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## Assessing The Translation of Arabic Advertisement: Zain Iraq Telecom As a Case Study

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### Abstract

Advertisement is a distinguished form of communication that is delivered to its intended audience through various media including, newspaper, magazines, and websites. The current study is concerned with assessing the translation of advertisements on Zain Iraq telecommunication company's website. The study hypothesizes that adopting semantic translation to translate advertisement tends to deviate the original meaning. To achieve this, six advertisements along with its translations were selected as the sample of the study. The samples were assessed

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according to Newmark (1988) and Mona Baker's (2018) models. Each of these two models has its own strategies of translation. The study concludes that various strategies could be utilized in order to conduct the translation of advertisements. Semantic translation doesn't deviant the meaning of an advertisement.

**Key Words:** Translation assessment, advertisements, Zain Iraq, total equivalence strategy, Partial omission strategy.

## تقويم ترجمة الإعلانات العربية: إعلانات شركة زين للاتصالات أنموذجاً

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### المستخلص

الإعلانات هي شكل من أشكال الاتصالات التي تُقدم إلى الجمهور من خلال وسائل عدة من بينها الصحف والمجلات والمواقع الإلكترونية. تهتم الدراسة بتقييم ترجمة بعض الإعلانات المختارة من شركة زين العراق للاتصالات. تفترض الدراسة أن تبني استراتيجية الترجمة الدلالية في ترجمة الإعلانات يُحرف المعنى الأصلي للإعلان. للتحقيق من هذه الفرضية، اختيرت ستة إعلانات كعينة للبحث. يتم تقييم ترجمة هذه الإعلانات المختارة وفقاً لنموذج نيومارك (1988) و منى بيكر (2018). لكل من هذه النماذج استراتيجياته الخاصة. خلُصت الدراسة أنه يمكن استخدام استراتيجيات مختلفة لترجمة الإعلانات من ضمنها استراتيجية الترجمة الدلالية التي لا تُحرف المعنى الأصلي للإعلان.

الكلمات المفتاحية: تقييم الترجمة، الإعلانات، شركة زين العراق، التكافؤ الكلي، الحذف الجزئي

### 1. INTRODUCTION

With the increase of global communications, advertisements have found its way into people's life. Advertisements nowadays are widely important that it becomes part of contemporary life. Companies and institutions compete each other to reach as many as consumers as possible in order to sell its services and products. To achieve this, companies advertise not only in its native language, but also in other languages that a

potential consumer can understand. Therefore, they are demanded to translate the advertisements in different languages.

The advertisement must be rendered adequately and adjusted into the targeted culture. A translator, with a sound good knowledge of practice and theory of translation of advertisement, can bring in a rendered advertisement that sells the advertised products. However, a great challenge in this task is the maintenance of effect and attractiveness by using a good style. The importance of translation in the world of advertising is that it "enables the company to stand out in a highly competitive market. (Abusanaina:2017,34-35)

## **2. ADVERTISMENT**

Kotler and Levy (1969:12) define advertisement as "any paid form of non-personal presentation of goods, services or ideas by an identified sponsor".

Smith (2002:103) offers a definition towards defining what an advertisement is in contemporary society: an advertisement is a one-way discourse which is paid for and controlled by an advertiser. It uses techniques and practices to bring the attention of mass audience to products, services, or opinions through a public medium with "intention of changing the will, opinions, or attitudes of that audience and persuading" it to act in a way that benefit the advertiser.

For Aiwei (2010:64), advertisement is a form of communication to promote the sale of products, influence public opinion and to get political support. It is different from others types of communications in that advertiser pays the medium to deliver the message. In return, the advertiser controls the message. In nowadays world, big money is spent on advertisements to promote products. All business firms whether retailers, manufacturers advertise to gain respected and highly regarded corporate name. (Aiwei, 2010:64)

Advertiser is concerned with promoting goods and services, charities, public services and health campaigns. it can be found in variety of media and not only in the printed medium. the motivation behind it is not only to bring (products or services) to notice, but also to improve sales and brand recognition, change the audience's perception of a brand. (Smith 2002:103)

The aforementioned definitions reveal that advertisements are useful and powerful form of promoting services by which Zain company has used to promote its services to consumers.

