

First Semester 2021/2022

General Overview of Translation

Lecture 1: Definition and concept

Translation

Translation is the process of converting an original written text (called the source text) from the source language into a written text (the target text) in the other language. Translation is considered an independent art as it depends on creativity, linguistic sense and the ability to bring cultures closer, and it enables all mankind to communicate and benefit from each other's experiences.

Others believe that translation is the conversion of spoken and written texts into another language, taking into account the cultural and linguistic differences between languages.

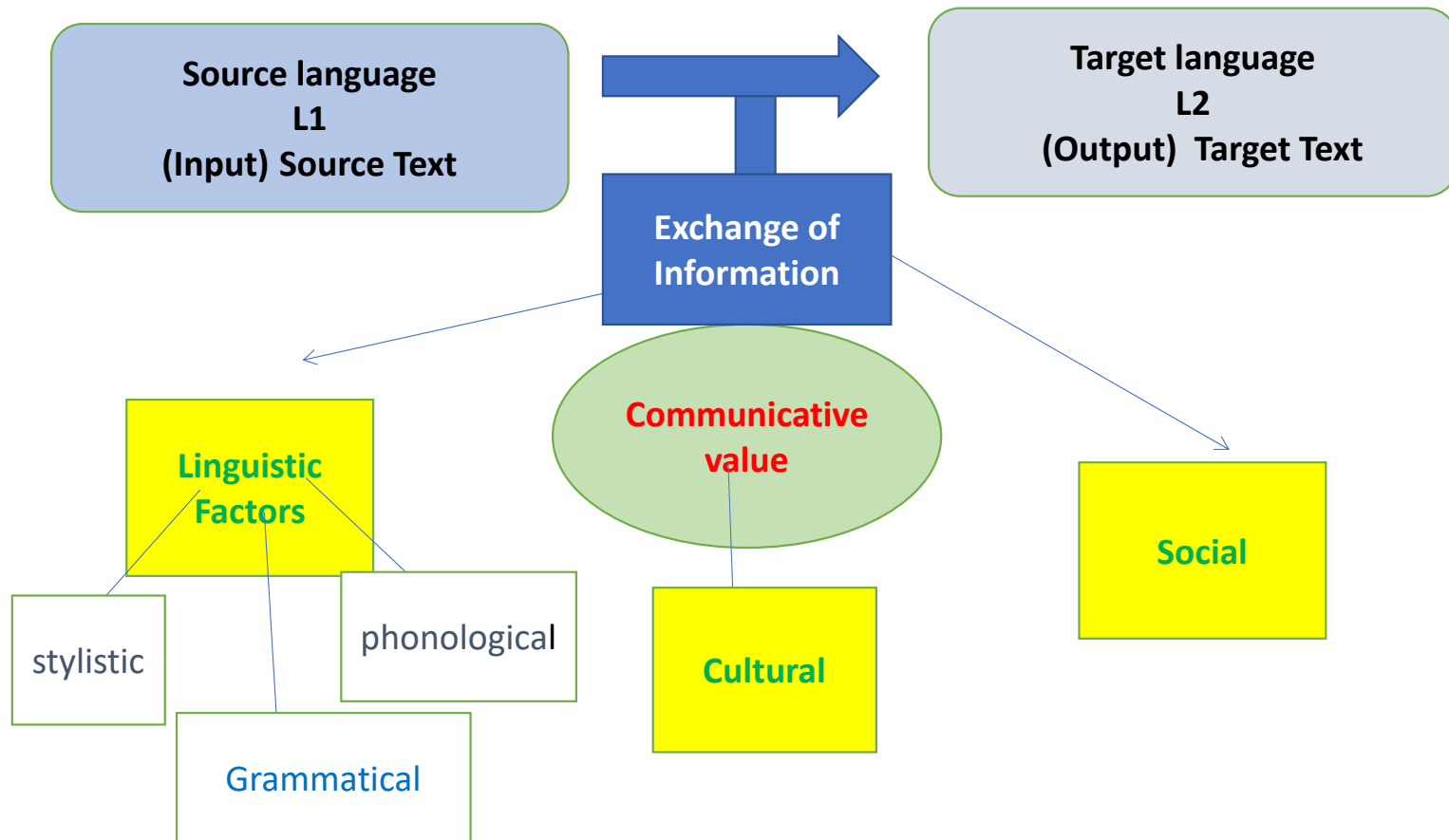
Translation Features

We can summarize the characteristics and features of translation as follows:

- a way of communicating ideas and meanings between people as of their different languages or multilinguals.
- a means of understanding between people of different professions and jobs.
- an important means of communication and coordination between different countries and their citizens.

