial to include the factual and the promotional components:

Text 3

ماركه هوست :

ماركه هوست :تقدم لكم استضافة مواقع الانترنت على سيرفراتنا الخاصة التى تتمتع بالسرعة والكفاءة العالية والوجود الدائم على الشبكة والمتابعة المستمرة وتقديم المزيد من الخدمات المجانية. يمكنك اختيار خطة الإستضافة التي تتناسب مع حجم موقعك واحتياجاتك. نقدم لك دعم فني متواصل (sic).

نقدم لك كل ما تتمناه من خدمات فقط اختار ماينا سبك من الخطط

|| ~ [خطط الاستضافة – تسكين المواقع] ~ ||

الخطة-: A :	الخطة -: B :
المساحة : MB300	المساحة : MB500
الباندويث : GB5	الباندويث : GB10
عدد قواعد البيانات : غـــير محدوده	عدد قواعد البيانات : غـــير محدوده
عدد حسابات : FTP غير محدوده	عدد حسابات : FTP غير محدوده
لوحة التحكمCpanel : 11	لوحة التحكمCpanel: 11
السعر السنوي 70 :ريال	السعر السنوي 110 : ريال

(http://www.markah4host.com/ 26, April 2012)

The structure and language in the first part of the text carries the promotional load while the rest of the text is more of the price quotation type. It can be noticed that the terms used in the latter genre contain terminology from the field of software technology.

In sum, the main aim of translation is to diminish the linguistic barrier; still, this barrier cannot be overcome totally and the message cannot be effectively communicated if the translator ignores the necessity of using a simplified language due to the consumers' technology culture deficit.

The above discussed realizations of hybridity result from the confusion in Arabic to accommodate this new ever-growing science.

2.7 Conclusions

The chapter has examined the nature of the challenges encountered by translators of specialized technology texts intended for consumption by non-specialized users. By using online published commercials promoting web services as its main source of data, the study gives important

conclusions on the translator's behavior, the target text syntactic and semantic features, and the growing preference among commercial designers to localize foreign terms in Arabic.

Confronting the great influx of foreign terminology, commercial writers, generally, seem to resort to arabization (transliteration) or translation. Occasionally, the English term and its Arabic counterpart appear simultaneously. However, the arabized terms are more popularly used in the translated versions when translators handle purely technological terms. Nevertheless, translations can be successfully used in rendering the non-technological terms. To elaborate, "hosting" and "application" have been rendered and accepted by their translation while "back up" and "banner" have quite plausible and suggestive translations but they need efforts to be circulated.

The preference for arabization and in such cases can be attributed to the technical terminology deficit in Arabic. Indeed, Arabic suffers a semantic deficit in the field of information technology and software industry in general. When translators resort to coining new terms, it is often the case that these terms fail to circulate on wider scales and they often turn into stock neologisms. Pinchuk (1977) indicates that convenience to the end users and accuracy for the translator are conflicting tendencies that a translator must reconcile by giving priority to convenience. This implies that when faced with the options between arabization (transliteration) and translation, audience convenience should be the decisive factor and the

overruling criterion. The non-specialized audience is in need of simplified and familiar promotional technological texts. This need for familiarity and easy comprehension are the guiding signs for the copywriters in response to the Minimax principle suggested by Levý (1967) of writing to attract customers. Currently, translators and copywriters are advised to reconcile the extremes.

The late and less than satisfactory efforts exerted by the Coordination of Arabization Bureau in Rabat, affiliated with ALECSO, and the currently chaotic conditions of translation and transference of neologisms that accompany importing the technological inventions and developments into the Arab countries, have all led to a situation where the arabized terms are now integrated into the morpho-syntactic structure of Arabic terms and are gaining more circulation and acceptability amongst the public.

Using the arabized terms and the translated ones would make for a sound strategy to promote the Arabic translations. Over time these Arabic terms would gain more circulation and this would gradually reduce the semantic deficit in Arabic language.

Chapter Three

The Translation of Limited Access Technology Texts

Chapter Three
The Translation of Limited Access Technology Texts

3.1 Introduction

The special nature of the audience-specified in this study- who is exposed to the technological texts is the core of the translator's cycle of interest. Therefore, their expectations depending on their background knowledge in this field has broadly triggered two types of technological texts based on its degree of technicality. These types are the less technological type discussed previously in chapter II and the more technological type i.e. the limited access texts. In this chapter, the latter will be compared and contrasted to the previous in relation to: the distinguishing nature, the mounting challenges during translation, the expected function that it is supposed to play and possible strategies for rendering. Coherence and fidelity as the main pillars of the Skopos Theory are taken as the main criteria for judging translations for limited access purposes.

Even though technical texts in general and the documents attached to offering information technology services in particular are known for their complexity as texts when they are assigned as translation tasks, the degree of complexity vary between these texts depending on the stage of communication between services provider and customer.

The changeable nature of texts has been noticed by Hatim and Mason (1990). They believe that the existence of a dominant purpose for

text construction does not prevent the existence of other purposes functioning underneath. The writers (ibid.) indicate that it becomes more "problematic" when the original text is made to serve another different function without making the necessary modifications to meet the new function in the new context. Similarly, the chosen texts are highly technical as they are drafted by a specialized team of programmers or senior software users and are intended to serve the non-specialized audience with uncomplicated needs.

Observing the correlation between the degree of complexity and the stage of commercial contact, each of the following three technological texts represents one stage in the process of offering and accepting website solutions including designing and developing websites. The first is a technical and financial service offer for IESA, an online trade company for wholesale and retailers, drafted by Work Without Borders, London. The second document contains excerpts from a detailed web-solution proposal drafted by Future Internet in Dubai and it is addressed to the chief of Artistic Production at Human Appeal International-Ajman. The third is a price quotation and a website agreement drafted by Zaptech Solutions in Dubai and directed to Human Appeal International.

The texts were commissioned to two professional translators after they were briefed about the special nature of the targeted audience. These translators have provided translations for technical, legal, commercial texts for ten years.

The next part of this chapter classifies the technological terms into three major term types: circulated terms, document-bound terms and abbreviated terms. Briefly, the purpose is to investigate each group features, the possible difference in translators' behavior in dealing with the rising difficulty of each group of terms and the most convincing technique of translation in the current complicated situation of translating this kind of texts.

This is a descriptive chapter of professionally translated texts. It is meant as a guide for translators who may have to deal with technological texts for non-specialized audience. It is also important to give possible solutions for the semantic void in Arabic as a target language suffers from.

3.2 The Nature of Limited Access Texts

A technological text as of limited access is defined as one that is not openly offered to the public, i.e. it is given upon a request to the director of a company who is interested in creating a web-solution after seeing an advertisement offering the service. Another important factor that differentiates this type of texts from the open access texts is that it is directed via secured channels such as personal emails or fax for it contains special programming details and price quotations that keep certain work details exclusive to the service provider. Features of limited access texts can be seen in texts like detailed web-services proposals, detailed price quotations, website legal agreements, price quotations and code texts.

Limited access texts are exchanged at an advanced stage in the commercial deal. At the early stage, the customer is not interested in details about the price and the programming process. The most important thing for the customer early is a brief about the most distinguished features of the service offered by providers as well as a competitive price quotation; but in the later stage, the customer needs clarifications about the programming language to be used in constructing the website, the speed of its response to the users' orders and navigation, the developing measures to fulfill the required functions of the website, the security measures to ensure privacy for users' information, and the provision of back up consultation when problems arise .

This text type is marked for its very frequent employment of highly specialized technological neologisms. The reason is that it is authorized by specialized programmers whose language is short, direct, formal and informative. The texts feature the use of the present and perfect tense, simple grammatical structures, technical jargon, and the passive voice is mainly used in the legal part. Since these types of documents are drafted at an advanced stage of commercial negotiations, complicated technological items are necessary in order to be as clear and informative as can be at this stage in the commercial deal. This stage also makes it necessary to elaborate on the technical advantages of a certain offer presented by a particular company. Unavoidably, this elaboration thrusts the non-specialized into details concerning the disbursement items in price quotes that are expressed in the statement titles and the web-solution description.

3.3 Mounting Translating Challenges

It has been discussed in the previous chapter that open access texts challenge translators who are advised to pay close attention to text's function that is multifunctional and predominantly promotional. In this chapter, the limited access texts present double challenges especially when the text is predominantly informative and the language is very specialized and highly technical.

In reality, the original text selected as a limited access one is jammed with highly specialized technological terminology to the extent that interviewed professional programmers doubted the existence of possible translations. O'Hagan and Ashworth (2002) have noted that the digital source text is originated by a sender who does not give any heed to the translation process simply because the author at the moment of composition does not anticipate any need for translation. Hence, the originated text becomes more source-audience-oriented and the specialized background external knowledge for this type of audience is taken for granted. Thus, the translator is to make certain modifications in order for the translated text to be eligible for the target unspecialized audience. In such situations, Byrne (2006: 62) believes that English source text writers must "concentrate solely on the need for linguistic compatibility of documents for different English- speaking audience".

Not thinking of the possibility of text transfer to another language makes it rather challenging to translate. However, taking into consideration

the predominantly informative function of the text and the need to produce a communicative message in the limited texts give some leeway for modification at various stages in the translation process.

3.4 Limited Access as Multifunctional Texts

It has been made clear previously that texts, in general, are not mono-functional. Rather, they often have one predominant function along with other less important functions (Hatim and Mason 1990).

There is a general agreement among theoreticians that technical texts are mainly informative (Byrne 2006; Newmark 1981; Nord, personal communication, May 6, 2011). The three samples selected for this chapter are all intended to inform the customer in some details about the technological process to be undertaken in order to provide the web-solution. For illustration, the website agreement in the sample text can be defined as an authoritative statement functioning expressively (Newmark 1981). It keeps informing the client about the conditions and terms and it also informs him/her about quality assurance and testing, website and application testing, site preview, browser compatibility, performance testing, validation testing. The technical report is also a case in point of texts functioning predominantly informatively which is the case on the detailed proposal exemplified in the second sample texts.

Concerning the third text, the details in the price quotations attached to the offers show features of the vocative function since they urge the

customer to take the operative action of choosing a certain offer over the other; nonetheless, for establishing a website, the client can get the hosting service from a company, design the website service in another company and do the programming with a third one; thus, the detailed price quotation informs the client about the cost of each component- in case the company can provide for all services- in order to attract the client and to avoid financial ambiguity that may result from giving total cost declaration only.

On the vital correlation between the text-type and the equivalent style in the type of translation based on translation Skopos, Reiss (1977) believes that as long as the source text and the target text are meant to be informative, then the translator should choose the correct style to indicate the content in a way that suits the target audience.

Newmark (1988: 41) described the four styles found in informative texts:

1) the formal, non-emotive, technical style for academic papers;

2) the neutral or informal style with defined technical terms for text book;

3) the informal, warm style for popular science or art book;

4) and the familiar racy, non-technical style for popular journalism

The style of limited access, informative texts in its first unsolicited service offers is closer to the first style, i.e. the formal, non-emotive, technical style because of the high occurrence of specialized technological

terms. Paying attention to the functional shift, the source text, in this case of translating, ought to be rendered in the neutral “informal” style with defined technical terms or it can be brought to the third choice that is to the informal with warm style for popular science. Another choice is to bring the rendered text to the fourth familiar racy non-technical style and this is rare in translation.

Using the neutral or informal style will provide the non-specialized audience with the necessary background through explaining the technical terms which the intended readers lack. This will provide the needed background to understand the technological functions. The third style still can be beneficial to the translator as it still keeps the scientific style and its simple language creates the chance to accommodate a wide range of vocabulary for defining and illustrating to provide for the requirements of the informative function. The fourth non-technical style invites creativity in the arrangement of the materials and the use of images and colors as well as especial effect designs in a way that keeps the text informative and appellative simultaneously.

