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Collaborative Translation of English Foreign Formulas in the Hybrid Economic Texts into Arabic

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Keywords: <ul style="list-style-type: none">- Hybrid- Economic- Collaborative- Translation- Literal	Abstract <p>The current paper investigates the English foreign formulas in the hybrid economic texts to maintain the economic flavour by means of the collaborative translation. This paper tries to extend the horizon of interest in the collaborative translation through which translators can carry the major informational weight in the hybrid economic texts. Due to the space limitations of the paper, it is far better to lay great focus only on the foreign formulas that have acquired pure economic meanings. Since neologisms of English economic texts develop continually, the paper tends to adopt the collaborative translation. Thus, three professors of economics are consulted regarding the economic-based meanings to render the formulas collaboratively and in a non-traditional way. The study also verified that through the collaborative translation, translators can convey the essence of the source economic text into the target one.</p>
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الترجمة التعاونية للصيغ الانكليزية الدخيلة على النصوص
الاقتصادية
الهجينة إلى اللغة العربية

م. عبدالستار محمود محمد عبدالله

المديرية العامة للتربية في محافظة صلاح الدين

<p>الخلاصة: تتناول الورقة البحثية الحالية الصيغ الدخيلة على النصوص الاقتصادية الانكليزية الهجينة لتحافظ على النكهة الاقتصادية من خلال الترجمة التعاونية، و تعد هذه الدراسة محاولة لتوسيع أفق الاهتمام بالترجمة التعاونية التي من خلالها يستطيع المترجمون أن ينقلوا المعنى الرئيس في النصوص الاقتصادية الهجينة ، ونظراً لضيق مساحة هذه الورقة فليس من الممكن أن تُعالج كل الصيغ الدخيلة لكن من الأهمية بمكان أن تهتم بالصيغ الدخيلة التي اكتسبت معانٍ اقتصادية صرفة ، وبما أن الألفاظ الجديدة في النص الاقتصادي الانكليزي تتطور باستمرار، فالورقة الحالية تعتمد الترجمة التعاونية ولذا فقد تم استشارة ثلاثة أساتيد جامعيين مختصين بالاقتصاد وإدارة الأعمال بخصوص المعاني الاقتصادية ليتمكن الباحث من ترجمة هذه الصيغ بشكلٍ تعاوني و غير تقليدي ، و كذلك أثبتت الدراسة أنه من خلال الترجمة التعاونية فالمترجمون يستطيعون أن ينقلوا روح النص الاقتصادي من لغة الأصل إلى لغة الهدف .</p>	<p>الكلمات الدالة:-</p> <p>- هجين - إقتصادي - تعاوني - ترجمة - حرفية</p> <p>معلومات البحث تاريخ البحث:</p> <p>الاستلام: 3-10-2021 القبول: 5-12-2021 التوفر على النت 23-1-2022</p>
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Introduction

No one denies that translators cannot master all spheres of sciences, due to several reasons, like, time, effort and so on. Furthermore, sciences, from time to time, develop and update tremendously throughout the world . Thus, one can notice the high frequencies of vocabularies because of the revolution of information technology which enters every place . The same thing is applicable to the field of economics which has its own terms that are occasionally misunderstood by even native speakers of English . It is quite obvious that these developments reflect its new terminologies on any variety of language in general, and on the economic texts in particular . Translators, especially those who are with crude experience of economic language, are advised to work collaboratively with a certain team of specialists in the domain of economics and in the field of translation as possible as they can. Depending on such a cognitive experience, translators can achieve more appropriate translation which could be grasped by most of the readers of the target text .

1. Aims of the Study

The current study aims at the following :

1. Identifying the formulas in general, whether they are literary, legal and the like, which are foreign to English economic language to render them into Arabic collaboratively .
2. Removing any sort of foreignness in the hybrid economic text through the maintenance of the essence and flavour of the economic text .
3. Proposing the most appropriate collaborative translations for each economic text which the foreign formula is located in . .