### **2.1. WHAT ADVERTISING DOED?**

The overall motive behind advertising is to increase the sales of products. However, there are a few secondary motives which are equally important. It is used to position a firm, its

products or services. It enhances and maintains an image, change a negative image and launch a new product. It promotes "the product's unique selling position and maintain communication with customers; enter new market, reduce the cyclical nature of product sales, discourage or intimidate competition, promote use for an existing product". It educates the potential customers on the need to purchase the product. (Smith, 2002:103)

### **3. METHODOLOGY**

The aim of the present study is to assess the translation of selected advertisements from Zain telecom. The study hypothesizes that the use of semantic translation method deviant the meaning. Six selected advertisements are carefully assessed according to Newmark's model (1988) as well as Mona Baker's model (2018). The following is an explanation of the two models:

#### **3.1 Newmark's Model (1988)**

In his book titled "approaches to translation", Peter Newmark (1988: 38-39) proposes two commonly and widely used strategies of translation. They are the communicative and semantic translations. Communicative translation attempts to produce on readers an effect that is closely possible to that obtained on the readers of the original text. 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". Moreover, it stresses on the force of the message rather than the text. However, semantic translation attempts to translate, as closely as the semantic and syntactic structures of the target language permit, the exact contextual meaning of the original. The semantic 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". It tends to be "more informative but less effective."

On one hand, communicative translation is "smoother, simpler, clearer, more direct, more conventional, conforming to a particular register of language, tending to under translate". It employs more generic words in difficult passages. On the other hand, the semantic 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 "over translate, 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. " (Newmark, 1988: 38-39).

### **3.2 Mona's Model (2018)**

In her book titled "in other words: a coursebook on translation", Mona Baker (2018:77) proposes six basic strategies that enable the translator to cope with the problems during the translation process. They are elucidated in the following lines:

1. Total equivalence strategy: in this strategy, translators can use a linguistic expression that is similar in meaning and form. However, finding a linguistic expression of "similar meaning and similar form in the target language may seem to offer the ideal solution, this kind of matching cannot happen in many cases. (Mona, 2018: 79)
2. The strategy of partial equivalence: in this strategy, it is possible to find a fixed expression in the target language which has a meaning similar but consists of different lexical items to that of the source. ( ibid)
3. The strategy of borrowing: it involves idea that translators can borrow an "expression from the SL text and use it in the TL text". The borrowing of a linguistic expression from one language into another can convey the intended meaning in some contexts. (ibid: 80).
4. Paraphrasing strategy: This strategy involves the "translation by paraphrasing". Translators can provide a brief illustration for the intended meaning of the SL expression when they use it in the TL. It is especially used "when a match cannot be achieved in the TL text or when it seems inappropriate to use idiomatic language in the TL text because of differences in stylistic preferences of SL and TL". It is used in translating linguistic expressions which seem to be less cultural bounded than others (ibid: 81).
5. Partial omission: it involves omitting certain linguistic expressions from the SL text in translating them into the TL with the assumption that they can be understood out of the context. Therefore, what is written in the SL is not necessarily to be conveyed literally in the TL (ibid).
6. 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).

### **4. DATA ANALYSIS AND DISCUSSION**

The present study is concerned with assessing the translation of advertisements published on Zain Iraq website. Zain Iraq is a communication company which advertises its services and products in English and Arabic. Thus, Arabic language is intuitively

considered to be the source language and English as the target language. It is worth noting that the study uses qualitative and quantitative methods in analysis and discussion of selected data.