In brief, taking into consideration that the translator is generally advised to bring the style of the original text down in the hierarchy of Newmark’s classification presenting the universal informative function for both texts, the translator is being guided to under-translation as a translation method adopting related translation strategies that will be tackled below.

Unfortunately, translators trying to do so may fall prey to the conflict between “functionality” and “loyalty” which will be related in more detail in the next section.

3.5 Preserve in Technological Translation: Coherence and Fidelity in Translating Limited Access Technology Texts

Byrne (2007) states that Skopos theory is a general theory when it comes to application. The reason is that it does not favor certain strategies over others; rather it authorizes the translator to act as the Skopos requires him/her to do without specifying any deliberate principle (Vermeer 1989: 234 quoted by Munday 2008). However, Munday (2009) believes that Skopos still has fidelity and coherence rules as integral parts to be invoked in the process of translation.

3.5.1 Coherence

It is true that Skopos has a broad umbrella which encompasses various translation strategies; yet Reiss and Vermeer (1984/2013) have defined the coherence rule as one of the two important milestones (fidelity is the second) in the application of Skopos theory because the target reader is at the center of the translation process. On the other hand, the coherence rule –in their perception- necessitates a harmonious flow between both texts (the source and the target texts) and between the target text and its readership.

Further, Reiss and Vermeer (1984/2013) distinguish between two types of coherence- the intertextual and the intratextual. The intertextual coherence is built around the type of relation between the source text and the target text. It is also referred to as the “fidelity” principle.

Schäffiner (2001) defines the intratextual coherence in Skopos theory as the compatibility between the translation from one hand and the receiver’s situation besides the target context of use from the other. It emphasizes considerations like the background knowledge and situational circumstances.

Munday (2008) has set a hierarchy of rules. He agrees with Vermeer (1989) in giving intratextual coherence precedence over the intertextual coherence rule; however, both come second after the Skopos of the translation action. As far as limited access texts are concerned, the Skopos revolves around the target audience limited technological knowledge. The target audience knowledge in the technology field guides the translator in picking suitable equivalent terms amongst the possible available choices to be intratextually coherent with their background knowledge; unlike the intertextual coherence (fidelity- to be discussed below) where the target audience’s role is to help the translator to take a stance in the array between extremely free and extremely faithful choices.

Discussing the notion of coherence, Reiss and Vermeer (1984/2013) have made it clear that “objective correctness” or intertextual coherence has to be achieved while establishing some sort of balance with the

intratextual coherence. For the limited access texts, the importance and degree of relative intertextual coherence can be felt when comparing a heavily intertextually coherent translation with the source text from one hand. The resulting outcome in this case can be called “a translation that needs a translation” for the benefit of our specified type of audience. The other comparison aspect is with another relatively intertextually coherent translation that approaches the non-specialized audience. The expected resulting outcome will compromise the readership’s comprehensibility.

As far as this study sample is concerned, both the source text and the target text are informative; but the target audience varies according to background knowledge. This means that the translator cannot offer the same amount of information as is the case in the source text. The new situation requires more clarifications at certain points of interest for the Arab company directors while less information is required in overly specialized description of programming processes that fall out of our readership’s interest and do not affect their decision. The translator is being challenged with the target audience’s expectations, needs and previous knowledge. Thus, the text to be produced should be “adequate” to the requirements of the brief and “appropriate” to the new audience.

3.5.2 Fidelity

Normally, a translator is expected to transfer all and every feature of the source text and to show ethical commitment to the source text. Hence, being “faithful” means that a translator is able to find the “equivalent” for

the source text terms and references. But, it is difficult to find equivalents between unrelated languages such as English and Arabic in many fields. Thus, it is uncommon to find available Arabic equivalents for the English terms in the field of information technology. The case is rather complicated because 1) there is a lack of the Arabic technological equivalence due to the reluctant Arab efforts in confronting the technological terminology influx with sustainable word-generating processes (see arabization, p. 22). 2) If available, the equivalent is not comprehensible to the non-specialized audience (see comprehensibility, p. 20).

As a solution for the problem of non-equivalence, Neubert (1984: 68) suggests aiming for the "text-bound equivalence" in order to compensate for this semantic void in lower ranks. This means that a translator might resort to certain strategies to provide under translation in response to target text circumstances.

In the assigned translation samples, the translator worked under the restriction of working to accommodate non-specialized audience translation needs. The translation instructions required the translator to take into consideration the target audience's limited technological knowledge and to work to effectively communicate certain important information especially the advantages and disadvantages of the offered service, the time limitation and the service cost. Nord (2005) finds that in times of a pressing need to respect both "functionality" and "loyalty", the translator has the option to focus on particular aspects or ignore others; but s/he has to point out the

source text neglected items. Nonetheless, and as long as the plan of translation is target text oriented, Nord (2005: 81) advises translators to adopt instrumental strategies because the text to be produced is viewed as an "independent message-transmitting instrument in a new communicative action in target community and is intended to fulfill its communicative purpose without the receiver being aware of reading in a different communication".

This instrumental perception of the translation process provides the translator with some room for adapting in the information technology related documents. Further, Nord (2005) gives the translator a room for even more change in cases where the source text is deeply rooted in the original culture or is clearly specialized in the source field. The reason for such freedom is that the translator has to work towards a different type of loyalty- the loyalty for the client (Jabir 2006).

3.6 Why Skopos Theory?

According to Byrne (2007), Skopos 1970s represented the first attempts to give due credit to the communicative aspects in translation. On text usability, Byrne (ibid.) goes on to argue that with "usability", technical translation is not only supposed to offer the correct information to the target audience, but it should also offer the information in the correct way to make it utilizable for the reader.

The sample documents were commissioned for a target reader who has limited knowledge in the information technology field. In such case,

the translator is to play the role of text creator as s/he has the power to decide between possible choices keeping in mind the receiver's background knowledge and expectations (Byrne 2007). Further, the function of source text is to provide technological details to an audience who is equipped with background knowledge. Hence, the researcher found it useful to approach this problematic situation with the Skopos theory in mind. The reason is that Vermeer (1989) believes that the process of translation is determined by the function of the product. This function is determined by the receiver's need. According to Munday (2009: 227), the Skopos theory has two pillars to preserve in building the target text: fidelity and coherence.

3.7 Data Analysis: The Semantic Void is Likely Compensated

In this section, the Arabic translations are compared and analyzed in order to locate the deficiencies and enhance acceptable choices in the process of translation. The previously noted semantic problems impacts on preferring certain choices in the Arabic equivalents will be traced out.

The data was classified into three word groups circulated terms, document-bound terms and abbreviated terms. The translator's attempts to overcome the semantic void and the lack of circulation for the existing equivalents will be described, analyzed and evaluated based on the degree of threatening or securing comprehensibility of the target audience. Further, the previously discussed concepts such as intratextual coherence, Munday's hierarchy (2008) for translation rules, Newmark's style (1988) hierarchy and client's expectations will guide the analysis. Furthermore, the data is

examined to determine the strategies used by professional translators along with likely risks as well as possible compensation tools.

3.7.1 Circulated Terms

This group of technical terms is one with high daily occurrence during ordinary discussions related to computer sciences and internet activities. The high frequency is due to the fact that it is essential as minimal components or basic processes in the field of website programming and development matter. The Arab programmers have caught the English versions and integrated constituents' pronunciation in every day Arabic discussion of technical matters; thus, it becomes widely spread and well-understood almost often by even ordinary users. It is worth noting that the reluctant and late efforts exerted by the institutions responsible to provide for the influx of new terminology is considered one of the reasons for this phenomenon (see arabization, p. 22). As we go through the data, it will become more evident that painting the Arabic technological terms with simplified colors of comprehensibility will be a common practice among translators. Table 5 shows examples on this kind of terms.

Table (5): The circulated terms

Original text	Translator (A)	Translator (B)
Logo	شعار	شعار
Finishing	الانجاز	وضع اللمسات الأخيرة
Feedback	التغذية الراجعة	التغذية الراجعة
Mobile version	نسخة الهاتف المحمول	النموذج المتنقل
Facebook/ twitter	صفحات الفيسبوك/ تويتر	صفحات الفيس بوك Face book تويتر twitter
Uploading and downloading	رفع وتحميل الملفات	تحميل وتنزيل الملفات
Tagging and linking items	وضع اشارات ورابط المحتويات	وضع علامات وربط البنود
Thumbnail	مصغرات	الصورة المصغرة
Traffic	مشاهدة عالية	حركة مرور

"Logo" is a truly-circulated term among the business people as well as among technicians. It is translated consistently as "شعار". Regardless of the technological context, such a term will only be translated with this functional equivalent for it is also widely used in this form; in the same way, translators were in concord as to rendering "feedback" into " التغذيـــة الراجعـــة" in both translation assignments because it is also an Arabic circulated term as well.

Another example on this group of terms is "finishing" which is translated by translator (A) as "الإنجاز" while translator (B) chooses "وضـــع اللمســـات الأخيـــرة". It can be noticed that translator (A) is affected by the general serious style of technological documents. On the other hand, translator (B) uses less formal style as an attempt to reach out to the target

audience through promotional coloring with warm words especially that it is a circulated item and not a specialized term. This will make the text more appellative especially that it secures comprehensibility.

The term “mobile version” is used to relate to the mobile application versions. This is a term used to describe the software that runs on smartphones and mobiles and it is designed to assist customers to handle daily tasks. Translator (B) rendered it as “النموذج المتنقل” which is the literal translation. On the other hand, translator (A) was aware that the term in this context of a website proposal is related to the kind of application installed on the mobile to conduct specific tasks. Thus, “نسخة الهاتف المحمول” is more appropriate and meets the audience need to comprehend the function of this version. In doing so, translator (A) resorted to amplification as a translation strategy through adding some elements to the source text to facilitate comprehension. This also confirms the view that fidelity is only relatively achieved when deciding amongst possible alternatives.

The highly circulated terms “face book/ twitter pages” nowadays are rendered into English through transliteration i.e. “borrowing”. The reason is that these two names for the most active social network websites have penetrated the Arabic market urgently. In this regard it has to be noted that the term “twitter” has been translated into Arabic as “تغريدات” recently; but it has not gained wide circulation amongst the Arabs as it has been noted by Fayeq Oweis (personal communication, June.21, 2012), the director of arabization unit and the Arabic content in Google, because the initiative to

localize the term came only too late. Thus, although translators may be acquainted with the translated item, they will not adopt it in the translation. The reason is that there must be a strong correlation between the audience background and their expectation at one end of the scale and the translator's decisions amongst possible choices at the other end. However, translator (B) has given the borrowed term as well as the English term redundantly.

The "uploading and downloading" terms are highly recurrent in the ordinary conversations between average people regardless of their educational background. It is noticed that there is a big ambiguity in the existing Arabic equivalent. It can be noticed that translator (B) has translated both terms as "تحميل وتنزيل الملفـــات". To investigate, both "تنزيـــل" and "تحميل" are somehow close in their meaning. To illustrate, "تحميـــل", in computer sciences, does not clearly indicate the direction of the file transfer while "uploading" specifies the direction from the user's own device to another device while "downloading" describes movement in the opposite direction. However, translator (A) is aware of this through adopting "رفـــع" as an equivalent for "uploading" and "تنزيـــل" for "downloading" in a clear, simple and accurate style.

It is due to the great openness, quite interactive, more interesting communication between users that exchanging pictures and notifying others about them through "tagging and linking items" have become a daily activity for ordinary users. Thus, "tagging and linking items" are heard

very often in conversations as inserted terms in Arabic conversations. Translator (B) translated these terms as "وضع علامات وربط بنـــود" which is a literal translation and more or less can be acceptable. But the word "items" in the previous constituent is literally translated as "بنـــود" without paying attention to the technical content; instead, the linguistic denotation is being conveyed which is not the advisable practice for the technical translator in particular cases according to Awawdeh (1990). Nevertheless, translator (A) is successful in rendering "tagging and linking items" as " وضع اشارات وربط محتويـــات" because he adopted the way the Arabic version of face book website puts the translation for "tagging" which implies that the term will be more recognized by the target audience; on the other hand, the word "item" is translated safely and more generically to include all possibly desired types of stuff that the user plans to exchange. Thus, this translation is more customer-friendly.