2. Translation Concepts

"Translation is an incredibly broad notion which can be understood in many different ways . For example, one may talk of translation as a process or a product, and identify such sub-types as literary translation, technical translation, subtitling and machine translation" (Shuttleworth and Cowie, 2014 : 181). It is quite evident that some of translation theorists adopt linguistic and textual views in their definitions of translation . "Translation can be defined as the result of a linguistic-textual operation in which a text in one language is re-contextualized in another language. As a linguistic-textual operation, translation is, however, subject to, and substantially influenced by, a variety of extra-linguistic factors and conditions" (House, 2015 : 2) .

3. Covert and Overt Translation

It is of great significance to draw a distinction between these types as in :

3.1. Covert translation

"It is the process in which the reader reads the target text as if it is a part of the target culture . So, translator must try to make the target text function in target language without any sort of reference to the product .

3.2. Overt translation

"It is the process in which the readers reads the target text as though s / he reads something translated, i.e. with clear reference to the source culture" (Colina, 2015 : 20)

4. Process of Adjustment

Hatim and Munday (2004 : 253) state that some translation challenges may take place on the micro-level. For example, challenges could be on the lexicon, syntax, semantics, or pragmatics . "Translators sometimes resort to the process of adjustment, in an attempt to arrive at a wording that communicates ST meaning without offending against TL linguistic and rhetorical norms". Shuttleworth and Cowie (2014 : 6) point out that Nida defines the purposes of the adjustment techniques as in : (1) permit adjustment of the form of the message to the requirements of the structure of the receptor language;(2) produce semantically equivalent structures;(3) provide equivalent stylistic appropriateness; (4) carry an equivalent communication load".

5. Hybrid Text

It is essential to clarify the concept of the hybrid text in a nutshell . It is quite obvious that the hybrid text is clearly produced due to the association of economic text with the other text-types .Text is defined as "the verbal record of a communicative event; it is an instance of language in use rather than language as an abstract system of meanings and relations"(Baker, 2012 :121) . "What we consider hybrid texts are those

that combine more than one pre-existing discipline, environment, such as law, medicine, environment, etc. In other words, a hybrid text is built around more than one existing field of specialization" (Poirier and Hernandez, 2018 : 64) .

6.Data Collection

The data has been collected from a very comprehensive dictionary entitled "UNDERSTANDING AMERICAN BUSINESS JARGON by Folsom (1997) . This dictionary mainly lays great focus on the business texts. The paper highlights only some foreign formulas which turned out to take a pure economic meaning .The English meaning for each formula has been taken from this dictionary. Basically, the foreign formulas which lies outside the Arabic economic culture are highlighted more and more.

The team of the collaborative translation includes the following professors with the researcher as a translator who consulted them :

(1) Prof. Dr. Fawzia Ghalib Omer, PhD in Economics, a lecturer at College of Financial and Banking Sciences / Alkitab University

(2) Assist. Prof. Dr. Jamal Hadash Muhammad ,Head of Department of Financial Management and Banking Sciences/ Tikrit University / College of Administration and Economics

General Specialization : Business Administration

Subspecialty : Financial Management

(3) Lecturer : Ahmed Farhan Muhammed, M.A. Holder in Business Management at Alkitab University

Foreign Formula (1) : (**big bite**)

SL Text

The legislation is designed to prevent 15 income-tax states from relentlessly pursuing retired citizens into no-tax states and taking a big bite of tax-deferred retirement accounts .

Discussion

It goes undeniable that the economic meaning of the above-quoted foreign formula 'big bite' is radically different from the literal one which is usually utilized outside the scope of economics . "In literal translation proper, the denotative meaning of words is taken as if straight from the dictionary (i.e. out of context), but TL grammar is respected (Dickins, et al. 2017 : 14)". As far as the economic meaning of "**big bite**" is concerned, it can point out to the meaning of "**large amount**" (Folsom, 1997 : 18) . Furthermore, it is noticeable that the literal meaning of the foreign formula "big bite" is quite misleading in the economic text . If it is rendered literally into "عضة كبيرة", the whole economic text will be extremely vague . At the same time, translators cannot ignore the literal meaning totally . If they rely, to a certain extent , on this literal meaning, they may have the capacity to achieve the communicative translation with the collaboration of the economic specialists .

