

Problems of translating American business language into Arabic

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المستخلص

عند القيام بترجمة النصوص ذات الطابع الثقافي فغالبا ما يواجه المترجمين مشاكل كبيرة وخاصة عندما يقومون بترجمة لغة الاعمال والتي تمثل احدى الجوانب الثقافية للترجمة والتي ستكون محور هذه الدراسة. يمكن تعريف لغة الاعمال بانها تلك اللغة المرتبطة بالأنماط والتقاليد الاجتماعية.

انطلاقا من الحقيقة المتمثلة بان اللهجة الاميركية هي اللهجة المستخدمة في لغة الاعمال الاميركية لذلك فان عملية ترجمتها الى اللغة العربية لن تكون عملية سهلة لان اللهجة الاميركية تتميز بمفردات وتراكيب لغوية خاصة والتي تجعل عملية الترجمة تحديا كبيرا وخاصة للمترجمين الغير محترفين.

يواجه المترجم تحديا مزدوجا عند محاولته ترجمة لغة الاعمال الاميركية اذ عليه اولا ان يقوم بترجمة النص الاصلي الى اللغة الانكليزية القياسية وبعد ذلك يقوم بالترجمة الى اللغة العربية. سيتم اعتماد نموذج فيناي وداربلنيت ١٩٥٨ لهذه الدراسة.

تهدف الدراسة الى اختبار طرائق الترجمة المستخدمة في ترجمة لغة الاعمال الاميركية اضافة الى التحديات التي تواجه المترجمين في عملية الترجمة. تفترض الدراسة انه لا يمكن ترجمة بعض التعبيرات المستخدمة في لغة الاعمال الاميركية بشكل كامل ومحدد اضافة الى ان مثل هذه الترجمة لا يمكن القيام بها الا من خلال المترجمين المحترفين والاكفاء.

ومن اجل التحقق من صحة الفرضيات فقد تضمنت الدراسة جزء عملي يتضمن ترجمة العديد من النصوص الانكليزية الى اللغة العربية حيث سيتم تكليف اربعة من المترجمين للقيام بترجمة عدد من النصوص الخاصة بلغة الاعمال الاميركية الى اللغة العربية بعدها سيتم القيام بعملية اختبار وتحليل التراجم من اجل تحديد الاخطاء والثغرات في عملية الترجمة.

تخلص الدراسة الى ان ترجمة لغة الاعمال الاميركية تعتبر مهمة صعبة لأنها تتضمن نقل المعنى بين لغتين مختلفتين لغويا وثقافيا اضافة الى ان القيام بهذه المهمة هي فقط من اختصاص المترجمين المحترفين.

Abstract

When handling the task of translating culture-related texts, translators might face significant problems and challenges. These issues might aggravate and become more problematic when it is related to translating business language, which represents one of the culturally related aspects of translation and which would be the main focus of this study. Business language can be simply defined as a language variety that is closely related to societal cultural norms and customs.

Given the fact that American dialect is a language variety of English that is most relevant to American business language, thus translating it into Arabic will not be a simple task due to the fact that as a type of non-standard English, the American dialect is characterized by unique vocabulary and linguistic structures, which makes it difficult for untrained and novice translators to tackle.

Translators might face twofold challenges while attempting to translate American business terminology into Arabic. Firstly, they must translate the American dialect into standard English, secondly, they will translate the resulting meaning from English into Arabic.

With regard to the model of the study ,Vinay and Darbelnet (1958) model will be adopted .

In addition to examining the primary translation techniques employed in the translation process, the study aims to identify the key challenges in translating American business language into Arabic.

The study's main hypothesis is that, some American business expressions meanings cannot be categorically translated into Arabic . Additionally, it makes the assumption that translating this language is a challenging endeavor that should only be undertaken by qualified translators.

The study includes a practical chapter that deals with the translation of many American business extracts into Arabic in order to test the validity of the hypotheses.

In accordance with the approach used, 4 translators will be tasked with translating 8 extracts in American business language.

Their renderings will be carefully examined to identify any translation flaws and misunderstandings.

The study comes to the conclusion that translating American business language is challenging since it involves two linguistically and culturally distinct languages. It also concludes that only qualified and skilled translators are capable of carrying out such translation tasks.