Translating the eighth entry in the above table is acceptable to both translators although the researcher recommends the translation suggested by translator (A) for two reasons. "مصـــغرات" is more precise in its generality, i.e. the other choice "الصور المصغرة" limits the task of the facility "thumbnailing" to images while all types of files can be thumbnailed. In other words, all types of files on computers – including images- can have a reduced-size version. The second reason is that the researcher subscribes more to the economy principle when translating a technical term (Awawdeh 1990), i.e. a single word is better than two and two are better than three and so forth.

The word “traffic” has been employed in the proposal in the following context: “in order to have lots of traffic for your website…” (see sample appendix 2, p. 120). The first translation correctly reflects the contextual meaning as well as the target reader’s expectations. Hence, the way the translator resorted to diffusing the intended meaning of the word is considered effective as it goes in congruity with the contextual atmosphere. Translator (B) has provided the literal raw meaning without functional modifications.

As revealed through the above examples on circulated technical terms, the contextual technological reading is important to help the translator to bring out the technological aspects where possible in loose words where they are suitable. However, the terms can be rendered with less modification when compared to the other technological categories of terminologies.

It is also worth noting that the circulated terms selected above occur more frequently in the first two texts of the studied sample and much less so at the more advanced stage in the communication between the service provider and the customer.

3.7.2 Document –Bound Terms

The document bound terms are the second type of technical terms that constitute one major component in the documents exchanged between both parties of the commercial communication. These are used in order to clarify the description and the specifications of the website to be

established and/or maintained. These terms are of more specialized and technical traits; thus their occurrence is rather rare outside the documents of the proposal. However, this section shows that these terms still maintain the importance to translate in a comprehensible way for the non-specialized audience due to their importance for the company director in recognizing the advantages offered by the service providers. Examples of terms are given in Table 6 below.

Table (6): Document-bound terms

Original text	Translator (A)		Translator (B)
Scalability	قابلية التوسع		قابل للاستيعاب والتوسع
Plug-ins	الاضافات		الاضافات المساعدة
Cross-browser issues	قابلية دعم كافة المتصفحات		التوافقية مع متصفحات الويب
Flash header	(flash headers)	الترويسات الفلاشية	رأس صفحات وميضية
Configuration	الاعدادات		التنصيب
Applets	قوالب		الأجزاء الصغيرة من الكود
Source code	الرموز البرمجية الأصلية		كود المصدر الأساسي
One way hash	هاش (Hash) أحادي الاتجاه		خوارزمية الاختزال ذات الاتجاه الواحد(one way hash)

In text (1) “scalability” is translated as “قابلية التوسع” which is a literal and acceptable version; however, translator (B) has put more efforts to make the translation more comprehensible and clearer to the non-specialized audience. To illustrate, the second translator added the word “اســـتيعاب” to clarify the intended meaning in allowing for the possibility of future development and expansion as explained by Mai Abu Thra (personal communication, Dec.2, 2010).

Similarly, “plug- ins” is rendered by translator (A) as “إضافات” while translator (B) added the word “المســـاعدة” as a possible extension of the meaning. The added word describes the function of the “plug- ins” in the program. This helps the audience who has limited background knowledge to figure out the privilege of providing the needed supporting items for the website to run effectively.

Translator (A) used “قابلية دعم كافة المتصفحات” as an Arabic equivalent for “cross-browser issues”. This is a non-literal translation because when calculating the literal translation for every word in “cross browser issues” it does not yield “قابليـــة دعـــم كافـــة المتصـــفحات”. The literal translation might possibly be “قضايا المتصفحات المشتركة”. Translator (A) provided an expanded target text version of the technological unit in the translator’s own words in order to reproduce the source text author’s meaning as closely as possible to the target audience’s expectations. Baker (1992) proposed the paraphrasing strategy as a successful one for the highly complex technical or scientific terms. However, translator (B) has offered a more economic expression and semantically paraphrased. It is economic because it used one word “توافقية” to convey the sense of two words “قابلية دعم”. In addition, translation (B) is more circulated when compared to the other equivalent.

The underlined word in “Flash header”, was rendered by translator (A) using the Arabic derivational morpheme “ية” to yield the transliterated word “فلاشـــية” along with the original English version used between brackets. The reason might be attributed to the frequent usage of the word “فلاش- flash” amongst the average users. When translator (A) was asked to

justify his choice, he replied that he is trying to be practical through confessing the English hegemony over the circulated technological terms even in some of the published online glossaries of the technological Arabic equivalents. From his point of view, approaching the linguistic reality of the commercial market will make his translation salable as it is more comprehensible. However, translator (B) has provided the literal translation "وميضـــية" for "flash". Mai Abu Thra (personal communication, Dec. 2, 2010) mentioned the existence of animation basically in the flashy headers whether they come with the glimmering items or not. Thus, it can be translated as "متحركة" with a more functional rendering that responds more to the commission through resorting to substitution as a translation strategy.

Surprisingly, translator (A) failed completely to provide an Arabic equivalent for "configuration". "اعـــدادات" is a wrong translation choice because it is related to the user's personal choices after the program has been installed on the computer such as changing the password or synchronizing with other accounts. According to Ayman Awartani (personal communication, Dec. 2, 2010), "configuration" is the basic data required for installing the program or the application on the computer such as specifying the place of storing. On the other hand, translator (B) has approached the technological meaning of the term in the computer sciences' glossaries as it is cited in almaany.com (an online dictionary). Further, translation (B) is comprehensible for the company directors.

"Applets" has been given the wrong Arabic equivalent by translator (A) while the other translator has found its Arabic equivalent in the online

technological lists as it was indicated in a personal communication for discussing sources of translation. In fact, translation (B) is not a real translation rather it is an explication for the nature of the technological elements implied in the term.

Both translators have managed to provide the correct translation for the "source code". Nevertheless, "الرمـــوز البرمجيـــة الأصـــلية" is more comprehensible and less technical to non-specialized audience than " كـــود المصدر الأساســـي". The latter translation does not translate "code" while the first version explicates its meaning.

Borrowing is not the full solution for rendering the document –bound terms for non-specialized audience. Another example is the way translator (A) rendered "one way hash" as "(Hash) هاش احادي الاتجاه". To analyze this, the target audience does not gain any benefit from translating the phonological configuration of "hash" into Arabic as "هـــاش" unless it is already known to them in English. On the other hand, this translator has rendered "one way" correctly as "أحـــادي الاتجـــاه", but it is confusing for the target audience when two parts of one constituent are rendered using two different translation strategies- borrowing and literal translation. Hence, translator (B) offers a more comprehensible equivalent.

In some online websites the term is explained in Arabic as " خوارزمية اختزال ذات اتجاه واحـــد" (the information security database-online dictionary). To be more sensitive to the commission, the translator could use paraphrasing to formulate a more functional equivalent based on the

constituent of the technical explanation. A suggested translation is " دالـــة التشفير لمرة واحدة للمعلومات الحساسة".

As a final note, it can be said that document bound terms are more rooted in the field of information technology than the more circulated terms. Thus, more effort is needed on the translator's part to meet the requirements of the commissioner. The translator could use the definitions given in specialized dictionaries like *Scientific and Technical Terms* authorized by Al-Khatib (1998). From there, strategies like explication, paraphrasing, amplification, substitution are frequently used along with literal translation. Comprehensibility to target audience remains the most important criteria for these types of terms when they appear in detailed technology documents.

3.7.3 Abbreviated Terms

Technical language is a highly abbreviated one due to using lengthy constituents especially for titles given to names of programming languages and information systems. Such abbreviations occur frequently in the English version when programmers refer to them in ordinary discussions; therefore, they have gained their circulation as abbreviated forms. The following analysis indicates strategies used by translators when translating these abbreviations and how they managed or failed to manage the comprehensibility issue. The possible role to be played by translators will be also point out to proliferate the pure Arabic equivalent. It is worth noting that confusion is expected to face translators in this part of texts

because translating abbreviation is considered a recent requirement according to Lacandazo (2011). Thus, very limited numbers of strategies do exist. Table 7 below illustrates some abbreviated items and the translation strategies employed.

Table (7): Abbreviated terms

Original text	Translator (A)	Translator (B)
Using Photoshop HTML/ CSS/ JQuery	طريق استخدام برنامج الفوتوشوب إلى لغات الويب التالية Photoshop) (HTML/CSS/JQuery	باستخدامنا لبرنامج الفوتوشوب (Photoshop) ولغات البرمجة مثل لغة ترميز النصوص التشعبية (HTML) / لغة الأنماط الانسيابية (CSS) / ومكتبة لغات جافا (JQuery)
PHP programming language	لغة البرمجة (PHP)	لغة البرمجة النصية (PHP)
MySQL DataBase.	قاعدة بيانات MySQL	قاعدة بيانات (ماي إس كيو إل) MySQL
Content Management System (CMS) (CMS)	"نظام إدارة المحتوى" نظام إدارة محتوى الويب (CMS)	نظام إدارة المحتوى أنظمة إدارة الحاسوب (CMS)
WordPress	تطبيق WordPress	برنامج إنشاء وإدارة المدونات WordPress (ويردبريس)

In Table 7 above, translator (B) has provided the translation for the description of the abbreviation in almost all cases; while translator (A) has used the abbreviation in its original language.

Taking the first two entries in Table 7 as examples, the researcher will demonstrate that for abbreviated terms, it is not helpful to provide Arabic equivalents nor is it helpful to simply transliterate the abbreviations. It is more useful to translate by adding explanations of the most important

function(s) for the term. For example, translator (A) has transferred "HTML/ CSS/ JQuery" to the Arabic text between brackets but, he added a hint for the non-specialized readers about the nature of the reference " لغات ويــب" which is a very generic word that covers all languages involved "HTML/ CSS/ JQuery".

Employing the same strategy, translator (A) has transferred the "PHP" abbreviation indicating the nature of this element as "لغــة برمجــة". Actually, the translator uses reduction for providing simple rendering. This rendering does not account for the very constituting elements in the abbreviated term but for the nature or the function of the abbreviation. To illustrate, "PHP" abbreviation is used for one of the programming languages "Hypertext Processor" and the literal circulated translation is " لغة البرمجة النصية".

Translator (B) has also transferred the English abbreviated term along with the available Arabic translation every time it occurred. As a matter of fact, when I asked three company directors about their preference, they said that the Arabic translations would sound very strange and they feel that they will need translations for the translations. They also stated that the Arabic text becomes more difficult to comprehend when adding the translations. This is an instant where translations are arriving too late. Once the English name has gained circulation in Arabic it becomes useless to offer equivalent translation.

The same principle applies to “My SQL database”. Translator (A) has transferred the abbreviated term and translated the originally fixed description “database” as “قاعدة بيانات”; while translator (B) has added to the previous the transliteration of the original letters as “MySQL ماي) قاعدة بيانات إس كيو إل)”. Upon checking forum discussions, it has been noticed that the transliteration circulates amongst the programmers and between programmers and customers at the online technological forums. The abbreviation “مـــاي إس كيـــو أل” is being treated there as a borrowed abbreviation. Bankole (2006) discusses similar cases in her research. A case in point is LAZER that is an abbreviation for “Light Amplification by Stimulated Emission of Radiation”. This term is circulated in other languages as a borrowed term such as the Arabic version “لايزر”.