- Translation is a set of actions performed by the translator by converting the source (or original) text (ST) into another language.
- Translation is a means of interlingual communication.
- The translator makes an exchange of information between the users of different languages by producing in the target language (TL or the translating language) a text which has an identical communicative value with the source (or original) text (ST).
- This target text (TT) is not fully identical with ST as to its form or content due to the limitations imposed by the formal and semantic differences between SL and TL.

- *What is translation?*



Translation problems and difficulties

- Some languages lack some words in the other language, which requires the translator to explain the single word, or use a word that expresses the word to be translated in the target language.
- Differences in grammar rules from one language to another.
- Change and development of some languages and the use of new terms, expressions and abbreviations.
- The use of local dialects of the language is very difficult to translate, so many translators prefer to use the official languages of countries.

Examples; Vocabulary Difficulties

Target Text

I saw a big tree

I agree with you
on this matter

I totally agree
with you

I
feel/think/believe
that you are
mistaken

Source Text

رايت شجره كبيره

انني ارى ما تراه في
هذا الشأن

أرى ما تراه تماما

أرى بأنك على خطأ

Example: Grammatical / Semantic Difficulties

Source Text

انه دائما يتأخر (هنا نتكلم عن عادة شخص ما)
دائما ما يتأخر (هنا يوجد تدمير من عادة ما)
I have been working in this Company since 1999.
The concert starts at 10 am tomorrow.

Target Text

He always comes late
He is always coming late !
عملت في هذه الشركة منذ عام 1999 ، و لازلت اعمل فيها.
ستبدأ الحفلة الموسيقية الساعة العاشرة صباح الغد

First Semester 2021/2022

General Overview of Translation

Lecture 4: Translation Types

Review Points

State whether each of the following is **True** or **False**. Correct the false information;

1. For technical procedures, the translator is advised to carry out a thorough description of the ST.
2. Communicative effectiveness is done by asking the SL speakers to assess the accuracy of the TT.
3. In order to overcome the aspects that depreciate the translated text, translators need to avoid poorly collocated expressions.
4. The translator can benefit from making judgements of the TT on grammatical and semantic levels.
5. Idioms , stylistic features , syntactic and semantic features make challenges to the translator.

Kinds of translation based on the genre of the text

There can be different types of written translation. This is based on the type of the SL texts; whether literary , scientific , administrative , etc. The following are the types of translation as per the genre of the text.

Literary Translation

- **Literary translation** includes, among other things, translation of belles-lettres, biographies, manuscripts, etc.
- It is a very responsible challenge to translate a literary text, which is a difficult and many-sided process. First and foremost, the translator should possess a large vocabulary in the original language. The notion of literary translation itself presupposes creative approach. At the same time, the translator is responsible for the quality of a translated literary text, and it is very important to preserve the message that the author tried to convey. The resulting text should correspond to the original as fully as possible.
- High-quality literary translation can be performed only by specially trained and experienced professionals, such as our translators.

- **Technical translation** Technical translation of documents and manuals is among the most complex types of translation, which requires experience and substantial knowledge of technical systems and equipment.

Translation of Medical reports

- We translate medical documents from all branches of modern medicine, including stomatology, surgery, clinical chemistry, biochemistry, pharmacology and many others. We guarantee complete confidentiality and safekeeping of all documents we receive from our clients. Translated medical texts fully correspond to the original with the initial terminology and style preserved.
- Any works we perform are high-quality and time-bound. When using our services, you are sure to be satisfied with the results.

Economic translation

The translation of economic texts is required by businessmen corresponding and dealing with contracts or implementation of joint projects companies, the financial documents and pricing certificates. of an error is extremely high. That is why it is most reasonable to entrust economic translation to a professional having necessary financial knowledge in addition to a perfect command of a foreign language and knowledge of the translation rules and principles.