**Advertisement (1)**

SL	TL

The intention of the advertisement is to encourage clients to buy new SIM cards which come with new services and offers for them. In the translation of the advertisement, the phrase "اضعاف الرصيد" is translated into "multiplied credit" using the strategy of total equivalence. The words literally rendered in the TL. "الرصيد" translated into "credit" and multiplied for "اضعاف". Thus, the semantic translation method is used.

In the second part, the phrase "تصرفه مثل ما تريد" rendered into "spend it as you please". Here, the partial equivalence is strategy is used in the translation in which the expression in the SL "مثل ما تريد" weren't literally translated. The translator here employed a word which is "please", means in Arabic (يسرك) to achieve the intended message though the word "want" which is an equivalent to "تريد" can be used. Thus, a communicative method is used. In addition, "فري سوشيال ميديا" was rendered using borrowing strategy. However, the word "اكيد" was omitted from the TL translation. Therefore, the communicative method is used in the translation.

**Advertisement (2)**

SL	TL
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In this advertisement, the company wants to bring the attention of its clients to the new offer in order to subscribe. Thus, a culture related phrases was used to achieve that goal.

However, in the translation, the translator opts to render the first phrase "المزاج بالسفر عالي" into "Your vacation is in safe hand". In this case, the translator used a total omission strategy. The whole phrase was omitted and replaced with another one. It is obvious that the words translated communicatively in the TL. The above phrase can be rendered "boost your mood during travelling"

In the second part, the translator renders "والانترنت صار دبل للغالي" into "With double the internet". The translator uses strategy of partial equivalence where the meaning of the phrase is achieved with different lexical items. The translator omitted the word "للغالي" from the translation and then added "to suit all your plans". Thus, communication method is used in the translation.

### Advertisement (3)



The purpose of the advertisement is to encourage the clients to buy internet devices in order to enjoy the high speed of the internet. The phrase, "اشترى من مجموعة راوترات زين فاي المميزة" is rendered into "get ZainFi's premium Router" using the partial equivalence strategy. The translator uses the word "get" to stand for "اشترى" and deletes the word "مجموعة" from the translation in order to be natural. In addition, the word "premium" is



used to give the meaning of "المميزة". In this case, communication translation method is used.

Similarly, the phrase "اداء من نوعه فريد" rendered by into "unique performance" using a partial strategy where meaning is achieved by different lexical items in the TL. The word "من نوعه" is omitted from the translation because adding it, make the phrase strange and unnatural. Thus, communication method is used in the translation.

The phrase "بسعر منخفض جديد" were translated as "at new discounted price" in the translation of this phrase, the strategy of total equivalence used to convey the message. since the same words were translated into English, the semantic method is used.



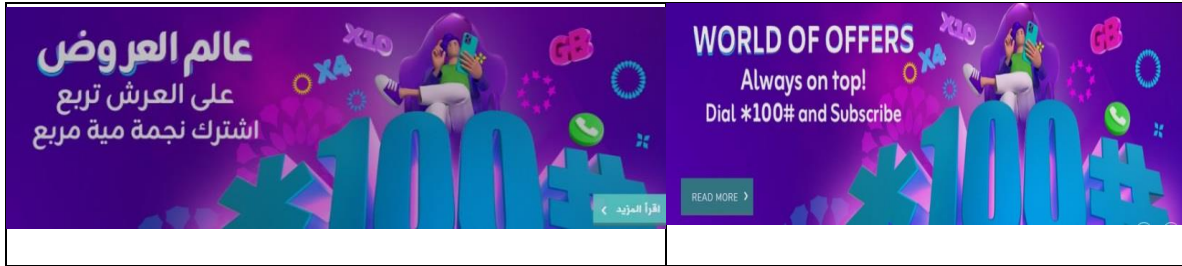
**Advertisement (4)**

The company wants to market it new service to clients by focusing on what the service can bring to them in simple words. The translator renders "ضعف الرصيد" into "get double the credit". The phrase translated by using partial equivalence since the English language structure needs to employ a verb to make the meaning clear. in addition, "بلاش" a colloquial word for "مجاناً" is translated into "for free". Despite the words were literally translated with a verb added to the sentence, Semantic and communicative method are used. However, a better translation for the phrase "ضعف الرصيد بلاش" can be suggested as "Multiplied the credit for free".