For comprehensibility purposes, however, it can be useful to add some simple information to clarify the main function. Instead of the literal and more complicated translation such as “ نظام إدارة قواعد البيانات العلائقية متعددة المســـتخدمين”, one could use amplification as a strategy and add “ متعـــددة المســـتخدمين” which is the most distinguished trait for this database while leaving out “العلائقية” for simplification. By doing this, translators will keep the appellative function for this offered service in this more informative translation. Similarly, translator (B) used amplification for rendering “WordPress” through adding its function as a program responsible for establishing and managing blogs. This strategy helps the reader to formulate an idea about the provided privilege.

In rendering the abbreviated terms, it is also possible that translators mistranslate the term. A case in point is translation (B) for CMS as " أنظمـــة إدارة الحاسوب" while it is "أنظمة إدارة المحتوى".

Translators are generally content with providing the abbreviation only or with some amplification or reduction. They less frequently use translation by the description along with the transliterated abbreviation.

However, regardless of strategy used, and as a general rule, it is important for translators to provide some guidance to non-specialized audience. This means that the functional reading that includes the context has a great role to play in suitable translations.

3.8 Conclusions

This chapter has dealt with the limited access texts that are usually exchanged at an advanced stage of customer-service provider negotiations and directed through secured channels to Arab company directors. These documents contain details of programming information that comes in the context of service offers. The author of such texts is a technological programmer or a senior computer user who does not take into consideration that the receiver is not a technically informed person. Furthermore, when authoring these texts, the writer works without assuming that a translation into Arabic takes place for the benefit of company managers. Therefore, mounting translation challenges arise.

Additionally, the limited texts are also multifunctional but the highly formal informative style of the source text complicates the job of the

translator against the commissioner's demands to provide a simple clear version of the original. Thus, the translator can go a step down in Newmark's (1988) hierarchy of informative text styles to adopt the informal styles in response for the commission.

This chapter has investigated the way the functional handling of the texts can affect the translational output. In fact, even if the term is highly specialized or if no Arabic equivalent exists for that term, it is still possible to translate it comprehensibly because, in all cases, the commissioner does not expect an exact translation for these technical terms. In reality, the specialized exact translated technological terms are not functional for the target readers and often they are strange words to them. Such reality confirms the view that the pursuit for intertextual coherence (fidelity to the source text) is a rule that needs to be relativized. In other words, clients prefer the simplified and functional translation over the accurate and faithful version (Reiss and Vermeer (1984/2013); Nord's translation, p: 96).

The conflict between intratextual coherence and fidelity (intertextual coherence) can be resolved if the translator's ability to defend his/ her choices amongst the alternatives gives due attention to the Skopos. According to Vermeer (1989), adequacy and appropriateness are the key concepts to be observed in troublesome cases.

Bearing in mind that the functional value of the source text is crucial, circulated terms are to be rendered with the least modification for

functional translational purposes. However, the common terms start to gain additional meanings through the analogy process in the specialized contexts such as the previously discussed translation of “traffic” (Mohammad et al. 2010). In the world of business communication, these terms increasingly grow in meaning.

Modifications are more needed at the level of document-bound terms; still literal translation may work. Nord in an interview on May 6, 2011 stated that the literal translation strategy in such cases is considered an adaptation to the target audience as long as it responds to the commission and achieves the required function. It is also worth noting that at this level, translators start to rely heavily on dictionaries or online published glossaries to collect useful clues to help them translate functionally.

The third level is the most specialized one; thus, it requires the most possible simplification strategies. Mainly, translators either transfer the abbreviation or translate the description in addition to the abbreviation. However, neither transferring the abbreviated term only to Arabic is sufficient nor is it sufficient to translate its complicated technological description. The previously discussed examples made it clear that it would be more helpful to translate by adding hints about the most important function represented by the term. Thus, this study adds another aspect for the reformulation process (other grammatical reformulation discussed in Bankole 2006) through provided simplifications describing the function and the nature of the item.

With the great deluge of abbreviation in modern life aspects and especially for the technological sciences in particular, a translator can benefit from the published glossaries either online or rarely in-print dictionaries. Still, confusion between possible English descriptions for the same abbreviation might lead to the wrong translation choice (e.g. CMS previously analyzed). In such cases, it is advisable that the translator consults the client or the author of the source text to provide receivers with more relevant clarifications.

Circulated terms can be generally rendered by translation as they are ordinary words that are used in a slightly specialized context when they occur in technology texts. Text-bound terms are more rooted in technology; thus, explication, paraphrasing, amplification and substitution are frequently used along with literal translation. These are strategies that provide a chance for the translator to follow the Skopos of the translation activity. The same strategies are also used in rendering the abbreviated term; however, more guidance is needed in terms of clarifying the function of the most important element in the abbreviated constituent.

Chapter Four

General Conclusions and Recommendations

Chapter Four
General Conclusions and Recommendations

Technical translation in general and translating texts related to the field of information technology in particular suffer various syntactic and semantic problems. However, the semantic difficulties are focused in this study because the process of transferring any science from a language into another starts first with transferring its terms or neologisms (Ghazalah 2001). In reality, Arabic gravely lacks the translated or the properly arabized equivalents for the daily foreign words penetrating the Arab world in a way that creates confusion for the translator and the reader. The reason behind this thorny situation is the urgent need to accommodate the modern technology in the field of website offering services in times when the Arab due institutions for translation and arabization lag behind the fast development of technology. To add, these institutions lack cooperation if arabization efforts were exerted. This creates the chance for the foreign terms to find their way unsponsored to our language.

Moreover, the poor available tools for translators in this particular field resulted from the absence of standardization and unified efforts that work on both sides: developing translator's knowledge and skills and providing the Arabic equivalent. This reality complicates the mission for the translator even more.

As a result of globalization, all types of markets become open for all types of audience and knowledge is no longer limited to the specialized; instead it becomes the property of the public. Hence, non-specialized

audience of Arab company directors becomes interested in getting web-solutions either for establishing websites or developing existing ones to support their business worldwide.

This new type of audience has created new expectations and needs. Generally, this type of audience needs familiar easily comprehended texts. They commission translators to render technological texts along the process of dealing with the companies offering the service. These texts can be classified as open access texts such as online advertisements and limited access texts such as emailed detailed website proposals, price quotations and agreements.

Many people still ask if it is possible to translate texts related to the field of information technology. On the side of the language translated into, Arabic is able to embrace the modern deluge of neologisms being equipped with suitable word generating processes (Ghazalah 2001). On the side of the readership, the source texts are generally translatable because the commission does not require the accurate technical details. On the contrary, the content of the source text is the priority for the readership and then for the translator. On the side of the translator, If s/he is able to identify the communicative purpose, specify the target audience and point out the purpose of the translation, the text can be translated (Hatim and Munday, 2004).

Any type of translation is useless, unless it guarantees comprehensibility on the commissioner's side. However, comprehensibility

must be achieved previously on the translator's part at first in order to be able to communicate the correct information while being confident during applying modifications to serve the commissioner.

To achieve comprehensibility on the translator's part, specialized courses in translating modern technological terms must be arranged to compensate for what they lost in education. The reason is realized in the hegemony of English over teaching computer sciences in all academic stages. To achieve comprehensibility on the audience's part, it is recommended that translators adopt strategies that guarantee the usability of the target text.

With reference to arabization reality, the researcher believes that we can deal with two kinds of neologisms: the already existing arabized (transliterated) and the upcoming ones. Concerning the already transferred and circulated terms, responsible authorities should survey the commonly used equivalents in public in order to provide the most convenient and acceptable Arabic equivalent in an attempt to ensure its circulation over the familiar arabized. Hence, it becomes possible to replace the transliterated with translated equivalence. However, the future, according to Khateeb (1985), will be the arbiter for either version's survival.

ALECSO and the Coordination of Arabization Bureau-Rabat of must direct attention and time to generate new Arabic terms to encounter the upcoming continuous flow of new technological terms. It is worth noting that all exerted efforts without serious and constant follow up for the

properly arabized terms to go out of the dictionaries will be in vain. The arabized terms and translations must be circulated through educational institutions, media means and the specialized dictionaries must be revised and updated.

In general, Okour (1997) gives priority to the techniques that revive language in a way that leads to acceptable technical Arabic equivalents. However, it is recommended that the arabized terms could only appear to accompany the Arabic translation to refer to the object or the processes for the first time.

The online advertisements promoting web-solutions are generally noticed to employ arabized terms in the narrow sense of arabization (i.e. transliterated terms). For translating open access texts for a wide non-specialized audience and in times when confusion occurs between accuracy for the translator and convenience for the readers, audience convenience must have priority over accuracy.

In reality, the previously mentioned reasons for the complicated situation of arabizing and translating technological terms have provided the chance for the arabized (transliterated) to integrate morphologically and syntactically over the translated versions amongst the public. Then, translators of open access texts find themselves obliged to surrender to the reality especially when we take the limited space for advertising materials and the necessity to use economically wise words as much as possible.

The challenges mountain when translators come to render limited access texts. The reason is that they are encountered with more specialized terms while the expectations of the non- specialized still not changed. To add, specialized technicians or programmers who are responsible for drafting this type of detailed texts do not pay attention to possible translation processes to be carried out.

For translating limited access texts, the formal informative text style interrupts the flow of information for the non-specialized readership. Hence, it is recommended that translators work with the neutral informal style or the warm informal style for popular science.

Adequacy for the translated terms and appropriateness for the readership are the criteria to judge the suitable choice amongst alternatives of limited access texts equivalents when the translator falls a victim to the conflict between the intratextual coherence and intertextual coherence. In other words, intertextual coherence must be relativized.

It is worth mentioning that modification is required in all stages of rendering all types of technological terms. However, the intensity of modification on one source text responds to the degree of technicality. The more technological the term is the more modifications are required.

To carry out required modification, different strategies that tend to simplification can be adopted according to the context including: diffusion, explication, divergence, substitution. Even literal translation can be

considered a part of the adaptation process as long as it adequately plays the required functional role to the audience (Nord, personal communication, May 6, 2011). The translator can also paraphrase or explain the highly technological terms in glossaries and footnotes if required. Further, the translator may leave out some meanings or part of it depending on the function of the problematic term especially in cases of some obscure technical terms or recently coined items (Davies, 2007).

By referring to these strategies, translators can justify adjustments depending on the semantic, stylistic and communicative requirements of the target text.

Finally, the aim of this study is not to propose specific directions and strategies on how and how not to translate technological texts, but rather to draw the attention to the role of the functional equivalence in texts presented for non-specialized audience. The clear guideline that can be set clear is that certain adapting measures must be undertaken at one stage of exchanging these functionally shifted texts especially if the originally composed document is greatly far from the readership's knowledge. In such a case, the translator must provide a translation that is tailored to meet the target audience's needs.

References

Al-Abed Al-Haq, F. (1996). ***Toward a Theoretical Framework for the Study of Planning Arabicization***. **Thirteenth Conference on Linguistics, Literature and Translation**. Jordan: Yarmouk University.

Alixelá, J. (2004). ***The Study of technical and scientific translation: An examination of its historical development***. **The Journal of Specialized Translation**, (1), 29-49.

Al-Najjar, M. (1989). **Linguistic Methods for Translating Non-Arabic Signifiers into Arabic**. In A.Shunnaq, C. Dollerup & M. Saraireh (eds.), **Issues in Translation** (PP. 77-92). Irbid: Irbid National University & Jordanian Translators' Association.

Al-Salman, S. (2007). ***Global English and the role of translation***. In P. Robertson, J. Adamson & R. Nunn (eds.), **English as an international language: Setting the standards**. (9)4: 141-156. British Virgin Islands: The Asian EFL Journal Press.

Asqalan, M. (1997). **Problems of translating dentists' examinations given by the ministry of health in Jordan**. Unpublished Master's thesis, Yarmouk University: Jordan.