Legal translation:

Translation of legal documents such as laws and other regulatory legal documents; contracts; legal opinions and memoranda; certificates of acknowledgement. Legal texts are written in special style and contain plenty of legal terms. When using our services, you can be certain that you will obtain highly qualified and professional translation of legal documents. Time limits are an important factor in legal translation. Our specialists will translate any legal text with high quality and

Translation of private documents

- We render translation services for all kinds of personal documents from and into foreign languages:
 - Diploma
 - Birth certificate
 - Marriage certificate
 - Passport
 - Education certificate
 - Driving license
 - Power of attorney
 - Curriculum vitae



The Structure of Newspaper Story

Lecture 4: Context and History

Definition of Context of a newspaper story

The context of a newspaper story is a set of facts about some event that happened today taking on much more meaning and accuracy. When the writer gives you **context**, he/she provides you with details such as the **HISTORY** that led to the event, **COMPARISON** to similar events, **CONNECTION** between these players and outside parties, and responsible **PREDICTIONS** of what comes next

Context is what reporters tend to take for granted when they're writing, because they assume that their audience — whether print or broadcast — already knows the background information that is necessary to fully understand the latest development in an ongoing story.



Types of Context

The **types of Context** in Writing areas follows:

- ▶ Cultural context
- ▶ Social context
- ▶ historical context
- ▶ physical context
- ▶ rhetorical context

Social **context** can **affect** the extent to which writers and readers share common experiences and expectations about a text. ... Cultural **context** will **affect** the fundamental assumptions, beliefs, and aspirations that they bring to the reading of a text.



- ▶ The **cultural context** of a text helps the reader understand what is happening and why. It is made of up several factors including setting/location, background, **cultures**, beliefs, and community. Each of these items affects how a reader looks at and understands what is happening in that text.



Cultural context

- *The cultural context includes customs, beliefs, activity patterns, behavioral standards, and expectations accepted by the society of which a client is a member.*
- *The cultural context influences the client's identity and activity choices, and practitioners must be aware, for example, of norms related to eating or deference to medical professionals when working with someone from another culture and of socioeconomic status when providing a discharge plan for a young child and family.*

The Lost Cell Phone

The New York Times. Nicholas Confessore, "Tale of a Lost Cellphone, and Untold Static," *The New York Times*, June 21, 2006.

A New York City woman lost her cell phone in the back of a taxi cab. Sasha Gomez, 16, of Queens, ended up with the phone. She decided to keep it and use it. She did not realize the consequences. She was humiliated, harassed, and arrested. And she became the subject of a public shaming ritual only possible by today's media in today's culture.

The phone was an expensive model, a T-Mobile Sidekick that sold for \$350. Sasha began using the phone to take photographs and send instant messages to friends and family. The woman who lost the phone thought she would never see the phone again. She bought another Sidekick, logged onto her account and found that the old phone was being used. She saw photographs and messages by Sasha. The woman wanted her old phone back. She had a media-savvy friend, Evan Guttman. Evan was able to track down Sasha by her instant messages. He contacted Sasha and asked her to return the phone to his friend. "Basically, she told me to get lost," Evan later told *The New York Times*

- ▶ Evan decided to fight for his friend's phone—through the media. He put up a web page that told the story of the lost cell phone. He put up the pictures of Sasha and her family. The story spread. Evan began getting dozens and then hundreds of sympathetic emails from other people who had lost phones and understood his frustration with Sasha. Two technology blogs, Diggs and Gizmodo, linked to the story and web page. Evan then got thousands of emails, some from as far off as Africa and Asia. Lawyers and police officers contacted Evan about property law and told him how to approach the police. Some people went further than writing supportive emails. They found Sasha's MySpace page. They sent Sasha and her friends messages demanding the return of the phone. Other people learned her home address in Queens, drove by her apartment building and shouted "thief."

الهاتف الخليوي المفقود

نيويورك تايمز .نيكولاس كونفيسور ، "حكاية هاتف خلوي مفقود ، حالة ثابتة لا يمكن وصفها ، "نيويورك تايمز ، 21 يونيو 2006.

فقدت امرأة من مدينة نيويورك هاتفها الخليوي في المقعد الخلفي من سيارة أجرة. ساشا جوميز ، 16 عامًا ، من كوينز ، انتهى بها الأمر مع الهاتف .فقررت الاحتفاظ به واستخدامه .بيد انها لم تدرك العواقب .تعرضت للإذلال والتحرش والاعتقال .وأصبحت موضوعًا لطقوس فضح عامة لا تتم الا من خلال وسائل الإعلام في ثقافة هذه الأيام.

كان الهاتف من طراز باهض ، وهو T-Mobile Sidekick الذي بيع بمبلغ 350 دولارًا .بدأت ساشا في استخدام الهاتف لالتقاط الصور وإرسال الرسائل الفورية إلى الأصدقاء والعائلة . أما المرأة التي فقدت الهاتف أعتقدت أنها لن تراه مرة أخرى .