Proposed Rendering

على الهيئة التشريعية أن تمنع خمس عشرة دولة ذات دخل ضريبي من ملاحقة المتقاعدين في الدول التي لا تفرض ضرائب وكذلك تمنعهم من تقاضي أموالا طائلة من الحسابات التقاعدية

Foreign Formula (2) : (**bull's eye**)
المدخرة من الضريبة التقاعدية

SL Text

Make your organization a bull's eye for HEADHUNTERS .

Discussion

It is essential to point out that source content of the economic texts usually is more complex . The tools used to translate are more efficient , reliable and accessible .Such economic changes affecting translation in recent decades, and their implications for translation quality, must be examined in more depth in the current paper (Drugan, 2013 : 8)" . In addition, the economic meaning serves a crucial role in representing the communicative meaning . To illustrate further , as regards the economic meaning of the foreign formula "bull's eye," it can convey the sense of one of the following : "A perfect score, match, or outcome" (Folsom, 1997 : 29) . The context of the situation can determine which one is the most suitable . Then, it will be easier to be rendered collaboratively into Arabic . If the translator tries to render the above-quoted foreign formula literally into 'عين الثور' *ayn althawr* , loss in translation could be produced and the meaning will be vibrated or misleading . Translators are advised to render such a formula collaboratively with those who are highly interested in business matters to create a communicative translation .

Proposed Rendering

حقق الأهداف المنشودة لمُجمَع شركات هد هنترز .

Foreign Formula (3) : (**buy down**)

SL Text

Mrs. Jack must **buy down** to the GREAT car company .

Discussion

Much ink is a must to be spilt on investigating the economic meaning of the foreign formula "buy down" to avoid "importing the meaning of the foreign text which can potentially dislocate or locate the whole of the native structure"(Munday, 2012 : 246) . As regards, the economic meaning of the foreign formula under investigation, Folsom (1997 : 30) points out that it could imply the following : "A cash payment made to a lender in return for a lower interest rate". It is quite obvious that the formula can pose great challenges on the part of translators . The translators can grasp the general meaning through the literal one of the formula . They are advised to consult those who are competent in the field of economics . Then, translators may succeed in rendering the formula under investigation properly .

Proposed Rendering

يتحتم على السيدة جاك أن تسدد ما عليها لصالح شركة كزيت للسيارات نقداً مع الفائدة .

Foreign Formula (4) : (**cash cow**)

SL Text

Amgen's **cash cow** drugs Epogen and Neupogen are maturing so annual revenue growth are expected to slow to 16% .

Discussion

It is of high importance to devote a sufficient room for a thoroughly discussion of the foreign formula "cash cow" . Proirier and Hernandez, 2018 : 65) mention that "a specialist in all the fields such as legal, literary and so on would be the best profile for a translator of a hybrid text" . Since such a specialist is usually unattainable, collaborative translation is adopted . So, Folsom (1997 : 33) remarks that the economic meaning of the foreign formula "cash cow" is : "Business in a slow growth market that generates surplus revenue". As noted above, no translator can communicate with the intended meaning of the above-quoted foreign formula if it is left without any clarification .The strategy translators are advised to follow is explicitation to replace the verbal phrase "buy down" by an equivalent clause so as to render the source foreign

formula meaning in a way that goes well with the criteria of economic language as possible as they can .

Proposed Rendering

عائدات عقاقير اليبوجن و النيوبوجن المدرة للنقدية الفائضة عادة تحققها شركة اميجن سنويا من خلال استراتيجيات البقرة الحلوب ، و من المتوقع أنها ستتنخفض إلى ١٦% .

Foreign Formula (5) : (**Chicago boys**)

SL Text

Chicago boys can boost America's Economy .

Discussion

There is no doubt that a sort of semantic oddness lies in the whole meaning of the text if it is tackled for the first time , i.e. أولاد شيكاغو سيتمكنون من جعل اقتصاد أمريكا مزدهراً . One must bear in mind that Chicago is not only responsible for the America's Economy but also for all the world economy . Consequently, even the boys in Chicago are highly interested in the economic matters . "Here, translators need to focus on the communicative translation which, in turn, highlights the function of the translation" (Colina, 2015 : 19) . Furthermore, communicative translation cannot be produced unless the economic meaning is activated to convey the intended message of the text . To illustrate further, Folsom (1997 : 36) highlights the fact that the economic meaning of the foreign formula under discussion is : "Monetary economists; University of Chicago economists". It seems that the economic meaning is totally different from the literal one .When the SL noun phrase "Chicago's boys" is rendered into "أولاد شيكاغو" , the text receiver will be astonished because it is irrelevant to the nature of such an expression in the English economic texts . Thus, by means of the above literal meaning, translators may be able to render this text properly.