Awawdeh, A. (1990). **Major problems of scientific-technical translation from English into Arabic**. Unpublished Master's thesis, Yarmouk University: Jordan.

Badr, E. (2007). **Analysis of some syntactic and semantic problems in internet website translation.** Unpublished Master's thesis, Yarmouk University: Jordan.

Baker, M. (1992). **In other words: Coursebook on translation**. New York and London: Routledge.

Banat, Y. (1997). **Factors affecting simulation and translating: A case study**. Unpublished Master's thesis, Yarmouk University: Jordan.

Bankole, A. (2006). Dealing with Abbreviations in Translation. Retrieved January 20, 2013, from http://www.bokorlang.com/journal/38acronyms.htm

Bühlür, K. (1934). **Sprachtheorie: Die Darstellungsfunktion der Sprache**. Jena: Gustav Fischer.

Byrne, J. (2006). **Technical translation: Usability strategies for translating technical documentation**. The Netherlands: Springer.

Byrne, J. (2007). The Multidimensional Challenges of Technical Translation. Retrieved March 11, 2010 from http://www.jodybyrne.com/144.

Byrne, J. (2009). ***The Coming Age of Technical Translation: an Introduction***. **The Journal of Specialized Translation**. (11).

Davis, E. (2007). ***Leaving it out: on some justifications for the use of omission in translation***. **Babel**, 53 (1), 56- 74.

Farahzad, F. & Monfared, B. (2010). Hybridity in immigration literature and translated literature. Retrieved February 26, 2012 from http://en.samantarjomeh.ir/uploads/Hybridity%20%20Literature_104394.pdf.

Farghal, M. and Shunnaq, A. (1999). **Translation with reference to English and Arabic: A practical guide.** Irbid: Dar Al-Hilal for Translation.

Glover, B. & Knight, K. (1998). Translating Names and Technical Terms in Arabic Text. Retrieved September 5, 2010 from: http://portal.acm.org/citation.cfm?id=1621760.

Gommlich, K. (1994). **Text typology and translation-oriented text analysis. In S. Wright & L.Wright** (eds.), **Scientific and technical translation** (pp. 175-176). Philadelphia: John Benjamins Publishing Company.

Guidère, M. (2001). Translation practices in international advertising. Translation Journal. 5(1), retrieved November 24, 2012, from http://www.bokorlang.com/journal/15advert.htm.

Hatim, B. & Munday, J. (2004). **Translation: An advanced resource book**. USA and Canada: Routledge.

Hatim, B. & Mason, I. (1990). **Discourse and the translator**. London: Longman.

Hatim, B. & Munday, J. (2004). **Translation: An advanced resource book**. London: Routledge.

Hatim, B. (2001). **Teaching and researching translation**. England: Pearson Education Limited.

Hatim, B. (2009). **Translating Text in Context**. In J. Munday (ed.), **The Rutledge companion to translation studies** (pp.36-53). New York: Rutledge Companions.

HO, G. (2008). **Globalization and translation: Towards a paradigm shift in translation studies**. Saarbrücken: VDM Verlag.

Homaidan, M. (2004). **Problems in translating some specialized computer terms.** Unpublished Master's thesis, Yarmouk University: Jordan.

Huassanawi, A. (2009). **Aspects of Scientific Translation: English into Arabic Translation as a Case Study**. In M. Dodin (ed.), **Dictionary of the scientific translation and scientific terms** (pp. 34-47). Amman: the Arab Community library for publication.

Ilyas, A. (1989).**Theories of translation: Theoretical issues and practical implications**. Mosul: University of Mosul.

Isenberg, H. (1984). ***Texttypen als interaktionstypen***. **Zeitschrift für Germantistik**. (5)2. 261-70.

Jabir, J. (2006). ***Skopos Theory: Basic Principles and Deficiencies***. **Journal of the College of Arts University of Basrah**.41. 37-46.

Kenny, D. (2001). **Equivalence**. In Baker, M. (ed), **Routledge Encyclopedia of Translation Studies**. (pp.77-80) . London and New York: Routledge.

Lacandazo, C. (2011). The Complexities of Translating Abbreviations Can be a Real Headache to Translators. Retrieved January 29, 2013 from http://www.sooperarticles.com/.

Leetaru, K. (2001). Language use in advertising: An analysis of linguistic features across readership domains. Retrieved July 13, 2011, fromhttp://www.kalevleetaru.com/Publish/Language_Use_In _Advertising_Linguistic_Features_Across_Readership_Domains.pdf

Leighton, H. (2001). ***Brave new world: Globalization, internationalism and localization***. **Language update** 34.2: 12.

Lemke, J. (1988). **Text Structure and Text Semantics**. In R. Veltman and E. Steiner (eds.), **Pragmatics, Discourse, and Text: Systemic Approaches** (pp.158-170). London: Pinter.

Levý, J. (1967). Translation as a Decision Process. In M. Halle, H. Lunt, H. McLean & Schooneveld (eds*.),* **To Honor Roman Jakobson: Essays on the occasion of his sixtieth birthday** (pp. 1171–1182). The Hague: Mouton.

Lombard, R. (2006). **A Practical Case for Managing Source-Language Terminology**. In K. Dunne. (ed.), **Perspectives on Localization** (pp.155-173). Amsterdam/ Philadelphia: John Benjamins Company.

Mancuso, J. (1990). **Mastering technical writing**. Menlo Park, USA: Addison-Wesly Publishing Company.

Mason, I. (2001). **Communicative/Functional Approaches**. In Baker, M. (ed.), **Routledge Encyclopaedia of Translation Studies** (pp.29-32). London and New York: Routledge.

Muhammad, A. Alawi, N. & Fakhouri, M. (2010). ***Translating Contracts between English and Arabic: Towards a more Pragmatic Outcome***. **Jordan Journal of Modern Languages and Literature**. 2.

Munday, J. (2001). **Introducing Translation Studies: Theories and Applications**. London: Routledge.

Munday, J. (ed.). (2009). **The Rutledge companion to translation studies**. New York: Rutledge Companions.

Neubert, A. (1984). **Text-bound Translation Training.** In W. Wilss & G. Thome, (eds.), **Translation theory and its implementation in the teaching of translating and interpreting** (pp.61-70). Tübingen: Narr Verlag.

Neubert, A. (1985). **Text and Translation**. Leipzing:Verlag Enzyklopadie Leipzing.

Newmark, P. (1981). **Approaches to Translation**. Oxford and New York: Pergamon Press.

Newmark, P. (1988). **A Textbook of translation.** London: Prentice Hall.

Newmark, P. (2003). **No Global Communication without Translation**. In Anderman, G. & Rogers, M. (eds.), **Translation Today: Trends and Perspectives**(pp.55-68). Clevedon, Buffalo, Toronto & Sydney: Multilingual Matters Ltd.

Nida, A. & Taber R. (1982). **The Theory and Practice of Translation**. (2nd ed.). Netherlands: United Bible Societies.

Nord, C. (1997).**Translating as a purposeful activity: Functionalist approaches explained**. Manchester: St. Jerome Press.

Nord, C. (2005). **Text analysis in translation: Theory, methodology, and didactic application of a model for translation-oriented text analysis**. Amsterdam: Rodopi.

O'Hagan, M. & Ashworth, D. (2002). **Translation-mediated communication in a digital world: Facing the challenges of globalization and localization.** Clevedon: Multilingual Matters Ltd.

O'Hagan, M. (1996). **The coming industry of teletranslation: Overcoming communication barriers through telecommunication topics in translation.** Clevedon, Buffalo, Toronto & Sydney: Multilingual Matters Ltd.

Okour, M. (1997). **English-Arabic technical translation: The case of car parts in Jordan**. Unpublished Master's thesis, Yarmouk University: Jordan.

Pally, T. (2006). Recalibrating the Market Openness Paradigm Marketing Globalization Work for All. Retrieved October 22, 2012 from http://www.thomaspalley.com/docs/articles/economic_development/globalization_for_all.pdf.

Pinchuk, I. (1977). **Scientific and technical translation**. London: André Deutsch.

Pym, A. & Turk, H. (2001). **Translatability**. In Baker, M. (ed.), **Routledge encyclopedia of translation studies**. (pp.273-277) . London and New York: Routledge.

Reiss, K. (1971). **Möglichkeiten und Grenzen der Übersetzungskritik,** Munich: M. Hoeber. (E. F. Rhodes, Trans. **Translation Criticism: Potential and Limitations**, Manchester: St Jerome Press, 2000).

Reiss, K. (1989). **Text Types, Translation Types and Translation Assessment**. In A. Chesterman (ed.), **Readings in translation theory** (pp.105-115). Helsinki: Finn Lectura.

Reiss, K. (1977). ***Texttypen, Übersetzungstypen und die Beurteilung vonÜbersetzungen***. **Lebende Sprachen**. 22 (3), 97–100. **Text types, Translation Types and Translation Assessment**, (A. Chesterman,

Trans.), in A. Chesterman (ed.). **Readings in translation theory**. (1989). Helsinki: Oy Finn lectura Ab.

Riess, K. & Vermeer, H. (1984). **Grundlegung einer allgemeinen Translationstheorie**. Tübingen: Niemeyer. (C. Nord, Trans. **Towards a General Theory of Translational Action: Skopos Theory Explained**. Manchester: St. Jerome, 2013).

Schäffner, C. (2001). **Skopos Theory**. In M. Baker (ed.), **Routledge Encyclopedia of Translation Studies** (pp.235-238). London/New York: Routledge.

Schiavo, J. (2004). **Changing demographics and globalization demand new strategies**. **An AXI Publication**. Canada: The Canadian Association.

Schneider, A. (1991). ***Texttypen und Textsorten in der Übersetzung.*** **Fremdsprachen** 4: 36-38.

Shiyab, S. (2010). **Globalization and its impact on translation.** In S. Shiyab, M. Rose, J. House & J. Duval (eds.), **Globalization and aspects of translation** (pp.1-10). Newcastle: Cambridge Scholars Publishing,

Snell-Hornpy, M. (1995). **Translation studies: An integrated approach**. Amsterdam: John Benjamins.

Thawabteh, M. (2011). ***The Other Side of the Coin of Lexical Borrowing From Arabic into English***. **TranscUlturAl**, 1 (4), 103-122.

Vermeer, H. (1989). **Skopos and Commission in Translational Action**. (A. Chresterman, Trnas.). In A. Chesterman (ed.), **Readings in translation theory** (pp.173-187). Helsinki: Oy Finn lectura Ab.

Werlich, E. (1976). **A text grammar of English**. Heidelberg: Quelle and Meyer.

Wiersema, N. (2004). ***Globalisation and translation a discussion of the effect of globalisation on today's translation***.**Translation Journal** 8. 1:1-5.

Wilss, W. (2001). **Decision Making in Translation.** In M. Baker, (ed.), **Routledge Encyclopedia of Translation Studies** (pp.57-60). London and New York: Routledge.

المراجع العربية

أمزيان، ميلود وحافظ، نزار. (2010، آذار). مشروع عربي لترجمة مصطلحات الاتصالات وتكنولوجيا المعلومات وتعريبها وتوحيدها. حماة: الفداء .www.Fedaa.alwehda.gov.sy.

بنك المصطلحات الموحد، المنظمة العربية للتربية والثقافة والعلوم.الرباط: مكتب تنسيق التعريب. http://www.arabization.org.ma/Dictionnaire.asp?m=menu4.gif

الثعالبي، أبو منصور. (2000). **فقه اللغة و أسرار العربية**. ط2. تحقيق ياسين الأيوبي. صيدا–بيروت:المكتبة العصرية.

جبر، يحيى. (1996، حزيران). **حركة التعريب: لماذا تتعثر؟. التعريب**، 11 . دمشق: المركز العربي للتعريب والترجمة والتأليف.