اشتريت جهازا اخرًا من ذات الطراز، وسجلت الدخول إلى حسابها ووجدت أن الهاتف القديم كان قيد الاستخدام . حيث رأت صورًا ورسائل من ساشا .أرادت المرأة إعادة هاتفها القديم .وكان لديها صديق خبير في وسائل الاتصال هو إيفان جوتمان .تمكن إيفان من تعقب ساشا من خلال رسائلها الفورية .

أتصل بساشا وطلب منها إعادة الهاتف إلى صديقه. قال إيفان لاح
لصحيفة نيويورك تايمز " :لقد طلبت مني أن اترك الموضوع." قرر إيفان
القتال من أجل هاتف صديقه -من خلال وسائل الإعلام .فقام بتأسيس
صفحة ويب تحكي قصة الهاتف الخليوي المفقود .ووضع صور ساشا
وعائلتها .انتشرت القصة .وبدأ إيفان في تلقي العشرات ثم المئات من
رسائل البريد الإلكتروني المتعاطفة من أشخاص آخرين فقدوا هواتفهم
وتفهموا إحباطه الذي سببته ساشا .و بدأت مدونتان تقنيتان ، Diggs
Gizmodo، مرتبطتان بالقصة و صفحة الويب .ثم تلقى إيفان آلاف
الرسائل الإلكترونية ، بعضها من مناطق بعيدة مثل إفريقيا وآسيا .اتصل
المحامون وضباط الشرطة بإيفان بشأن قانون الملكية وأخبروه بكيفية
الوصول الى الشرطة .ذهب بعض الناس إلى أبعد من كتابة رسائل بر
إلكتروني داعمة .وجدوا صفحة ساشا على MySpace. أرسلوا إلى ساشا
وأصدقائها رسائل تطالب بإعادة الهاتف .علم أشخاص آخرون عنوان
منزلها في كوينز ، وقادوا السيارة بجوار مبنى شقتها وصرخوا "لص"

Lecture 5: Context ... Contd.

The importance of context

- Why is context important?
- **Context** is not only **important** for meaning. **Context** is **important** because it helps the newspaper reporter connect and create a relationship with the reader. It helps him/her communicate his/her point of view clearly making it easier to understand. It allows the reporters and others to be more creative.

Example news story

The make-up of a news story

- **Headline**

Quicker, safer test could accurately detect some bowel cancers

Our headlines aim above all to inform. We want to refer to the 'whats', the 'whos', the 'wheres'.

But our headlines are also written to catch the eye. We want them to be enticing, though of course not misleading. This often means teasing out the most newsworthy element of the story, for example:

- what's new?
- what's better or worse?
- what's unusual or unexpected?

Context / Body Content

This is the finding of new research from [Imperial College London](#).

The [study](#), which tracked 7375 patients referred to hospital with suspected bowel cancer, compared two methods of examining the inside of the bowel – whole colon investigation and flexible sigmoidoscopy.

These findings can help to inform guidelines for the best use of whole colon investigations

– Dr Amanda Cross
Study author

cancer.

Patients are referred for these tests by their GP when they develop symptoms such as blood in stools, or a change in bowel habit.

Both methods involve inserting a small flexible tube, with a light and camera on one end, into the rectum, and moving it through the bowel. This enables doctors to examine the lining of the bowel for any changes that may indicate

- Beyond the opening paragraphs, we then ‘widen the lens’, offering further details about the study, such as:
 - - The methodology
 - The deeper ‘whys’ and context behind the study
 - The limitations of the study
- We will always try to keep concise in our writing, focusing on the main elements and benefits of the study, rather than running off a long list of its many features.
- The language we use will also be, wherever possible, written in as plain English as possible.
- We also tend to use ‘pull quotes’ – a brief, attention-grabbing quotation taken from the main text of an article. This allows us to pre-promote something exciting that is coming later on in the article. In this case, it’s a quote from Dr Amanda Cross that sums up the main impact of the study.

Sub-heading and Quotes

Changing guidelines

The research team said that incorporating these findings into treatment guidelines would reduce the number of patients referred for whole colon investigation. Opting for flexible sigmoidoscopy where appropriate would also reduce burden on both patients and the NHS.

Dr Amanda Cross, lead author of the research from Imperial's [School of Public Health](#) and the [Department of Surgery and Cancer](#) said: "These findings can help to inform guidelines for the best use of whole colon investigations at a time when endoscopy resources are extremely stretched."

Flexible sigmoidoscopy screening for bowel cancer was originally pioneered by Imperial's [Professor Wendy Atkin](#), who sadly passed away earlier this year.