**Advertisement (5)**

SL	TL



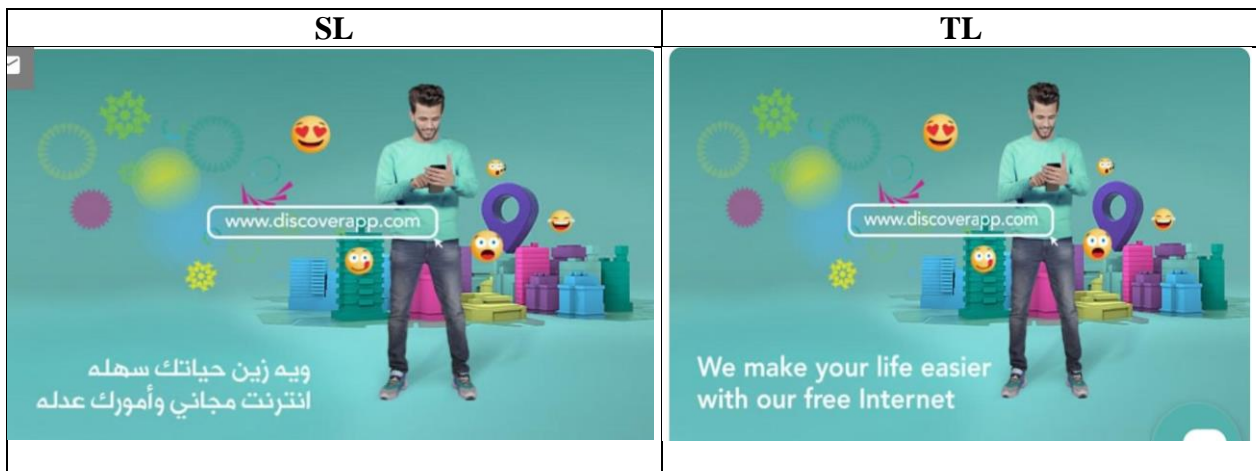


In this advertisement, the company wants to bring the clients a massive offer that meet the needs of the client. The words "عالم العروض" were rendered into "world of offers". The phrase was rendered using total equivalence. The word "عالم" was rendered into "world" and "العروض" was rendered into "offers". Therefore, the semantic method is used in the translation.

The phrase "على العرش تريع" was rendered into "always on top!". In the SL text, the advertiser wants to inform the client that he/she is in the heart of services by this offer. The words weren't literally translated. It is clear that partial equivalence strategy is used. The translation consists of different lexical items but they give the intended meaning. Therefore, communicative translation method is used in translation.

In addition, the phrase "اشترك نجمة مية مربع" was rendered "dial \*100# and subscribe". In the TL, the translator transferred the number from its written form into its digital form and added the word "dial" which means "to call". The word "اشترك" was rendered into "subscribe". Therefore, the partial equivalence strategy is used in translation. Although there is a literal translation for a word, the whole phrase is rendered according to communicative translation method.

#### Advertisement (5)



The advertisement offers free internet to clients of Zain telecom. In the first part, the phrase "ويه زين حياتك سهله" were translated into "we make your life easier". The translation was done using partial equivalence where the meaning is achieved through different lexical items. The translator omits the word "زين", the name of the company and employs

the pronoun " we" to refer to the company. Also, the word "ويه" is omitted from the translation. However, despite of the fact that some words translated literally, the whole phrase were rendered according to communicative and semantic method.

In the second part, the phrase "انترنت مجاني" were translated literally translated into "free internet". The translation is achieved by using total equivalence that is similar in form and meaning. However, the translator omits "امورك عدله". Furthermore, in the TL version, the preposition "with" and pronoun " our" were added into the text though it is not mentioned in the SL. Thus, partial equivalence strategy is used. Thus, semantic and communicative method used in the translation.