الجرف، ريما.(2004، آذار) اتجاهات الشباب نحو استخدام اللغتين العربية و الانجليزية في التعليم. http://www.diwanalarab.com/spip.php?article748

خسارة، ممدوح. (2002، تشرين الأول). **التعريب في مواجهة الغزو الثقافي**. بحث مقدم في الندوة السنوية لجمعية البحوث والدراسات: العرب وتحديات المستقبل. دمشق: منشورات اتحاد الكتاب العرب.

خطيب، أحمد. (1985). **مسألة السوابق و اللواحق. اللسان العربي**. 24. الرباط: مكتب التنسيق والتعريب.

خلوصي، صفاء (1958). **فن الترجمة في ضوء الدراسات المقارنة**. العراق: منشورات وزارة الثقافة والاعلام.

دودين، ماجد. (2009). **دليل الترجمة العلمية والمصطلحات العلمية**. عمان- الأردن: مكتبة المجتمع العربي للنشر والتوزيع.

الديداوي، محمد. (2002). **الترجمة والتعريب بين اللغة البيانية واللغة الحاسوبية**. الدار البيضاء: المركز الثقافي العربي.

عبيد، نور الدين. (2007، أيلول). انتاج المصطلح العربي باستخدام تكنولوجيا المعلومات. سوريا: الجمعية العلمية السورية للمعلوماتية .www.scs.org.sy.

غزالة، حسن. (2001). **واقع الترجمة من ألفه إلى يائه. التعريب**. 21. دمشق: المركز العربي للتعريب والترجمة والتأليف.

غوادرة، فيصل. (2007). **دور الترجمة بين الذات والآخر، مؤتمر دور الترجمة في حوار الحضارات**. تحرير يحيى جبر. نابلس: جامعة النجاح الوطنية.

اللو، نبيل. (1999). **مدخل إلى المصطلح العلمي والتقني. الفكر العربي**، 95 (1)، بيروت: مركز البحوث والدراسات.

محمد، ايهاب. (2010، كانون الأول). مشكلات الترجمة العلمية ومعوقاتها. الكويت: **العربي الالكترونية**. www.alarabimag.com

ولد سيدي أحمد، إسلمو. (2010، أيار). مستقبل التعريب في الوطن العربي وجهود المنظمة العربية للتربية والثقافة والعلوم ومكتب تنسيق التعريب في تحقيق التعريب الشامل. www.aqlame.com

Appendix

Appendix (1) The Arab websites visited between April,3rd- May, 16th 2012 for collecting advertisements

Websites from various Arab countries visited between April,3rd –May, 16th 2012:

http://www.ahgez.com/

http://www.alayam.com/mobile/announce.aspx

http://www.al-mas.org/home/?section=domainsnames

http://www.al-saudia.org/newspapers.php?newspaperid=10645

http://www.alshrqy.com/vb/alshrqy9182

http://www.altasjeel.com/

http://www.arabiko.com/advert

http://www.arabnas.com/

http://www.bannersway.com/services.php?cat=1

http://www.bayt.com/ar/affiliates/links/banner-ads/

http://www.bdr130.net/vb/t396472.html

http://www.belajfa.blogspot.com/2011/12/start-logic.html

http://www.clients.orkied.com/announcements.php?id=1

http://www.dr-ho.org/

http://www.elestdafa.com/servers.html

http://www.expoarabia.com/ar/list.aspx?t=p&cat_id=1877&p=1

http://www.farah.t6wr.com/?p=4

http://www.fonon4host.com/portal/

http://www.foody-des.com/offers22.html

http://www.foody-des.com/offers28.html

http://www.google.ps/imgres?q=%D8%A8%D9%86%D8%B1%D8%A7%D8%AA+%D8%A7%D8%B9%D9%84%D8%A7%D9%86%D9%8A%D8%A9&start=195&hl=en&sa=X&biw=1680&bih=949&tbm=isch&prmd=imvnsfd&tbnid=Dc4EhnnsI39S2M:&imgrefurl=http://www.mtwer.com/vb/t91216.html&imgurl=

http://www.cdegypt.com/offers/1.jpg&w=700&h=349&ei=v8A9UPn3BoaZ0QWkj4D4AQ&zoom=1&iact=hc&vpx=163&vpy=436&dur=149&hovh=158&hovw=318&tx=214&ty=98&sig=116162551667081145163&page=5&tbnh=101&tbnw=203&ndsp=51&ved=1t:429,r:8,s:195,i:31

http://www.google.ps/imgres?q=%D8%A8%D9%86%D8%B1%D8%A7%D8%AA+%D8%A7%D8%B9%D9%84%D8%A7%D9%86%D9%8A%D8%A9&start=882&hl=en&sa=X&biw=1680&bih=949&tbm=isch&prmd=imvnsfd&tbnid=bo_6hVM__5s5rM:&imgrefurl=http://www.traidnt.net/vb/traidnt1480184/&imgurl=

http://www.traidnt.net/vb/customavatars/avatar71056_2.gif&w=128&h=134&ei=sg9UIi7BYrD0QXTqIDoBg&zoom=1&iact=hc&vpx=1305&vpy=715&dur=664&hovh=107&hovw=102&tx=75&ty=71&sig=116162551667081145163&page=19&tbnh=107&tbnw=102&ndsp=50&ved=1t:429,r:32,s:882,i:106

http://www.google.ps/imgres?q=%D8%A8%D9%86%D8%B1%D8%A7%D8%AA+%D8%A7%D8%B9%D9%84%D8%A7%D9%86%D9%8A%D8%A9&start=395&hl=en&sa=X&biw=1680&bih=949&tbm=isch&prmd=imvnsfd&tbnid=Oqgc-uuj6VwlrM:&imgrefurl=

http://www.mtwer.com/vb/t99600.html&imgurl=http://img05.arabsh.com/uploads/image/2012/03/08/09314d4360fb.png&w=660&h=250&ei=pcU9UL72IuLW0QXnhICoDQ&zoom=1&iact=hc&vpx=936&vpy=458&dur=2165&hovh=138&hovw=365&tx=263&ty=99&sig=116162551667081145163&page=9&tbnh=73&tbnw=193&ndsp=48&ved=1t:429,r:12,s:395,i:43

http://www.hvips.com/domain.html

http://www.i3rab.com/blog/archives/5313

http://www.iraqsg.com/get-15258.html

http://www.iraqsg.com/get-16388.html

http://www.itqanbs.com/website-design.html

http://www.iweb-serv.com/

http://www.jeddahbikers.com/vb/t57615.html

https://www.khamsat.com/business/4998-%D8%AA%D8%B5%D9%85%D9%8A%D9%85-3-%D8%A8%D9%86%D8%B1%D8%A7%D8%AA-%D9%84%D9%85%D9%88%D9%82%D8%B9%D9%83-%D8%AB%D8%A7%D8%A8%D8%AB%D8%A9-%D8%A3%D9%88-%D9%85%D8%AA%D8%AD%D8%B1%D9%83%D8%A9-%D8%A8%D8%A7%D9%84%D8%A3%D8%AD%D8%AC%D8%A

7%D9%85-%D8%A7%D9%84%D8%AA%D9%8A-
%D8%AA%D9%86%D8%A7%D8%B3%D8%A8%D9%83

http://www.masaserv.co/

http://www.misrstars.com/vb/showthread.php?t=60775

http://www.moqe3.com/

http://www.mouse4host.com/

http://www.mtwer.com/vb/t101985.html

http://www.netmasr.net/web.html

http://www.pcintv.com/forums/showthread.php?t=36804

http://www.q8egy.maktoobblog.com/59/%D8%AA%D8%B7%D8%A8%D
9%8A%D9%82-%D8%A7%D9%84%D8%A3%D9%8A%D9%81
%D9%88%D9%86-%D8%A7%D8%A8%D9%84%D9%83%D9
%8A%D8%B4%D9%86-%D9%84%D9%84%D8%A3%D9%8A%
D9%81%D9%88%D9%86-iphone/

http://www.rawabetvb.com/vb/rawabet271535/

http://www.rwc.ae/

http://www.sandoq.com/freeads.asp?title=%C7%CD%CC%D2-%C7%EC-
%CE%D8%C9-%C7%D3%CA%D6%C7%DD%C9-%E6%C7%
CD%D5%E1-%DA%E1%EC-%CF%E6%E3%ED%E4-%CD%E3%
E1%C9-%C7%E1%C7%DA%E1%C7%E4%C7%CA-%DD%EC-
%C7%E1%DD%ED%D3%C8%E6%DF-%E3%CC%C7%E4%C7-
%E1%E1%C8%ED%DA&c=12&id=280313

http://www.sandoq.com/freeads.asp?title=%CA%D5%E3%ED%E3-%E3%E6%C7%DE%DA-%C7%E4%CA%D1%E4%CA-%E6%CF%E6%E3%ED%E4%C7%CA-%E6%CA%D3%E6%ED%DE-%E1%E3%E4%CA%CC%DF-%E1%E1%C8%ED%DA&c=12&id=259771

http://www.sh3a34host.org/vps.php

http://www.sogarab.com/top_webhosting.php

http://www.spotech.net/?cat=4

http://www.swalif.net/softs/swalif65/softs271066/

http://www.traidnt.net/vb/traidnt1967668/

http://www.traidnt.net/vb/traidnt367536/

http://www.traidnt.net/vb/traidnt375901/

http://www.trncat.com/Design/Price/

http://www.ultimateserv.com/domains/

http://www.un4web.com/design.html

http://www.uowhost.com/announcements.php?id=8

http://www.vb.4heronline.net/t7637-post13481.html

http://www.visionhosts.com/

http://www.wdesigners.org/

http://www.worldforhost.net/

http://www.world-gd.com/t155801.html

The Syrian websites:

http://www.directory.tayob.com/show29638.html

http://www.ehjuz.com/domain.php

http://www.lelnas.com/Items.aspx?ItemId=65162

http://www.nis-me.com/website-hosting

http://www.searchinsyria.com/ar/%D8%AA%D9%81%D8%A7%D8%B5%D9%8A%D9%84/7263/%D8%B3%D9%8A%D8%B1%D9%8A%D8%A7%D9%86-%D9%85%D9%88%D9%86%D8%B3%D8%AA%D8%B1-%D9%84%D8%AE%D8%AF%D9%85%D8%A7%D8%AA-%D8%A7%D9%84%D8%A5%D9%86%D8%AA%D8%B1%D9%86%D8%AA

http://www.searchinsyria.com/ar/%D8%AA%D9%81%D8%A7%D8%B5%D9%8A%D9%84/7768/%D8%B4%D8%B1%D9%83%D8%A9-%D8%A3%D8%AA%D9%85%D8%AA

http://www.searchinsyria.com/ar/%D8%AA%D9%81%D8%A7%D8%B5%D9%8A%D9%84/5593/%D9%84%D8%A7%D9%85%D8%A7%D8%B1-%D8%A7%D8%B3%D8%AA%D8%AF%D9%8A%D9%88

http://www.searchinsyria.com/ar/%D8%AA%D9%81%D8%A7%D8%B5%D9%8A%D9%84/1351/%D8%AE%D8%AF%D9%85%D8%A9-%D8%AA%D8%B5%D9%85%D9%8A%D9%85-%D9%85%D9%88%D8%A7%D9%82%D8%B9-%D8%A7%D9%84%D8%A5%D9%86%D8%AA%D8%B1%D9%86%D8%AA

http://www.searchinsyria.com/ar/%D8%AA%D9%81%D8%A7%D8%B5%D9%8A%D9%84/168/%D8%A7%D9%84%D8%AC%D9%85%D8%B9%D9%8A%D8%A9-%D8%A7%D9%84%D8%B9%D9%84%D9%85%D9%8A%D8%A9-%D8%A7%D9%84%D8%B3%D9%88

%D8%B1%D9%8A%D8%A9-%D9%84%D9%84%D9%85%D8%B9%D9%84%D9%88%D9%85%D8%A7%D8%AA%D9%8A%D8%A9

http://www.souriahost.com/

http://www.swssyria.com/ar/%D8%AE%D8%AF%D9%85%D8%A7%D8%AA-%D9%85%D9%88%D8%A7%D9%82%D8%B9-%D8%A7%D9%84%D8%A7%D9%86%D8%AA%D8%B1%D9%86%D8%AA

http://www.syria-cars.com/adver.htm

http://www.syriandomain.com/register/

http://www.syrian-host.com/

http://www.tld.sy/index.php/news/45-price

http://www.web.sptechs.com/www.zad.sy/

Appendix (2): The sample commissioned for translation

Dear translator,

In this study, you will be presented with pages of three-technological texts; each text represents one stage in the process of offering and accepting website solutions including designing and developing websites. The first is a technical and financial service offer for IESA which is an online trade company for wholesale and retailers provided by Work without Borders - London. The second document contains excerpts from detailed web-solution proposal drafted by Future Internet based-Dubia addressed to chief of artistic production at Human Appeal International-Ajman while the third is a price quote and a website agreement drafted by Zaptech Solutions- Dubai directed to Human Appeal International.