Proposed Rendering

سيتمكن اقتصاديو ولاية شيكاغو من جعل اقتصاد امريكا مزدهرا أكثر.

Foreign Formula (6) : (**cook the books (to)**)

SL Text

A company can use "CREATIVE ACCOUNTING" to make its financials look the way it wants them to, the federal government can cook its books, too .

Discussion

It is crystal clear that the foreign formula "cook the books (to)" can be rendered in a multitude of different ways , but the radical difference between them must not go unnoticed . Albeit all of renderings could seem appropriate, only the economic one which is done with collaborative translation between translators and economic specialists is the most acceptable one . Then, translators can select the most acceptable one . To illustrate more and more, Folsom (1997 : 41) refers that the intended economic meaning of the foreign formula is : "falsify records". It is usually known that the items of the above formula cannot collocate with each other, even outside the economic text . The key point, here, is how to find a way out toward achieving the appropriate rendering for such foreign formula.

Proposed Rendering

من الممكن أن الحكومة الاتحادية قد تكون غير دقيقة في معظم حساباتها ، لذا فعلى الشركة أن تعتمد برنامج المحاسبة الابداعية لترتقي بمعاملاتها المالية إلى مستوى أفضل .

Foreign Formula (7) : (**drawback**)

SL Text

The **drawback** to the banks must not exceed the dated time .

Discussion

First of all, one cannot claim that underneath the foreign formula "drawback," there must not be a sort of an economic meaning since the whole text undergoes the economic sense . Here the best strategy to be followed is "the explicitation which frequently leads to TT stating ST information in a more explicit form than the original by including additional explanatory phrases, spelling out implicatures or adding connectives to "help" the logical flow of the text and to increase readability"(Shuttleworth and Cowie, 2014 : 55). Thus, Folsom (1997 : 56) shows that "drawback" could imply the sense of "Repayment of a customs duty when goods are exported again" . The above foreign formula seems that it does not make any sort of sense for most of translators because it appears for the first sight that its meaning, i.e. "drawback" is the usual one which is "problems" . In fact, this is quite different . The rendering will be based on the economic meaning of the foreign formula .

Proposed Rendering

تسديد الرسوم الكمركية للمصارف يجب أن لا يتجاوز الوقت المحدد حتى لا تتضاعف الفائدة.

Foreign Formula (8) : (**fat cat**)

SL Text

A measure from the Clinton Administration , which is intended to make sure expatriating fat cats pay their fair share of taxes.

Discussion

It is quite evident that the strangeness takes place when the foreign formula "fat cat" is contextualized in an economic text . The translators can easily misinterpret a collocation in the source text due to interference from his or her native language . This happens when a source-language collocation appears to be familiar because it corresponds in form to a common collocation in the target language" (Baker, 2012 : 59) . As a matter of fact, Folsom (1997 : 68) states that the economic meaning of "fat cat" is : "tycoon; wealthy person" . As usual, such foreign formula can lead to a great deal of vagueness . It is illogical to render the formula into "القط السمين" , since such a noun phrase cannot be grasped by the text receivers, and especially those who work in the field of economics . The convenient way to be followed is to stick to the economic meaning which may lead translators to produce an acceptable rendering .

Proposed Rendering

الاجراء الذي اتخذه ادارة كلنتن هو التأكيد من أن الأثرياء المغتربين يدفعون سهما مناسباً من الضرائب .

Foreign Formula (9) : (**bag of snakes**)

SL Text

Nowadays some countries suffer from bag of snakes due to corruption .