-

- We regularly use subheadings (in this case, 'Changing guidelines') to break up long passages of text into subsections to make it easier for readers to navigate and digest the story.
- The latter half of our stories tend to focus on the next steps of a study, for example:
 - - What do these findings point us towards?
 - What are the wider implications?
- We will also regularly include a quote from the lead researcher.. Quotes are a great way to add a human and emotional voice to a news story. Whereas the style we write our body text in focuses purely on the facts, quotes allow us to add emotion and opinion.



Translation for Media: Lecture 2

The Structure of Newspaper Article: The Headline

Review of Lecture 1

1. What does the term 'Media' denote ?
2. What is media viewed as?
3. How have the technological advances influenced the outreach of media?
4. How do media and translation work on affecting social identities?
5. Give English equivalents for the following terms:

-التضليل الإعلامي ، المحتوى الاعلامي، قناة اتصال ، محتوى
المواد الاخبارية

The elements of a newspaper story

The structure of newspaper articles are hierarchically ordered and can be divided into the following schematic categories:

- **Headline and Lead {The Summary of the news items}.****
- **Main Events: main news****
- **Context: History and Previous events.****

- The structure of a newspaper is compared to an inverted pyramid.
- The most important and relevant information is supposed to be put first.
- The news story progresses from important through less and least important information.
- The news item should contain answers to the so-called (five W's and one H):
 - Who made it? -What happened?-When it happened?-Where it happened
 - Why it happened? -How it happened

- ▶ **The lead contains:**
 - **Who made it?**
 - **What happened?**
 - **When it happened?**

- ▶ **The paragraphs after refer to:**
 - **Where it happened**
 - **Why it happened**
 - **How it happened**

Inverted pyramid model of a news paper story

The Most Important



The Least Important



The Headline

The language of the headline is a block language, characterized by:

1. Using heavily modified noun phrases (Storm Caroline to batter Britain)
2. Using grammatical units lower than the sentence (Today's weather).
3. Omission of words that have low information value such as articles , verb to be (Explosion plot alleged)
4. The average length is of 7 - 10 words.

- ▶ **The headline** is an integral part of the news story. It is written to attract the reader's attention and prepare him to read the article. The headline is a set of words mentioned at the head of a passage page to introduce the gist of the story or article that follows.
- ▶ The role of the headline can be summed up as follows:
 - Providing the framework of the reading process.
 - Steering the reader's attention in a certain direction.
 - Thus ,after reading a headline such as ' House prices up ', the reader can expect what the following lines will be about.

*The characteristics of the language
of the Headline*

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1. Using heavily modified noun phrases (**Storm Caroline to batter Britain**)
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Examples of Headlines from Newspapers





HITLER DEAD

Doenitz, new Fuehrer, says: We fight on

WEHRMACHT ORDERED TO MAINTAIN DISCIPLINE

HITLER IS DEAD—THE SECOND DEUTY TO THE WEHRMACHT THREE DAYS. HIS DEATH WAS ANNOUNCED LAST NIGHT BY BARBARIC BLOOD IN A PROCLAMATION BY ADMIRAL DOENITZ, WHO NOW SUCCEEDS THE NEW FUEHRER. THIS IS THE TEXT OF THE PROCLAMATION:

"It is reported from the Fuehrer's Headquarters that our Fuehrer, Adolf Hitler, has fallen this afternoon of his command post in the Reich Chancellery, fighting to the last breath against Bolshevism and the Germans. On April 30 the Fuehrer appointed Grand Admiral Doenitz as his successor. Our new Fuehrer will speak to the German people."

The man who now leads the Third Reich



Grand Admiral Doenitz, the second deputy to the late Fuehrer, is shown in a military uniform. He is wearing a peaked cap and has a serious expression. The text to his left describes his role as the new leader of the German Wehrmacht.



SOVIETS TABLE PLAN FOR NAZI CAPITULATION—S.F. reports

All the generals must surrender

ALL BRITAIN, Thursday. All the German generals, according to the Soviet authorities, must surrender to the Soviet authorities for the defeat of the Wehrmacht. The plan involves the following:

General Doenitz has been ordered to surrender to the Soviet authorities. He is to be taken to Moscow and held in custody. The same order has been issued to all other German generals.

FOOD GOING TO DUTCH BY SEA, AIR, ROAD

BRITAIN, Thursday. Food is being sent to the Dutch by sea, air, and road. The food is being sent to the Dutch by sea, air, and road. The food is being sent to the Dutch by sea, air, and road.