I am inviting you, as a professional translator, to participate in this research study by translating the attached text into Arabic. This survey will be used as a major source to collect data for my thesis entitled "The Problem of Equivalence: The Translation into Arabic of Specialized Technological Texts". It might be useful for translators to know that these texts are directed to company directors who are not specialized in the field of technology and programming but who are interested in establishing websites for their companies.

It must be mentioned that translator's identity will not be disclosed at any stage in the research. The analysis and the results of the research can be found in full text at An-Najah National University website:

http://scholar.najah.edu/ar/program/%D9%85%D8%A7%D8%AC%D8%B3%D8%AA%D9%8A%D8%B1%D9%84%D8%BA%D9%88%D9%8A%D8%A7%D8%AA%D8%AA%D8%B7%D8%A8%D9%8A%D9%82%D9%8A%D8%A9-%D9%88%D8%AA%D8%B1%D8%AC%D9%85%D8%A9

Thank you for deciding to help in this academic endeavor.

Sincerely,

Amani Bilal Ashqar

MA Student at the Applied Linguistics and Translation Program

Faculty of Graduate Studies

An-Najah National University

Email: amani.ashqar@gmail.com

Text 1: Website project for IESA: technical and financial offer for designing, programming, and hosting the website (2011)

The website project for IESA

Dear customer.

In COREIONS for IT Solutions we are glad to put our experience in website development between your hands. Through this offer, we will use our abilities and vision for creating a website that presents and highlights the quality of your services and make you management to this site in an easy and efficient way. Our offer is divided into:

- Technical part.
- Financial part.

First: The Technical Part.

IESA Website Development

Introduction:

As we read in your previous "Website Idea" this website will be divided into two main parts, we will describe the non described difference that we noticed between the both parts:

❖ **Wholesale part.**

- There is no cart system in this part.
- Buying is not allowed to non-registered visitors.

- Buying technique will be like an auction, so members must bid on the sale that they want to buy. After an amount of time the sale will be settled on one of the bidding members.

❖ **Retailer part.**

- It will have a cart system.
- Buying is allowed to any website visitor.

Development phases:

➢ **Design phase:**

- Using Photoshop HTML/CSS/JQuery we will develop a static design for the website that includes the following :
  - Website Logo.
  - Home Page style.
  - Wholesale style.
  - Retailer style.
  - Admin Control Panel style.

➢ **Programming phase:**

- Creating wholesale DataBase.
- Implementing wholesale pages.
- Implementing wholesale Admin Control Panel.
- Implementing wholesale Actors.
- Creating retailer DataBase.
- Implementing retailer pages.

- Implementing retailer Admin Control Panel.
- Implementing retailer Actors.

➢ **Multi-Language phase:**

- Implementing both wholesale and retailer websites to provide the three languages (English, Arabic and French).

➢ **Testing phase:**

- Testing the whole website to make sure that we cover all the required ideas and possibilities.

Development tools:

- PHP programming language.
- JQuery.
- HTML/CSS.
- Photoshop.
- MySQL DataBase.
- WordPress.
- Javascript.

Note: if you send us more information about your services we can explain what the other pages will contain.

Time table:

Job description	**Work load**
PSD design	**10** days
HTML/CSS/JQuery design	**7** days
DataBase Implementing	**7** days
Pages Implementing	**15** days
Admin Control Panel Implementing	**10** days
Testing and finishing	**7** days
Total	**56** days

Second: The Financial Part

#	description	Amount $	notes
1	Site design	400	
2	Site programming	800	
3	Domain	-	-
4	Hosting service	-	Free First Year
5	Mobile version	100	
6	Facebook / twitter Pages	-	
Overall		1300 $	

Notes:

- The time needed to complete the site is 4 weeks.
- If you need a training to manage the site it needs 2 weeks
- Payments will be as following 40% of the amount when you start work, 60% upon completion and delivery of work.
- We are ready to start working on the site as soon as we receive your approval

Best wishes

Work Without Boarders IT Staff

Text 2: Future Internet proposing web solution for Human Appeal International (2010)

- The website should be optimized and well-Organized in order to be able to handle simultaneous visitors' interactions (i.e. uploading and downloading files, etc.). The Cross-Browser issues should be considered in all phases of implementation of the website. It should have scalability to support future capacities and requirements.
- Design:

The design phase will be designing the home page and the sub page layout, the design will be done in line with HAI corporate guidelines.

- Development:

The development phase will be the implementation of approved design on the Content Management System (CMS), and the development of the customized Modules. The development phase will include creating the sub pages templates.

- Test:

The test phase includes the controlled strain/shock test, performance test, cross-browser/platform test, and acceptance test.

- Deployment:

This phase includes the transition of the website to web server and launching the website. It also includes Staff training, Final Performance test and configurations

- Proposed Web Solution

Future Internet Proposing (CMS) Implementation for the following main benefits:

• Online Secure login for Users (for managing the web site content and events, news)

• Database driven content

• For a better systematic navigational site

• User management included for adding users to manage some part of the web site, the master admin can get a report of all the logs.

- **iCms** is equipped with a module manager that manages all the installed modules (plug-ins).
- It is possible to make new module and install it through module manager in administration panel
- Rich user interface

We are following the Web 2.0 standards and by using Adobe Flash and JavaScript, we create friendly-user interface for the users and administrators.

- Tagging and linking items

In order to have lots of traffic for your website….iCms allows you to easily tag your items, so you can group items by using tags (no matter the item is a page, press release, photo album, video, etc..)

- Thus, allowing the webmaster to have flexible and secure management features that enable you to take your portal into success
- Built-in modules are the essential modules that every website should have.
- HTML parts

HTML parts are small part of HTML that you can create and then put it anywhere you want.

- Module wrapper

This tool enables you to put any module any where you want

- Photo Gallery

Photo gallery will be categorized and each category will have list of images, the programming display of the images will be done using Ajax and special scripting. You will have the facility to add Group of images at the time. With the help of FI Photo module, you will be able to resize and crop the thumbnail.

- Feedback module
- Flash headers
- Side banners
- News highlights

- Standards / Technologies

Following is a list of the standards/Technologies that we will use in our solution:

Development Technology: Microsoft .NET Framework 3.5 SP1

Server Platform: Microsoft Windows Server 2003/2008

Rich User Interface: Microsoft ASP.NET, C#, AJAX, XHTML, CSS

Business Login: C#

Database: Microsoft SQL Server 2005/2008

Design and Implementation: Web 2.0 Standards and Guidelines

Application Modeling: UML 2.1

Services Modeling: UML 2.1

B2B Integration: Web Services (SOAP, WSDL)

- Security Concerns

We provide secure web sites by using:

• Secure login through SSL (https) for the registered users and administrators

• One-Way Hash for the important data that storing in database (i.e. Password and etc.)

• Encryption/Decryption for sensitive data

- Flash animation
- Test and optimization
- Final configuration and tests

Text 3: Price quote and website agreement offered by Zaptech Solutions

P.O.Box 34249 Dubai, UAE. Tel.:04-3515511, Fax 04-3515519, Email: info@zaptechs.com, www.zaptechs.com

To **Date: 27.12.2009**

M/S HUMAN APPEAL INTERNATIONAL

Ajman, UAE

Tel: 06-7471777, Fax: 06-7427444, Mob: 050-3696766

Attn.: Mr. AMMAR ABDULLA ALQUBATI

(Chief of Artistic production)

Dear Sir,

Sub.: Flash/ Asp English & Arabic Website Design & Application for HAI

With reference to our discussion, we are pleased to quote our best price **(considering the humanitarian mission of HAI)** for designing website and developing application. Please find enclosed the proposal as discussed.

In case any further clarifications are required, please do let us know

Best Regards

For Zaptech Solutions

SARFRAZ IQBAL

(Marketing Manager)

(050-9765157)

First party Stamp: _____ **Second Party Stamp: _____**

P.O.Box 34249 Dubai, UAE. Tel.: 04-3515511, Fax 04-3515519, Email: info@zaptechs.com, www.zaptechs.com

English Website Design & Application Development

Amount	Qty/ Dur	Scope of Work	SN
Dhs. 1,500/-	1 Year	**Windows Hosting** ¾ 4 GB/ 1-100 E-Mail pop3 Accounts ¾ Monthly Transfer (180GB) / SSL for secure ordering3 ¾ MySQL 5 database – 600MB /Ms SQL server 2000/2005 600MB ¾ Perl, CGI / Installed ASP components ¾ Website Statistics & traffic monitoring , 24x7 E-mail/Online Support	1.
Lumpsum	30 Pages	**Asp /Asp.net English Website Design** ¾ Concept and design Creation ¾ Project Management and Data Collection ¾ Site Structure /Macromedia Flash Elements ¾ Animation Presentation for the Products ¾ Quality Assurance, Testing & Reports	2.
	1 No	**CMS Module** ¾ Adding text and images with a admin panel ¾ Prompt updates / Admin approval	3.
	1 No	**Photo – Gallery** ¾ Main Category / Subcategory Images Add / Edit / Delete / Listing	4.
	1 No	**Video Gallery Management** ¾ Upload video file (10-15 MB), Video Player, Buffering Support ¾ Edit /Delete/ Listing Video (Activate/Inactivate)	5.
	1 No	**News Module:** Add/Edit/Delete/Activate/inactivate the news	6.
	1 No	**Article Management (Press & Media)** ¾ Add Article, view , delete/Activate / in activate Add Pdf / Jpeg Files	7.
	1 No	**Event Calendar :** Event calendar is use to show the special events on define date Visitors can view the previous events also by selecting the date with the help of event calendar	8.
	1 No	**Online Donation:** ¾ To integrate the link provided by the HAI for online donation	9.
	1 No	**Newsletter Module** Facility to send newsletter to the registered users & agents from database.	10.

	1 No	**Website Search**: An application module for the visitors to search information based on following key words by Products / Services / Contents / Images	**11.**
	1 No	**Mp3 Module:** ¾ **Admin can add List, activate/deactivate unlimited album in mp3 format** ¾ **Listing of audio files in front end and back end** ¾ **The features of MP3 Player:** **Image of album, Streaming support, Equalizer support, Play list support, Progress bar support, Control voice level**	**12.**
Dhs.30,000 /-		**Amount**	
Dhs. 3,000/-		**Discount (10%)**	
Dhs.27,000 /-		**Total**	

First party Stamp: _____Second Party Stamp:

P.O.Box 34249 Dubai, UAE. Tel.: 04-3515511, Fax 04-3515519, Email: info@zaptechs.com, www.zaptechs.com

WEBSITE AGREEMENT

Quality Assurance & Testing

This will involve applying the first test of the website once it is developed. We will test the website in our office to ensure that no bugs have occurred. and later uploaded online for client to preview the website and any functional or design comments will be rectified accordingly.