Discussion

If the translators try to render the foreign formula literally into "حقيبة أفاعي" , they will certainly be a subject of scorn and laughter . The economic meaning of the foreign formula "bag of snakes" could be denoted by : "a business situation or segment which has been full of unfavourable surprises" (Folsom , 1997 : 13) . The literal meaning of the above formula varies very far from the intended meaning . So, translators can render this economic text through the effective collaborative translation .

Proposed Rendering :

بعض البلدان اليوم تعاني من أزمات اقتصادية صعبة للغاية و مفاجئة بسبب انتشار الفساد في مفاصل مؤسساتها .

Foreign Formula (10) : (**little guy**)

SL Text

The little guys have enjoyed some very profitable and possibly portentous victories .

Discussion

It is a well-versed fact that the literal meaning of any piece of talk usually does not meet the needs of the effective renderings. Consequently, a high value must be given to the economic meaning of the foreign formula "little guy" . At first sight, it seems that the identification of "little guy" in a literal way, i.e. "رجل صغير" is enough for the sake of producing a convenient rendering . In contrast, translators must exert all their energy in order to arrive at the intended meaning of foreign formula from an economic perspective . In this vein, Folsom (1997 : 119) states that the economic meaning of "little guy" is "small investor" .

Proposed Rendering

قد حقق المستثمرون الصغار بعض الارباح الكثيرة باستثمار الفرص المتاحة .

Foreign Formula (11) : (**lose one's shirts (to**)

SL Text

U.S. investors did venture abroad from time to time . But they often lost shirts .

Discussion

It should be noted that the main task of translators is to map collaboratively the fundamental differences between the literal and the economic meaning of the foreign formula "lose one's shirts (to)" . Again, if translators are keen on finding out the accurate rendering , they must dig deep to arrive at the intended economic meaning . By means of collaborative translation, translators will be able to achieve appropriate renderings since such a type of translation usually gives much greater weight to the nuts and bolts of the foreign formula under discussion . The issue at play states that translators must establish eye contact with the communicative translation which can be achieved throughout the collaborative translation . Folsom (1997 : 121) remarks that the economic meaning of the foreign formula under investigation is "lose a significant amount of money" .

Proposed Rendering

كثيرا ما غامر المستثمرون الأمريكيان خارج بلادهم مما جعلهم يخسرون مبالغاً مالية كثيرة .

Foreign Formula (12) : (**on the take**)

SL Text

Carriers say shippers and receivers are on the take, while shippers say carriers are more unabashed than ever about trying to buy their business with entertainment and bribes .

Discussion

There will be routine techniques in which most of translators tend to produce their renderings for hybrid text . In contrast, few translators try their best to select the techniques which will aid them to mirror the hidden intentionality within the economic hybrid text . Here, translators are advised to pause a moment to consider the huge gap between the hybrid text and any other text . In addition, it is essential to consult those who are , every time , indulged in treating the economic works to make wide use of their life-long experience regarding the economic texts . The economic meaning of the above foreign formula could clearly imply the following : "accepting bribes or illegal payments" (Folsom , 1997 : 144) .

Proposed Rendering

يُصرح الحمالون (الموردون) أن عمال التعبئة و عمال الاستلام يتعاطون الرشوات و الأموال غير المشروعة بينما يصرح عمال التعبئة بأن الحماليين هم بلاخجل و أكثر من قبل يحاولون شراء تجارتهم بالرشوات .

