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TRANSLATION ASSESSMENT OF SOME SELECTED ADVERTISEMENTS BY ASIACELL TELECOM COMPANY

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Abstract

Advertising is one of the strategies of communication which aims at convincing people to do some action. The current study is concerned with assessing the translation of some selected advertisements by Asiacell Telecom Company. It is an Iraqi Telecom Company. The study aims at assessing the translation of some of the advertisements produced by this company. The selected advertisements translation are assessed according to Newmark's model (1988) as well as Baker's model (2018). Each one of these two models has its own strategies. It is hypothesized that some of the translation strategies are more frequently used than others, and advertisements are usually rendered communicatively rather than semantically. For verifying the hypotheses of the study, four advertisements are selected to be the data of the study. it can be said that in the translation of advertisements, the communicative translation method is more frequently used than the semantic one since it focuses on the conveying of the intended meaning rather than the semantic equivalence.

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تقويم الترجمة لبعض الإعلانات المختارة من قبل شركة اسيا سيل تيليكوم
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<p>الخلاصة: الإعلان هو إحدى استراتيجيات الاتصال التي تهدف إلى إقناع الناس بالقيام ببعض الإجراءات. تهتم الدراسة الحالية بتقييم ترجمة بعض الإعلانات المختارة من قبل شركة آسيا سيل تيليكوم وهي شركة اتصالات عراقية. تهدف الدراسة إلى تقييم ترجمة بعض الإعلانات التي تقوم بها هذه الشركة. يتم تقييم ترجمة الإعلانات المختارة وفقاً لنموذج نيومارك (1988) وكذلك نموذج بيكر (2018). كل واحد من هذين النموذجين له استراتيجياته الخاصة. يُفترض أن بعض استراتيجيات الترجمة يتم استخدامها بشكل متكرر أكثر من غيرها ، وعادة ما يتم تقديم الإعلانات بشكل تواصلية بدلاً من المعنى. للتحقق من فرضيات الدراسة تم اختيار أربعة إعلانات لتكون بيانات الدراسة. يمكن القول أنه في ترجمة الإعلانات ، يتم استخدام طريقة الترجمة التواصلية بشكل متكرر أكثر من الطريقة الدلالية لأنها تركز على نقل المعنى المقصود بدلاً من التكافؤ الدلالي.</p>	<p>الكلمات الدالة:-</p> <ul style="list-style-type: none">- الترجمة- التكافؤ الكلي-التكافؤ الجزئي-الحذف الكلي-الحذف الجزئي- استراتيجية إعادة الصياغة- استراتيجية الاقتراض- الترجمة التواصلية- الترجمة الدلالية <p>معلومات البحث تاريخ البحث:</p> <p>الاستلام: ٢٠٢١-١٠-١٢ القبول: ٢٠٢١-١٢-١ التوفر على النت 23-1-2022</p>
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1. The Concept of Translation

Before defining the concept of translation, it is worthy to give a brief historical investigation to the process of translation. Megrab (1997: 1) mentions that the process of "translation is as old as language itself". The historical beginning of the translation process can be dated to 3000 B. C. in the kingdom of Egypt. Despite the fact that different scholars have defined the term "translation", there is a kind of harmonization or agreement upon the fact that translation is the way of conveying the communicative messages from the source language (henceforth SL) to the target language (henceforth TL).

Newmark (1988: 5) mentions that the word "translation" is defined as the process of rendering "the meaning of a text into another language in the way that the author intended the text". Jiang (2008: 862) elucidates that translation process is not merely the finding of "word-for-word, sentence for-sentence" equivalence, but it is also

involving the reproduction of the mental representations of the source text (henceforth ST) by using linguistic forms or the mental representations of the target text (henceforth TT). In Munday's words (2016: 5), translation is defined as a changing process for the reason that translators change the SL text into the TL text. House (2015: 2) explains that translation is "a linguistic-textual operation in which a text in one language is re-contextualized in another language".