Headline: examples from newspapers

{ Sunday Times 9 April 2020 }

- ▶ *Medical expert to investigate Covid-19 outbreak at St Augustine's hospital*
- ▶ *Inspirational! This mom did an actual Ironman at her house during lockdown*
- ▶ *Britain's Johnson spends second night in intensive care*
- ▶ *Solidarity Fund to roll out food relief for vulnerable households*

{ The Guardian 9 April 2020 }

- ▶ *5 Reasons Why Millions Of People Are Paying To Learn A Language In 2020 With This App*
- ▶ *Coronavirus live news: global deaths near 90,000 as US says isolation measures are working*

Exercise: Translate the following headlines into Arabic:

1. Oceans in Crisis: Turning the Tides
2. The Power of Play: Video Games and sports
3. Washington Post's Phil Rucker: Some Trump officials don't speak out against him out of duty or fear .
4. CRISIS HELPLINE SEES SURGE IN MESSAGES FROM HEALTHCARE WORKERS WORRIED ABOUT SAFETY AMID CORONAVIRUS OUTBREAK
5. MAN JAILED AFTER STEALING THREE SURGICAL FACE MASKS FROM A HOSPITAL AMID CORONAVIRUS CRISIS

Herald-Citizen

The Daily Newspaper of the Upper Cumberland

110th Year — No. 169

Cookeville, Tennessee, July 17, 2012

16 Pages — 1 Section • 50¢

Farmer using cannon to protect watermelons

By MARY JO DENTON
HERALD-CITIZEN STAFF

PUTNAM COUNTY — Common scarecrows may not do the job for farmers these days, and one Putnam farmer has devised another way to let crows know he means business.

Last Friday, residents of Locust Grove Road called the Putnam Sheriff's Department and reported they were hearing a "cannon" being fired every 10

to 15 minutes.

Deputy Devin Brown went to investigate and learned from one resident that a local farmer had a cannon "set up on his farm," the deputy's report says.

So the deputy drove to that farm and talked to the owner.

"He advised that he had a propane cannon set up to scare the crows off his watermelon patch," the report says.

While Deputy Brown and the farmer stood talking, the cannon went off. The

deputy said he found "it did not sound much louder than a shotgun."

The farmer told the deputy that last year he had lost almost \$2,000 worth of watermelons to the pesky birds.

But wanting only to disturb or scare the crows and not his neighbors, the farmer agreed to adjust the sound on the device, the deputy's report says.

"He advised me there was an adjustment on the cannon and that he did think it had sounded louder the last few

days, but he had not been turning it and off due to having just had surgery on Tuesday," the deputy said.

The farmer asked the deputy to give him a ride to the cannon site so they could check on it, and the deputy agreed.

Once there, the farmer spoke to his workers and asked them to "take it down."

Presumably, the crows can still find it.

Locked Up



Felon with gun found passed out in stolen c

ترجمة العناوين الى العربية:

- ▶ خبير طبي للتحقيق في تفشي مرض كوفيد 19 في مستشفى سانت أوغسطين
- ▶ أمر ملهم ! قامت هذه الأم بعمل الرجل الحديدي الفعلي في منزلها أثناء الحضر
- ▶ يقضي جونسون رئيس وزراء بريطانيا الليلة الثانية في العناية المركزة
- ▶ صندوق للتكافل لتوزيع المساعدات الغذائية على الأسر الضعيفة
- ▶ 5 أسباب تدفع الملايين من الناس لتعلم لغة في عام 2020 مع هذا التطبيق
- ▶ أخبار حية عن فيروس كورونا : الوفيات العالمية تقترب من 90.000 .. كما تقول الولايات المتحدة إن إجراءات العزل ناجحة



Translation for Media: Lecture 1

Definition of the Term

What is meant by media

- ▶ **Media is the plural of medium. Media is defined as the communication outlets or tools used to store and deliver information or data. The term refers to components of the mass media communications industry, such as print media, publishing, the news media, photography, cinema, broadcasting (radio and television), digital media, and advertising.**

Wireless / On-line Media

- ▶ **Wireless Media - During the 1990's and 2000s, media began to take on a whole new meaning with the advent of the Internet. The world is now nearly totally wireless. Information - videos, movies, music, pictures, people - can be accessed from anywhere, at anytime, with wireless phones, modems, or computers the size of note pads.**

The Relation of Translation and Media

- ▶ Both Media and translation form particular images of cultural identities. Media represents culture either by written words, images, audio-visual media materials or by the internet. Translation does so by words. Media can be used not only to “*steer* people’s thoughts and beliefs but also to *control* their thoughts and beliefs”. Media, being the product of powerful and dominant institutions, governments, or people, uses language that is therefore powerful and valued.
- ▶ If the power of media can “influence knowledge, beliefs, values, social relations, and social identities” , so does the translation of political discourse represented through the media. .
- ▶ Translation is not merely a window open on another world. It is a channel through which a foreign cultural influences a native culture and shapes out its values , traditions, social norms and even education.