## 5. FINDINGS

After conducting qualitative translation assessment analysis on six advertisements from Zain telecom, it is time now to conduct quantitative analyses of frequency in order to reveal which strategies and/or methods used more than others in the translation. The following table gives illustration of frequencies and percentages of translation strategies proposed by Mona Baker's model (2018)

Translation strategy	Frequency	Percentage
Total equivalence	4	20%
Partial equivalence	9	45%
Borrowing strategy	1	5%
Paraphrasing	0	0%
Partial omission	5	25%
Total omission	1	5%
Total	20	100%

Table (1) Frequencies and percentages of translation strategies of Mona baker

The above table is illustrating the frequencies and percentage of translation strategies used in the translation of advertisement from Zain telecom. As shown in the table, the most used strategy is partial equivalence scoring the highest percentage (45%). The second most used strategy is total equivalence strategy with (25%). Moreover, the percentage of using partial omission strategy is (20%). As for total omission and borrowing strategies, they are representing a percentage of only (5%). Paraphrasing strategy wasn't used in translation. To give more explanation for the percentage of each of these strategies, they are represented in the following chart

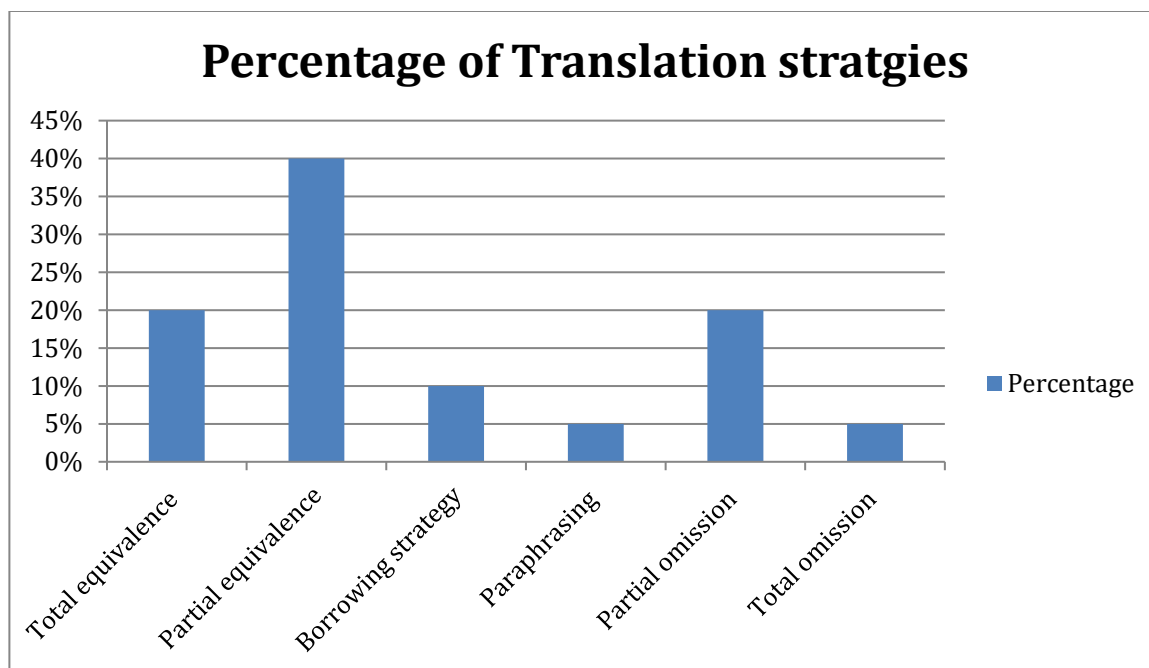


Figure (1) percentage of translation strategies of Mona Baker's model

on another hand, since some of advertisements were translated communicatively and semantically in accord to Newmark's model, it is important to have a clear quantitative analysis of these both methods. The following figures are illustrative.