Table of Replacement of Literal, Economic or Communicative Meanings

No.	Foreign Formula	Literal Meaning	Economic Meaning
1.	big bite	عضة كبيرة	مبلغ من المال كبير
على الهيئة التشريعية أن تمنع خمس عشرة دولة ذات دخل ضريبي من ملاحقة المتقاعدين في الدول التي لاتفرض ضرائب وكذلك تمنعهم من تقاضي ----- من الحسابات التقاعدية المدخرة من الضريبة التقاعدية .			
2.	Bull's eye	عين الثور	نتائج عظيمة ، مباراة ، دخل
. حقق ----- لمُجمَع شركات هد هنترز			
3.	Buy down	يشترى	يسدد ما عليه نقداً أو بفائدة
يتحتم على السيدة جاك ----- شركة كريت للسيارات نقداً مع الفائدة			
4.	Cash cow	بقرة نقدا	تجارة في سوق نموه بطيء وينتج عائدات فائضة
عائدات عقاقير اليبوجن و النيوبوجن ----- عادة تحققها شركة اميجن سنويا من ١٦ خلال استراتيجية البقرة الحلوب ، و من المتوقع أنها ستنخفض إلى ١٦ % .			
5.	Chicago boys	أولاد شيكاغو	اقتصاديو ولاية شيكاغو
سيتمكن ----- من جعل اقتصاد امريكا مزدهرا أكثر .			
6.	Cook the books (to)	يطبخ الكتب	يخطيء في الحسابات
من الممكن أن الحكومة الاتحادية قد تكون-----، لذا فعلى الشركة أن تعتمد برنامج المحاسبة الابداعية لترتقي بمعاملاتها المالية إلى مستوى أفضل			
7.	Drawback	مشكلة	تسديد الرسوم الكمركية عندما تصدر البضائع مرة ثانية
----- يجب أن لا يتجاوز الوقت المحدد حتى لاتتضاعف الفائدة .			
8.	Fat cat	قط سمين	شخص تزي ، غني
الاجراء الذي اتخذته ادارة كلنتن هو التأكد من أن ----- يدفعون سهما مناسبة من الضرائب .			
9.	Bag of snakes	حقيبة أفاعي	وضع تجاري محفوف بالمفاجئات المرعبة
بعض البلدان اليوم تعاني من ----- بسبب انتشار الفساد في مفاصل مؤسساتها .			
10.	Little guys	الرجال الصغار	المستثمرون الصغار
قد حقق المستثمرون الصغار بعض الارباح الكثيرة باستثمار الفرص المتاحة .			
11.	lose one's shirts (to)	يضيع قمصانه في	يخسر مبلغاً كبيراً من المال
كثيرا ما غامر المستثمرون الأمريكيان خارج بلدهم مما جعلهم ----- .			
12.	On the take	على المأخذ	قبول الرشوات و الأموال غير المشروعة
يصرح الحمالون (الموردون) أن عمال التعبئة و عمال الاستلام ----- بينما يصرح عمال التعبئة بأن الحماليين هم بلاخجل و أكثر من قبل يحاولون شراء تجارتهم بالرشوات .			

Discussion

It should be born in mind that the economic meaning of any foreign formula in the current study does not necessarily suit the whole text . It is of great value to take into consideration the afore-mentioned table clearly to show that translators can double check the acceptability and eligibility of any version of translation by means of the replacement of the literal meaning with the economic one or even the communicative

one . First of all, translators, as critics, could put the literal meaning in the specified dash and read the whole text, if it is inappropriate, this is usually what is expected, then the literal meaning can be replaced by the economic one .

Certainly, the huge difference will be worked out explicitly . In a case, the economic meaning does not fit the hybrid economic text, again translators must rely heavily on the economic meaning to arrive at the communicative one in a systematic way . In so doing, doubt cannot be cast regarding the extent of the appropriateness of the versions of the translations . If the economic meaning does not go well with a certain text, translators must try their best to adjust the text to refine it in a more elegant way . Right now, it became more obvious that it is justifiable to translate these versions collaboratively .

Conclusions

The conclusions that have been arrived at are as follows :

1. Since foreign formulas are apt for a great deal of neologisms in a continuous way, collaborative translation is the best solution to achieve the effective renderings .
2. Nowadays the availability of encyclopedic people is very rare which will affect, in a negative way, translating the economic hybrid texts without resorting to those who are specialists in economics .
3. A particular weight is not given to the hybrid texts by a large number of translators because they usually put the hybrid text and any other text on an equal footing .
4. Only one foreign formula can change the whole meaning of the text radically if it is misunderstood .
5. Because of the huge gap between the concept of text and the academic language which are utilized by most of those who try to render economic texts, translators will certainly encounter great difficulties in finding out the suitable equivalents .
6. Foreign formulas enter the field of economics in a continuous way, so translators can never come up with most of foreign formulas in the area of economics .
7. Lexical gaps pose so many challenges in the way of rendering the formulas of English economic text .
8. Collaborative translations of the foreign formulas supply the markets of translation with a large number of authentic and reliable versions of economic translation .

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