Unquestionably, the concept of translation does not only involve the replacement of expression or words from the SL to the TL, but it does rather involve the process of conveying the meaning of the SL by the text of the TL. Besides, Larson (1984: 431) illuminates that "translation is not merely rewriting a text in a different language; it is also reproducing the ideologies behind the language" of the ST. Consequently, it is very important for translators to be equipped with the structural as well as cultural knowledge of both the SL and the TL. Such knowledge is crucial basically for the reason that the intended messages can be interpreted in a variety of ways along with the linguistic, traditional and cultural systems of a language community. It is worth mentioning from the above-mentioned definitions that the process of translation is essentially vital to the humans' communication because it enables a smooth transporting of information and ideas cross the national boundaries. Moreover, it provides humans with the advantage of bridging the gaps of national, cultural and linguistic differences.

2. Strategies of Translation

Because of the importance of translation in many societies, it has been tackled by many scholars and therefore different strategies have been proposed. Nevertheless, the present research paper is limited to the illumination of the translational strategies proposed by Baker (1992\2018) and Newmark's model (1988) to overcome the difficulties in rendering the linguistic expressions from the SL to the TL especially the cultural-bound ones in a more effective manner. In her book *In other words: a coursebook on translation* Mona Baker (2018: 77-88) provides more explanation for her model concerning the basic strategies that give translators the ability to overcome the translation difficulties. She recommends six strategies which are elucidated in the following:

1. The strategy of total equivalence: This strategy is focusing on the idea that translators can use a linguistic expression of "similar meaning and form". In spite of the fact that finding a linguistic expression of "similar meaning and similar form in the target language may seem to offer the ideal solution, but that is not necessarily always the case" since each linguistic expression has its referent that constitutes its distinctiveness (Baker, 2018: 77).

2. The strategy of partial equivalence: This strategy denotes the fact that it is possible for translators a linguistic expression in the TL that has a similar or identical meaning to the one of the SL's expression which "consists of different lexical items" (ibid: 79).

3. The strategy of borrowing: This strategy involves the fact that translators can borrow an expression from the SL and use it in the TL. The process of borrowing a linguistic expression from one language into another that convey the intended meaning in some contexts (ibid: 80).

4. The strategy of paraphrasing: This strategy involves the "translation by paraphrasing". By using this strategy, translators can provide a brief explanation for the intended meaning of the SL linguistic expression when they use it in the TL. It is a widely-used strategy especially "when a match cannot be found in the target language or when it seems inappropriate to use idiomatic language in the target text because of differences in stylistic preferences of the source and target languages". It is more commonly used in rendering those linguistic expressions which seem to be less cultural-bounded than others (ibid: 81).

5. The strategy of partial omission: This strategy entails the fact that "translation by omission" involves omitting certain linguistic expressions from the SL text in translating them into the TL with the assumption that they can be comprehended out of the context. Therefore, according to the assumption of this strategy, what is written in the SL is not necessarily to be rendered literally in the TL (Baker, 2018: 81).

6. The strategy of total omission: This strategy involves the "translation by omission of entire" linguistic expression. The total omission strategy is usually used in a situation where translators find "no close match in the target language, its meaning cannot be easily paraphrased, or for stylistic reasons". In this case, a linguistic expression can be omitted if its denotation is verbose for the transferring process (ibid: 81).

In addition to the above-mentioned translational strategies proposed by Baker (2018), Newmark (1988 : 38-39), in his book *Approaches to Translation*, propose two common and widely used strategies of translation. They are Communicative Translation (CT) and Semantic Translation (ST). It is worth mentioning that there is a variety of differences between these two strategies. On the one hand, communicative translation attempts to produce on its readers an effect as close as possible to that obtained on the readers of the original. On the other hand, semantic translation attempts to render, as closely as the semantic and syntactic structures of the second language allow, the exact contextual meaning of the original. Furthermore, whereas the "communicative translation addresses itself solely to the second reader, who does not anticipate difficulties or obscurities, and would expect a generous transfer of foreign elements into his own culture as well as his language where necessary", the semantic translation "remains within the original culture and assists the reader only in its connotations if they constitute the essential human (non-ethnic) message of the text". In addition, the communicative translation emphasizes the "the force" of the message rather than the content while the semantic translation is "more informative but less effective" (Newmark, 1988: 38-39).