**Table (2)** frequencies and percentages of translation methods of Newmark

<b>Translation method</b>	<b>Frequency</b>	<b>Percentage</b>
Communicative method	12	67%
Semantic method	6	33%
Total	18	100%

It is worth noting that the table reveals that the communicative method is used (67%) which is highly and mostly used during the translation of advertisements. On another hand, the analysis shows semantic method used (6) times representing a percentage of (33%) of the methods used in the translation process. The following chart represents the percentages of each method:

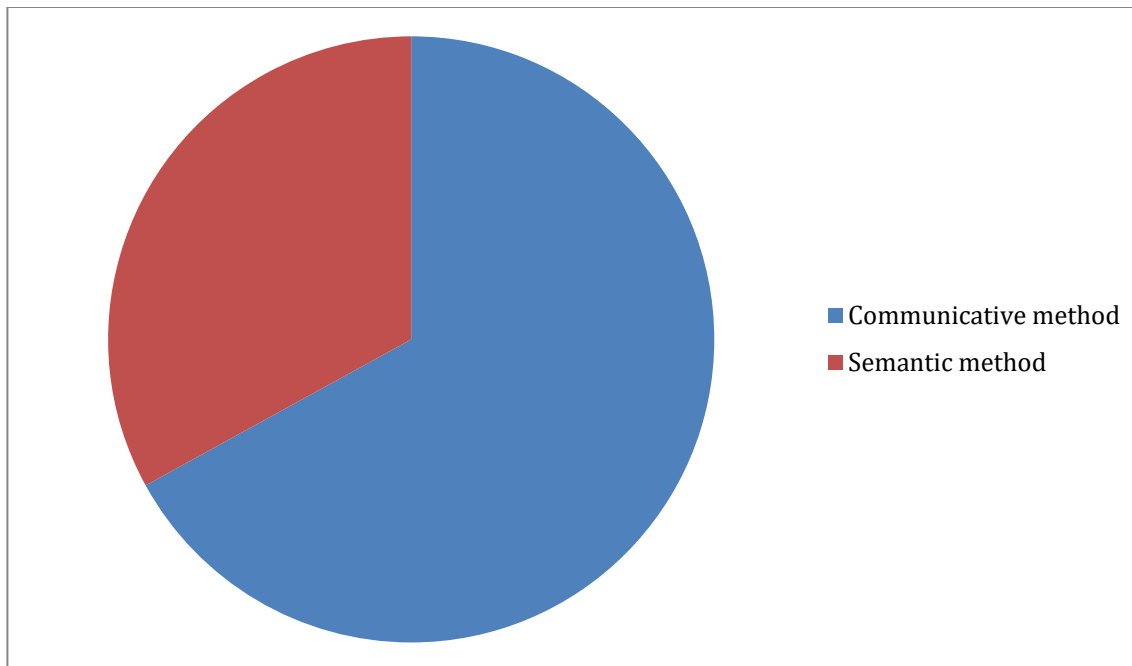


Figure (2) percentage of translation methods of Newmark's model

## **6.CONCLUSION**

The study utilizes six advertisements from Zain telecom and its translation into English. In analyzing these advertisements, the study finds that Zain telecom advertisements have been characterized with use of nominal sentences. However, these nominal structures haven't reflected in the translation. verbal structures have been used. The study concludes that different strategies and methods could be used to translate an advertisement from SL to TL. The study reveals that the more an advertisement has a colloquial word and/or phrases, the more omission strategy is used, particularly if no lexical equivalence is found. Moreover, the analysis of the data shows that it is difficult to restrict the translation of advertisement to semantic method Although the use of semantic translation hasn't changed the meaning of the SL, communicative method is mostly used for majority of the data particularly when cultural and metaphorical expressions is found.

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