Website and Application Testing

We will ensure that the site is able to load faster at any given speed of internet and the website is kept online for continually testing for 48 hours, after the first testing of the website and application, we analyze the application performance and the results of response to any query generated online. Since the website and application is tested online by the client, from the starting of the project, which will allow the client to have a satisfaction of work and feel comfortable working on the website and application. It will give a value to their Investment.

Site Preview

We will develop the website in our Production department and place on our preview servers for testing online. This will be done by sending you a sample link www.zaptechs.com/demo/sample1/ URL through which you can test the website how it functions from the computers in your office. Once the website has been tested by

yourselves and if there is any changes to be made with in the scope of work we will update and send to your hosting provider to host the website. If it is preferred that we handle this we can transfer the site directly on our hosting servers.

Browser compatibility

We will build the website to be compatible with all web browsers from Internet Explorer 5.5 upwards and Netscape 4.75 upwards. We will try to ensure that no plug-ins is required normally for viewing the website. If required (e.g. Adobe Acrobat or Macromedia Flash) we will provide a link on the homepage for a user to download the plug in. Any other additions components are needed; we will ensure that this is provided for and made clear when handing over the website to the hosting provider/client.

Performance Testing

We will test to ensure that response time for all real time components of the application perform to acceptable levels. We will simulate normal usage in our Production studios, to ensure that no one is left waiting for unreasonable time periods.

Validation testing

This test determines whether this application meets your requirements or not. This will be done at the final presentation of the demos. This will also include a review of documentation, ensuring that it is correct and it meets your needs. Finally we shall ensure that all functional requirements are met.

P.O.Box 34249 Dubai, UAE. Tel.: 04-3515511, Fax 04-3515519, Email: info@zaptechs.com, www.zaptechs.com

Terms & Conditions: -

- Mutual Agreement will be signed between First party "Zaptech Solutions" and Second Party "The Client".
- Zaptech Solutions will carry out work on receipt of signed agreement and advance payment.
- No photos that we consider to be offensive or defamatory can be used online.
- Any materials provided by the Second party will remain the Second party property.
- Materials produced by us including all source code will be the property of Zaptech Solutions.
- Second party is responsible to ensure the content of website, which does not violate the UAE law or infringe any Copyright. "Proof should be produced at any point of request"
- If any sum payable is not paid on or before the due date, The First party "Zaptech Solution" has complete right to suspend the provision of Services at our sole discretion.
- First Party link/logo will be placed at the footer of the website, on click opens another window.

In case of any change, rejection, cancellation or stoppage, the client will;

- Reimburse Zaptech Solutions for any charges or expenses to which Zaptech Solutions is committed at the time of the client's request, and pay Zaptech Solutions fees covering these items.
- The Second party assures Zaptech Solutions against, and holds it harmless from any claims, costs, damages, expenses and actions by third parties, arising out of such, rejection, cancellation or stoppage of the project at any time after signing the contract.

This statement of work will be governed by the terms existing between First Party and Second Party.

Delivery and Payment

- Validity 1 week
- 50% advance on signing contract and balance 50% after completion of website, while ready to launch.
- After sample Approval 1 week to launch the website online (Provided all information is send to us).
- Payment will be in AED payable to **M/S Zaptech Solutions.**

P.O.Box 34249 Dubai, UAE. Tel.: 04-3515511, Fax 04-3515519, Email: info@zaptechs.com, www.zaptechs.com

Website Design:

- Zaptech solutions will ensure that the website and any scripts or programs are free of errors but Zaptech Solutions cannot accept responsibility for any losses incurred due to any malfunction caused by nature or technology etc.

- The website, graphics and any front-end application is the property of the Second party on the receipt of full payment but underlying Source code will always remain the property of Zaptech solutions.

- Any scripts, cgi applications, php scripts, or software (unless specifically agreed) written by Zaptech Solutions remain the property of Zaptech Solutions and may only be commercially reproduced or resold with the permission of Zaptech Solutions.

- The client agrees to furnish Zaptech with all materials required to complete the site within the set **deadline**.

- Zaptech Solutions will not be liable for any costs incurred, compensation or loss of earnings due to the work carried out on behalf of the client or any of the clients appointed agents.

- In case of server crash, Zaptech will recover the application within 24 to 48 hours of working days and will update the latest version of application.

- Indemnify Zaptech Solutions against, and hold it harmless from any claims, costs, damages, expenses and actions by third parties, arising out of such, rejection, cancellation or stoppage of services.

Application Development:

- Zaptech Solutions cannot take responsibility for any losses incurred by the use of any software created for the client. Whilst every care will be taken to ensure products are problem free and accurate, the ultimate responsibility lies with the client in ensuring that all software is functioning correctly before use.

- The client is expected to test fully any application or programming relating to a site developed by Zaptech Solutions before being made generally available for use. Where "bugs", errors or other issues are found after the site is live.

- Zaptech Solutions will endeavor (but is not obliged to) to correct these issues to meet the standards of function outlined in the brief within 24-48 hrs of working days.

- Zaptechs will do the updates in the modules according to the customer requirement but we will not change or enhance modules, also we will not do any changes in the flow of application. If

customer wishes to make some changes or create another module in the application Zaptech will charge accordingly.

- Any updating or changes in the website will be done within 24 hours of working day. (Friday is Holiday).
- Working days are from **Saturday to Thursday (09:00 AM –8:00 PM)** ***Copyright***

P.O.Box 34249 Dubai, UAE. Tel.: 04-3515511, Fax 04-3515519, Email: info@zaptechs.com, www.zaptechs.com

Website Maintenance: -

- If Maintenance contract is signed for Daily/Weekly/Monthly Update will be done according to contract.
- Website Maintenance does not include changing of layout design and Concept design.
- Update will be done only on the existing WebPages, replacing the text/Images to the existing pages.
- Updating of images within the HTLM web pages or gallery will be done.
- Any Text/Images update in the flash will be considered has 2 Updates in the contract.
- All the updates will be done within 24-48 hours after receiving email or fax from authorized person.

Project Execution and Management:

- All the content like Logo, Brochures, Product Catalogue and Forms must be filled and arranged on/after signing of the contract.
- 1 Sample will be designed according to the client requirement, if Approved
    - After the sample approval all the text must be arranged one time

and send as per website Structure.

- o If not we will design on more Design based on the critics/suggestions.
- o If the Client wishes to Design the 3layout, Zaptech Solutions will be charge accordingly.

- After sending the website sample to the client. Client is requested to review the entire website and send us the list of final comments if any. If we do not receive any email acknowledgement from the client with in 24-48 Hrs time. We assume that the client has accept the work indicate the confirmation for website functionality and Design.

We both parties i.e. **FIRST PARTY & SECOND PARTY** agree to the above mentioned Terms & Conditions.

We both parties i.e. **FIRST PARTY & SECOND PARTY** agree to the above mentioned
Terms & Conditions.
For FIRST PARTY For SECOND PARTY
Company :**___ZAPTECH SOLUTIONS** ***Company :*****__ _**
Name :**_____*ZAKIR HUSSAIN*_____ *Name :*____ _____**
Designation: _ Business Director Designation: _Signature:
_____ Signature : _____ _____

First party Stamp: _____ **Second Party Stamp:**

جامعة النجاح الوطنية
كلية الدراسات العليا

إشكالية المرادف

ترجمة نصوص تكنولوجيا المعلومات الانجليزية إلى العربية

إعداد
أماني بلال محمود أشقر

إشراف
د. عبد الكريم دراغمة
د. رقية حرزالله

قدمت هذه الأطروحة استكمالاً لمتطلبات الحصول على درجة الماجستير في الترجمة واللغويات التطبيقية بكلية الدراسات العليا في جامعة النجاح الوطنية في نابلس، فلسطين
2013م

إشكالية المرادف: ترجمة نصوص تكنولوجيا المعلومات الانجليزية إلى العربية

إعداد

أماني بلال محمود أشقر

إشراف

د. عبد الكريم دراغمة

د. رقية حرزالله

الملخص

تلقي هذه الدراسة الضوء على الأوجه المتعددة لمشكلة ترجمة المصطلحات ذات العلاقة بحقل تكنولوجيا المعلومات إلى اللغة العربية. وتتمثل مشكلة البحث في غياب المصطلحات العربية الرديفة في حقل يشهد تطوراً يومياً، أو عدم الثبات في استخدام المصطلحات العربية المتاحة، أو تحجُّر المصطلحات التكنولوجية المترجمة في القواميس، بالإضافة إلى جهود التعريب المتعثرة. مما يتيح المجال واسعاً أمام استخدام الرسم اللفظي (النسخ الحرفي) للمصطلحات الإنجليزية إلى حد كبير.

تهدف هذه الدراسة إلى توضيح الأثر الناجم عن تغيير وظيفة النص الأصلي عند نقله إلى اللغة العربية مستهدفاً جمهوراً مختلفاً، واختلاف توقعات الجمهور عن السابق على أداء المترجم في سعيه إلى بقاء النص المترجم مفهوماً من خلال تبني استراتيجيات الترجمة الوظيفية.

وتنقسم عينة الدراسة إلى قسمين:

القسم الأول: يتمثل في اختيار أربعة وثمانين إعلاناً إلكترونياً، نشرت في أكثر المواقع رواجاً، وتمثل هذه العينة النصوص المتاحة للعامة.

أما القسم الآخر فيتمثل في أجزاء من مقترح مفصل لإنشاء مواقع الكترونية، وعرض سعر لخدمة تطوير المواقع الإلكترونية، واتفاقية عمل موجهة لمدراء الشركات العرب من غير

المتخصصين في مجال تكنولوجيا المعلومات عبر البريد الإلكتروني، أوالفاكس وتمثل هذه العينة النصوص محددة الوجهة.

حيث قام مترجمون متخصصون بترجمة هذه النصوص، وقد أُخبروا بطبيعة الجمهور غير المتخصص في المجال التكنولوجي. كما تتضمن مرحلة جمع المعلومات مقابلات أجريت مع المبرمجين؛ كونهم مصدر معلومات محتمل للمترجمين.

ويتضمن البحث مقابلة أُجريت مع كرستين نورد، وفائق عويس لمناقشة الوضع الحالي المعقّد للترجمة التكنولوجية والاستراتيجيات التي من الممكن اتباعها بحيث يصبح النص المترجم مفهوماَ وسلساَ.

وأظهرت الدراسة ضرورة وعي المترجم لوظيفة الترويج للنصوص المتاحة للعامة في جذب الزبون. وفي هذا السياق، أظهرت التحليلات أن نقل المصطلحات التكنولوجية باستخدام الرسم اللفظي، هي الاستراتيجية الأكثر شيوعاً في مثل هذه النصوص نتيجة تداولها بهذا الشكل. وتجدر الإشارة إلى إمكانية استبدالها بالترجمة في حال توفرت الجهود الكافية والمتابعة الكفيلة لهذه الترجمة بالتداول والشيوع.

من ناحية أخرى فقد أظهرت الدراسة أن وعي المترجم للوظيفة التوضيحية للنصوص المحددة الوجهة تمكن المترجم من اختيار المرادف المناسب . وطالما أن المتلقي غير معني بالترجمة الدقيقة للمصطلح التكنولوجي المعقد، فإن استراتيجيات الشرح و التوضيح توفرللمترجم فرصة تقديم الترجمة المبسّطة لضمان استيعابها.وقد استخدم الرسم اللفظي أحياناً في السياق الذي يعزز الاستفادة من النص المترجم . سواء كان النص متاحاً للعامة او محدد الوجهة، فإن مناسبتها للمتلقي أكثر أهمية من الدقة في الترجمة بالنسبة للمترجم.