Key words: translation, American, business, language, culture, equivalence.

The theoretical part

Definitions of translation

Several translation definitions have been proposed by different scholars. These definitions reflect the ways those scholars portray and envisage the process of translation.

For example, Ray (1962: 187), views translation as “the transference of meaning from one language into another”.

Newmark (1982: 7) agrees with Savory (1968: 34) and portrays translation as: “A craft attempting to replace a written message and/or statement in another language”. Farghal and Shunnaq (1999: 2) assert that translation is “often regarded as a project for transferring meaning from one language to another”.

Nida and Taber (1974: 12), Aziz (1989: 258), Aziz and Lastaiwish (2000: 61), McGuire (1980: 29), Catford (1965: 1) perceive translation as a process of substituting a text in a certain language for a text in another one.

For De Beaugrande (1978: 13) "translation should not be studied as a comparison and contrast of two texts, but as a process of interaction between author, translator, and reader of the translation".

As for Schaffner (2000: 146), translation needs “an awareness of and conscious reflection on all the relevant factors for the production of a

target text that appropriately fulfills its specified function for its target addressees”.

Finally, Sulaiman (1999: 145) perceives translation as a “an art and skill, an integrated process which involves the comprehension, analysis, reformulation of text by incorporating the contextual, semantic, and socio-cultural aspects of source language and target language texts”.

Translation and culture

Oxford Dictionary outlines that "Culture is described as the inherited information, values, sentiments, activities, traditions, customs, attitudes, beliefs, ideas, arts, social conduct, and the way of life shared by a specific organization, country, or group of people or society," .

It can also be referred to as the customs and knowledge that belong to a particular group of people, including their religion, social customs, music, language, meals, and forms of art.

A particular community's usage of expressions and phrases differs from that of other groups. This may be primarily attributable to the terms' and their meanings' relevant to the cultures and groups in which they are used. As a result, translators who attempt to find the best equivalent for these expressions—also known as culture-specific terms—may run into a number of obstacles and challenges.

According to Bing (2006), culture-bound translation can cause major challenges for the translator because the TL language does not have any suitable equivalents for phrases that are not part of the TL culture. Therefore, a lexical gap may arise in the target language in a way that leaves the translator with no other choice but to use certain techniques to accurately convey the intended meaning, including turning to footnotes or supplementary explanations for the meanings of the SL terms (Newmark, 1982).

Equivalence in Translation

Equivalence is a significant problem in translation. Without taking equivalence into account, handling translation will obviously be completely impractical.

Equivalence, according to Farghal and Shunnaq (1999: 4) and Obeidat (1998: 1), is crucial to understanding translation as well as to actually translating a variety of texts.

Equivalence has been evaluated and examined from a variety of angles. Equivalence, for instance, is viewed by Catford (1965: 27) as "an empirical phenomena which can be discovered by comparing the SL text with the TL text."

Formal equivalence according to Catford (1965: 27) is defined as "any TL category that may be claimed to hold the same place in the economy of the TL, as the given SL category occupies in the SL,".

Textual equivalence, on the other hand, is defined as "any TL form (text or portion of a text) which is observed to be the equal of a specified SL form (text or portion of a text)"

According to Nida (1964: 159), "there are two different kinds of equivalence: formal and dynamic. Formal equivalence emphasizes the message's form and substance, whereas dynamic equivalence is founded on the idea of equivalent effect". The principle of equivalent effect, according to Nida, "is primarily receptor-oriented and aims at duplicating an equivalent effect on the TL receiver as that experienced by the SL receiver, that is, it attempts to build a similar relationship between the SL receiver and the TL message" (Nida, 1964: 166-167).

Additionally, Popovic (1967, referenced in Mcguire, 1980: 25) makes the following distinctions between four types of equivalence:

1-"Linguistic equivalence: defined as "a word-for-word translation where there is linguistic equivalence in both the SL and the TL texts."

2-"Paradigmatic equivalence: an equivalence of grammar-related items"

3-"Stylistic Equivalence: A Functional Equivalence of Elements in Original and Translated Texts."

4-"Textual equivalence: An analogy between the syntagmatic organization of two texts. In other words, form and shape must be equal " (ibid: 26).