Media have long been a focus of studies on language and communication, because:

1. Media are a rich resource of accessible data for research
2. Media uses influences people's attitude towards language.
3. Media can tell us a great deal about social meanings which are shown through language and communication.
4. Media reflect and influence the formation of culture , politics and social life.

Example: The Public Information Officer would assist the Special Adviser on the monitoring and analysis of the media content and make efforts to reduce misinformation, incitement and fabrication of news that affect the mandate delivery.

سيعاون موظف الإعلام المستشار الخاص على رصد المحتوى الإعلامي وتحليله، وسيبذل الجهد اللازم للحد من التضليل والتحريض واختلاق أخبار تؤثر في إنجاز الولاية.

Example

- ▶ UNESCO noted that **media content** is monitored by the Cambodian authorities and that article 13 of the Press Law is used to justify censorship of **news content**

▶ ولاحظت اليونسكو أن السلطات الكمبودية تراقب **محتوى بث وسائط الإعلام**، وأن المادة 13 من قانون الصحافة تستخدم لتبرير فرض الرقابة على **محتوى المواد الإخبارية**

ترجمة أدوات الربط

Translation of Connectors



since

yet

and

because

for

but

until

however

ترجمة أدوات الربط

1. Conjunctions:

- وهي أدوات تستخدم في الإنجليزية للربط بين الكلمات أو الجمل المتكافئة.

- ومنها:
- ومعناها (واو العطف) وتفيد المشاركة : **And**
- (ومعناها (أو) وتفيد (التخيير) **Or**
- ومعناها (لكن) وتفيد (الاستدراك).. ومن معانيها: (إلا) و(غير) **But** و(سوى) و(عدا) و(حاشا) وتفيد (الاستثناء)... ومن معانيها أيضاً: (على الرغم من) وتفيد (التناقض)
- (وتفيد (توضيح السبب) **Because**

So / for

- ومن أدوات الربط الإنجليزية:
- وتفيدان: توضيح السبب

- I had a bad experience in Barcelona, **so** I won't be going there again
 - لدي تجربة مريرة في برشلونة، ولذلك لن أذهب إلى هناك ثانية.

- He received a new bike from his parents **for** his birthday
 - أهدى إليه والداه دراجة جديدة بمناسبة عيد ميلاده.

- **Yet** وتأتي بمعنى (على الرغم من).. وتفيد التناقض.
- She studied hard **yet** she didn't pass the final exam
 - لم تنجح في الامتحان النهائي على الرغم من أنها بذلت مجهوداً كبيراً.

- **Until**

وتأتي بمعنى (إلى).. أو (حتى) وتفيد انتهاء الغاية.

- We stayed on the bus **until** Baghdad

- لقد بقينا في الحافلة حتى بغداد

Both/and

وتأتي بمعنى (كلاهما) أو (كلتاها) وتفيد التثنية

- He came first in both the 100 and 200 meter sprints

- لقد أحرز المركز الأول في سبقي 100 متر و200 متر كليهما

- **Either /or**

- وتأتي بمعنى (إما كذا وإما كذا) أو (إما كذا أو كذا) وتفيد (التخيير).. أو بمعنى (سواء كذا أم كذا) وتفيد (التسوية) أي تساوي الأمرين.

- We can meet either on Monday or on Tuesday

- قد نلتقي إمَّا يوم الاثنين وإمَّا يوم الثلاثاء.

- **Neither / nor**

- وتأتي بمعنى (لا هذا ولا ذلك) وتفيد (نفي الأمرين)

- She likes neither the red nor the blue shoes

- إنها لا تحب الحذاء الأحمر ولا الأزرق.

- **Not only/but also**

بمعنى (ليس ذلك فحسب، بل أيضاً..) وهذا أسلوب إنجليزي يفيد (التوكيد).. والأفصح أن نستخدم (بل) للتوكيد.

- He received a good report not only from his colleagues but also his managers as well/
- لم يحصل على تقرير جيد من زملائه وحدهم، بل ومن مدرائه أيضاً.