Moreover, the translation in the strategy of communicative translation is "smoother, simpler, clearer, more direct, more conventional, conforming to a particular register of language, tending to undertranslate", i.e., it employs more generic words in difficult passages. The translation in semantic translation strategy "tends to be more complex, more awkward, more detailed, more concentrated, and pursues the thought-processes rather than the intention of the transmitter". It usually tends to "overtranslate, to be more specific than the original, to include more meanings in its search for one nuance of meaning". Translators using the communicative translation strategy must convert the SL to the TL in a way that enables readers of the translation to comprehend the ideas in the ST while those using semantic translation strategy should reproduce the ST from the SL to the TL as much as possible. However, semantic translation method is

constantly thought to be "inferior to its original" because it comprises the "loss of meaning" whereas communicative translation method is thought to be better for the reason that it gains force along with clarity.

3. The Notion of Advertisements

The origins of the term "advertisement" can be traced back to the Indian word "advertere" which denotes the meaning of "to turn the minds of towards". The term "advertisement" has been defined by different practitioners, scholars and authors. Kotler and Levy (1969: 12) state that advertising is "any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor".

According to Richards and Curran (2002: 74), advertisement is defined as a mediated paid system of communication and interaction which aim at persuading viewers or readers to commit some actions in the time of advertising or in the future. They additionally elucidate that mediated is "communication which is conveyed to an audience through print, electronics, or any method other than person-to-person contact". Moreover, advertising can be defined as "the business of announcing that something is for sale or of trying to persuade customers to buy a product or service" (Ivanovic & Collin 2015: 6).

Rudani (2010: 188) describes advertising as a "paid mass communication that consists of the special message sent by the specific person (advertiser or company) for specific group of people (listeners, readers, or viewers) ... in specific manner to achieve the specific goals". As a result, an advertisement may include oral, visual, audio-visual or written messages to affect the addressed individuals to commit certain actions.

The aforementioned definitions reveal the fact that advertisements are usually characterized by being a useful and powerful device for promoting marketing, paid form, non-personal, having varied forms etc. The current study is concerned with assessing the translation of the advertisements by Asiacell Telecom Company from Arabic into English.

4. Analysis and Discussion

The present study is concerned with the translation of some selected advertisements by Asiacell Telecom Company. The assessment of translation from Arabic into English is dependent on the model of Baker (2018) and the model of Newmark (1988) and their proposed strategies of translation. Throughout the assessing process, the translation of each selected advertisement will be assessed according to the six translation strategies of Baker's model (2018) as well as Newmark's strategies of Communicative Translation (CT) and Semantic Translation (ST). There will be tables involving each advertisement and its translation. The current study uses the qualitative and quantitative methods in the analysis discussion of the selected data.

Advertisement No. 1

The SL advertisement (Arabic)	The TL advertisement (English)
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In the above advertisement, the intended message of the advertiser (Asiacell Telecom Company) is to encourage more customers to buy the SIM cards which belong to the company to enjoy the internet connection while they are traveling. The words "تواصل", "وفر", and "وسافر" are translated by using the strategy of 'total equivalence' where the words are literally translated from the SL to the TL. As long as the words are rendered literally, then the semantic translation method is used. However, it seems that such translation does not convey the intended message clearly into the TL. It is better to translate these words as "connect the internet, save money and travel".

Moreover, the word "وبه", which is colloquial word, is translated in to the TL as "with". In this translation, the paraphrasing strategy is used where a kind of colloquial word that is usually used in the Iraqi society is rendered into "with" which is used in English as a preposition. It is worth noting that such translation is a communicative one because of the fact that the word "وبه" which could be untranslatable in the TL is translated into "with" to communicate the intended meaning of the advertisement. Furthermore, in the TL version, the possessive pronoun "our" has been added though it is not found in the SL. Thus, the strategy of partial equivalence is used.

The phrase "باقات الإنترنت الذهبية للتجوال" is translated into "discounted roaming packages". Despite the fact that some of the words in this phrase are translated literally and some others communicatively, the whole phrase is actually rendered according to the communicative and semantic methods. The communicative method is used twice while the semantic one is used once in this phrase. In the translation of the words "باقات الإنترنت" are translated into "packages" only without translating the word "الإنترنت" into "internet" in the TL. Therefore, it can be said that the strategy of partial omission is used where the word "الإنترنت" is omitted in the TL. More inspection reveals that the word "الذهبية" is rendered into "discounted". In this translation, the strategy of paraphrasing is used where the word "الذهبية" in the SL is intended to convey the meaning of "discounted" in the TL. In addition, the word "للتجوال" is rendered literally into "roaming" by using the strategy of total equivalence.