- **whether / or not**

• وتأتي بمعنى (سواء أفعلت ذلك أم لم تفعل) وتفيد (التسوية).. أي (تساوي الأمرين).

- I'm going home whether you like it or not
- أنا ذاهب إلى البيت سواء أعجبك ذلك أم لم يعجبك

- وتأتي بمعنى (سواء أ فعلت ذلك أم لم whether / or not (تفعل) وتفيد (التسوية).. أي (تساوي الأمرين).
- I'm going home whether you like it or not
- أنا ذاهب إلى البيت سواء أعجبك ذلك أم لم يعجبك
- وتأتي بمعنى (على الرغم من).. وتفيد (التناقض).
- However
- .. وتأتي أيضاً بمعنى (لكن) وتفيد الاستدراك
- They worked hard for the test, however, they failed
- لقد رسبوا على الرغم من أنهم اجتهدوا كثيراً للامتحان.

- **whether / or not**

- وتأتي بمعنى (سواء أفعلت ذلك أم لم تفعل) وتفيد (التسوية).. أي (تساوي الأمرين)

- I'm going home **whether** you like it **or not**

- أنا ذاهب إلى البيت سواء أعجبك ذلك أم لم يعجبك

- **However**

- وتأتي بمعنى (على الرغم من).. وتفيد (التناقض) .. وتأتي أيضاً بمعنى (لكن) وتفيد الاستدراك.

- They worked hard for the test, **however**, they failed

- لقد رسبوا على الرغم من أنهم اجتهدوا كثيراً للامتحان

- The path was dark, yet I slowly found my way
- It was still painful, so I went to see a specialist
- They'll play tomorrow whether or not it rains
- They all loved to play, both the boys and the girls
- We can either go to the cinema or to the cafe

• قد وجدت طريقي على الرغم من أن الطريق مظلم
بالكاد وجدت وجهتي مع أن الطريق كان حالكا.

لا يزال مؤلما لذا ذهبت إلى اختصاصي

• يمكننا الذهاب إلى السينما او إلى المقهى .
البنات والأولاد كلهم مولعون باللعب

• غدا سيلعبون ، سواء أمطرت أم لم تمطر

• مصممون على اللعب غدا، سواء أمطرت أم لم تمطر

First Semester 2021/2022

General Overview of Translation

Lecture 3: Translation Strategy , problems and difficulties

Review Points

- **What is meant by intra-lingual process of translation? Give examples.**
- **Why should the translator be aware of the readership of the ST?**
- **What is meant by the genre of the ST?**
- **What is the first step in the strategy of translating a ST?**
- **How does the translator sustain the register of the text?**
- **What is meant by foreignization vs. domestication of the TT?**

Translation procedures, strategies and methods

The translating procedures, as depicted by Nida (1964) are as follow:

Technical procedures:

- i. Analysis of the source and target languages;
- ii. A through study of the source language text before making attempts translate it;
- iii. Making judgments of the semantic and syntactic approximations.

Organizational procedures

- i. constant reevaluation of the attempt made; contrasting it with the existing available translations of the same text done by other translators, and checking the text's;
- ii. Communicative effectiveness by asking the target language readers to evaluate its accuracy and effectiveness and studying their reactions .

The major problems that the translator faces

- **Phonological System:** we may find some problems in the English sounds / tʃ , ei , p/ as in the names (Churchill , Jane , Paul)
- **Grammatical Structures:** The English sentence structure is [S + V + (O ,Adv , Adj). In Arabic , it is either a Noun-Sentence starting with Noun or a Verb-sentence starting with verb.
- **Vocabulary;** For examples the confusion in translating uncle into Arabic as either عم / خال . In English , there are three words to describe the climate (hot , cold , cool) ; in Arabic , two حار / بارد
- **Style**
- **Idioms**

the elements that devalue the translation(target text)

1. **Rigid expressions** are dead words and expressions which are no longer being used by the speakers of the language, e.g. My love is a red , red rose. This statement was impressive when it was firstly used; but by the course of time it turned into a cliché which lost most of its power.

2. **The lack of harmony and poor collocation of the words**, using phonologically disharmonized words. For example in the sentence:

• عاصفه موسميه قويه شرقيه

• is poorly collocated. It can be better said عاصفه موسميه قويه تهب من الشرق

3. **Jingles** : the translator should avoid jingles, lack of harmony between the utterances and the meanings, e.g. There has been a periodical , general physical catastrophe.