It is pinpoint that in the translation of this advertisement, different strategies are used in order to convey the intended message from the SL to the TL. Thus, total and partial equivalence and omission and paraphrasing are used. Some of the words are translated communicatively while others semantically.

Advertisement No. 2

The SL advertisement (Arabic)	The TL advertisement (English)

In this advertisement, some expressions have been deleted from the TLT (target language text). The words "يرهملك ويرهملك" are omitted. This omission reflects the use of the translation strategy of total omission. The deletion of these words is due to the fact that there is no close match in the TL or because of the difficulty of finding an equivalent linguistic expression in the TL. Despite the fact that this phrase is totally omitted, it can be said that this translation is rendered communicatively.

The words in the SL "عروض", "إنترنت" are translated literally depending on the semantic method. There is a total equivalence between the SL and the TL. However, the word "دقائق" and the acronym word "SMS" are translated communicatively by using the strategy of partial equivalence. In order to convey the intended message of using the word "دقائق", the advertiser uses the word "calls". Thus, the reader of the TLT could understand that what is intended by the word "دقائق" is "calls". Again, the acronym "رسائل" is translated into "SMS" in order to understand the meaning that the users of Asia Cell SIM can send the free text messages as soon as they use these cards.

The phrase "مفصله عليك بالربيع" is translated into "designed especially for your needs in spring". In the translation of this phrase, the strategy of paraphrasing is actually used to convey the intended message communicatively. Some of the words have been added and some others have been translated differently. The word "especially" is added to the TLT despite the fact that it has no equivalent in the SL. The phrase "مفصله عليك" is rendered into "designed for your needs" with the addition of the word "needs" to convey the intended meaning of the SL. It is

highlight that the whole phrase "مفصله عليك بالربيع" is rendered communicatively into "designed especially for your needs in spring". However, the latter should have its equivalence in the SL as "صممت خصيصا لتلبية حاجاتك في فصل الربيع" to be rendered in this way.

Advertisement No. 3

The SL advertisement (Arabic)	The TL advertisement (English)
	

In the above advertisement, the purpose of the translation is to introduce the target reader with the services one can have while possessing a SIM card of that company. In the process of translating this advertisement from the SL to the TL, the advertiser tries to make the translation as matchable as possible to the intended purpose. On the one hand, the phrase "باقتي راحة بالي" is translated literally by using the semantic translation method. This translation reflects the use of the total equivalence strategy where there is a total correspondence between the SLT and the TLT.

On the other hand, the phrase "تميز بباقة شهرية تجمع" is totally omitted from the TL by using the strategy of total omission. This phrase is omitted despite the fact of its significance in conveying the intended meaning of the advertisement. However, the linguistic context of the whole advertisement could enhance the process of interpreting the meaning of what follows this phrase. Therefore, the phrase is omitted depending on the fact that the reader could communicatively understand the TLT.

Moreover, the words "إنترنت", "دقيقة" and "رسالة" are translated into "internet", "minutes" and "SMS". On the one hand, the word "internet" is translated literally by using the semantic translation method so that there is a total equivalence between the SL expression and the TL one. On the other hand, there is partial equivalence in the translation of the words "دقيقة" and "رسالة" where the former is translated into "minutes" which is in the plural form to maintain the concord rules of the TL while the latter is rendered as "SMS" in order to convey the meaning that what is intended in the word "رسالة" is that the customers of Asia Cell SIM can send one hundred free text messages as soon as they activate the services of

this company. Thus, it can be said that these two words are translated communicatively with some modifications on these words.

Advertisement No. 4



It is pinpoint that the purpose of this advertisement is to inform the reader or the viewer of it that one can make others hear the tunes that s\he likes just by activating the service of Melody which is offered by the company. This advertisement is translated communicatively where the translator makes some modifications while transferring the SLT into the TLT. In the same way, the translator uses the paraphrasing strategy where a brief explanation of the SLT has been provided in the TLT. The word "سمعهم" is translated in to the phrase "let them hear" and the word "شخصيتك" is translated into "your tunes" in order to communicate the intended meaning that one's personality can be reflected by the choice of the tunes which can be heard by others when they make a call. On the contrary, the phrase "ويه ميلودي" is rendered literally by using the semantic method. Consequently, there is a total equivalence between the SLT and the TLT.

After analyzing and assessing the translations of these four advertisements qualitatively, it is worth to analyze them quantitatively to recognize which of the translation strategies are more frequently used than the other ones. Therefore, the following table is devoted to explain the frequencies and percentages of each translation strategy of Baker's model (2018).

The translation strategy	The frequency	The percentage
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The strategy of total equivalence	9	45%
The strategy of partial equivalence	4	20%
The strategy of borrowing	0	0%
The strategy of paraphrasing	4	20%
The strategy of partial omission	1	5%
The strategy of total omission	2	10%
The total	20	100%

Table (1) The frequencies and percentages of translation strategy of Baker's model (2018)

The above table shows the frequencies and the percentages of the translation strategies used in the translation of the advertisements by Asia Cell Telecom Company. It is obvious that the most highly used strategy is the strategy of total equivalence where it constitutes (45%) of the total percentage. On the contrary, the least used strategy is the one of partial omission. It represents only (5%) of the total percentage. It is worth noting that the strategies of partial equivalence and paraphrasing are used with the same percentage which is (20%). While the strategy of total omission is used only twice which represents (10%) of the total percentage; the strategy of borrowing is not used in the translation of these advertisements.

In order to give more clarification for the percentages of each one of these translation strategies, they are represented in the following chart:

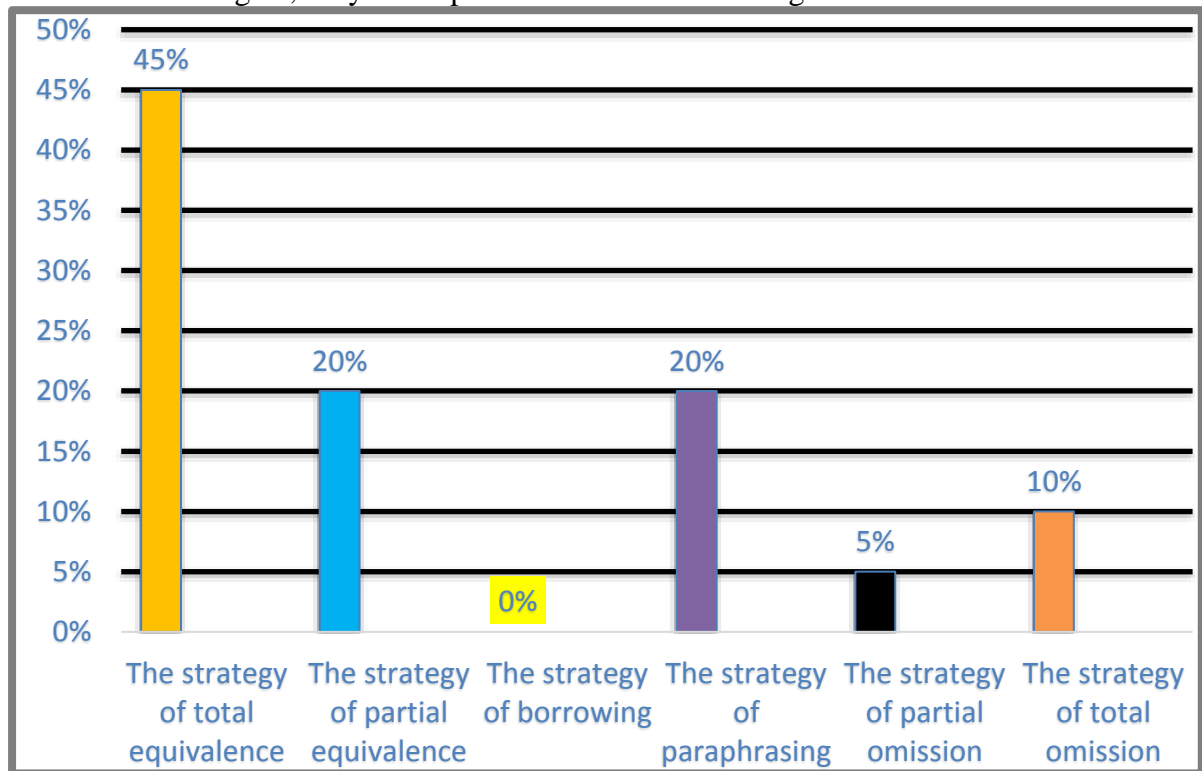


Figure (1) The percentages of translation strategies of Baker's model (2018)

It should be mentioned that in the analysis of the above advertisements, it is found that some phrases are translated communicatively while others semantically (literally). Therefore, the frequencies and the percentages of communicative and semantic translation methods which belong to the model of Newmark (1988), they are represented in the following table:

The translation method	The frequency	The percentage
The communicative translation method	11	55%
The semantic translation method	9	45%
The total	20	100%

Table (2) The frequencies and percentages of translation methods of Newmark's model (2018)

The above table reveals that the communicative translation method is more frequently used than the semantic one. while the former is used (11) times which represent (55%) of the total percentage, the latter is used (9) times and this represents (45%). These percentages are represented in the following chart:

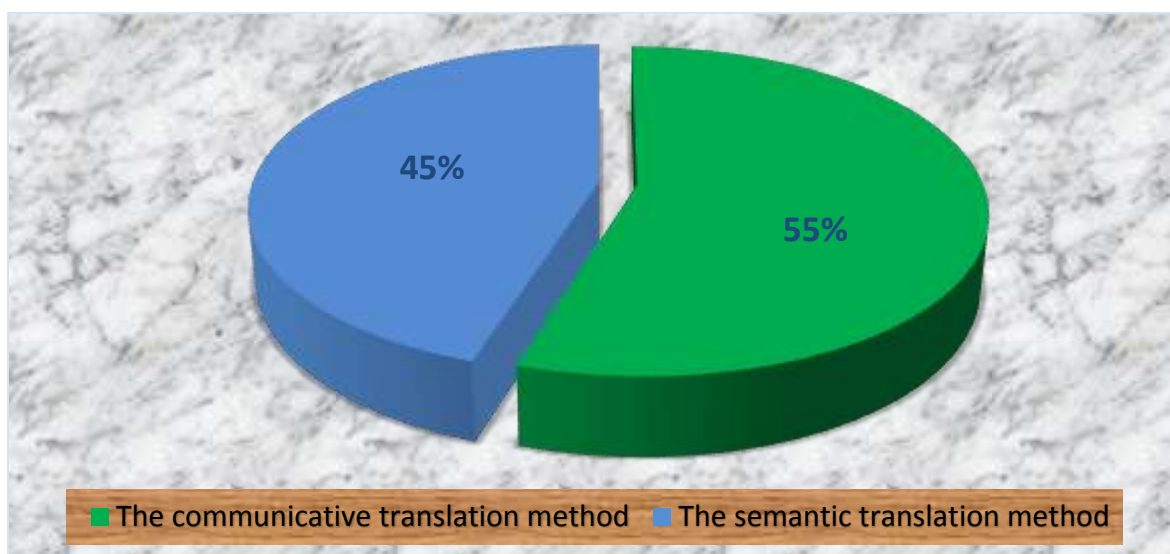


Figure (2) The percentages of translation methods of Newmark's model (2018)

Conclusions

The analysis and discussions of the translation of these advertisements reveal that different strategies could be used in rendering one advertisement from the SL to the TL. It is evident that some of the strategies are more frequently used than others. One of the main reasons behind using these different strategies is the conveying of the intended

purpose of an advertisement. The analysis of the data reveals that whenever the strategy of total equivalence is used, an expression or a phrase should be translated semantically (according to the semantic translation approach). In contrast, whenever other strategies are used, an expression or a phrase should be translated communicatively (according to the communicative translation approach). This conclusion is justified in the correspondence in the percentages between the total equivalence strategy and the semantic translation method where each of them represents (45%) of the total percentage.

In the same way, all the percentages of the other strategies of translation (the strategy of partial equivalence, the strategy of borrowing, the strategy of paraphrasing, the strategy of partial omission and the strategy of total omission) are equal to the percentage of the communicative translation method which is (55%). Thus, it can be said that in the translation of advertisements, the communicative translation method is more frequently used than the semantic one since it focuses on the conveying of the intended meaning rather than the semantic equivalence.

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