For her part, Baker (1992: 11–13) distinguishes between three types of equivalence:

1-"Grammatical equivalence, which has to do with how many different grammatical categories in various languages are determined, because languages differ in how they apply grammatical rules, there may be difficulties in locating the proper counterpart in the target language (TL). She thinks that the differences between SL and TL's grammatical patterns may alter how the message is conveyed ".

2-"Textual equivalence is based on the idea that a TL text and an SL text are equivalent in terms of coherence and information. Texture is a crucial aspect of translation since it offers helpful cues for understanding and analyzing the source material, aiding the translator in creating a text that is cohesive and coherent for the target reader in a given context ".

3-"Pragmatic equivalence, which outlines the avoidance strategies and implicatures utilized during translation. The translator must infer the meaning in order to transmit the original message because implicatures is not about what is directly expressed but rather what is inferred. It is the translator's responsibility to faithfully convey the author's meaning to the target audience in a different culture so that they can understand it (Baker, 1992: 11-13).

According to Ghazala (1994: 9) "stylistic equivalence," refers to "the right selection of the TL text style that is derived from the style of the SL text,".

Adding that "In contrast to other options open to the author, the style of a document is a combination of syntactic/grammatical and semantic/lexical elements of language. The translator naturally recognizes the elements that define style in that text ". (Refer also Robberecht, 1982:223, Kuepper, 1977: 243, Aziz and Latiwish, 2000: 66, Wendland, 2000: 4, and Nemet-Nejat, 1991: 1)

Context in Translation

The importance of context in translation is generally demonstrated in any translation task in the sense that It is impossible to translate any text in isolation.

Baker (2006) and House (2006) provide an in-depth analysis of the role of context in translation. They both assert that a deeper understanding of the significance of context will enable all parties involved in multilingual communication to work together to provide translations that are suitable, effective, and efficient.

Baker and House (2006) clearly state that the majority of context debate comes from sources outside of translation studies. Studying context in translation can help improve the creation of new translations or be used to analyze translations that have already been done. The 'context of situation' from Systemic Functional Linguistics, which consists of field, tenor, and mode, is the most explicit analysis of context into components in the translation studies literature (Halliday, 2004)

According to Olivera and Sacristán (2010), the translator selects an option during the translation process. The decision is context-dependent rather than random. When a translator chooses one of the options, they make their own decisions on grammatical constructions, the interpretation of hypothetical situations, and the creation and/or standardization of new terminology. In other words, they set the stage for a given number of decision-making processes to follow. The study of the subjective elements that enable or restrict the translator's options in the decision-making stage of the translation process might improve actual ideas for translating micro contextual difficulties, such as metaphors, idioms, collocations, etc.

Translation Strategies

According to Lorsch (1991: 76) "a translation strategy is a potentially conscious technique for the solution of a problem which an individual is

faced with while translating a text segment from one language into another."

Dancette (1997: 89) asserts that when using translation strategies "the translator intentionally calls upon a sequence of organized behaviors to address an issue".

Lorscher (1991) asserts that the word "translation strategy" is not frequently used and, as a result, is not well defined.

Several scholars, including (Hejwowski, 2004; Kearns, 2009; Chesterman, 1997; Chesterman, 2005), have addressed this issue. They underline that (strategy) designates a number of concepts and that numerous alternative names may have the same meaning.

According to Krings (1986: 18), a translator's strategy is their "perhaps intentional plan for resolving concrete translation issues within the confines of a particular translation task." The idea of consciousness was frequently brought up in the aforementioned perspectives of Dancette, Krings, and Lorscher to distinguish learning procedures from those utilized by translators.

Cohen (1998: 4), holds the view that, "the aspect of consciousness is what distinguishes strategies from these activities that are not strategic."

A better description of translation strategy is provided by Hejwowski (2004: 76), who describes it as "a translator's consciously or subconscious chosen technique within a whole text or its major passages."

We can infer from the definitions provided so far that all the scholars involved share the following characteristics:

- 1-Translation strategies are goal oriented.
- 2-Translation strategies focus on problems.
- 3-Coordination of decisions is necessary for translation strategies.
- 4-Translation strategies are potentially conscious .
- 5-Text manipulation is a component of translation strategies.

Translation of Business language

If we are dealing with terminology defined and utilized in a long-standing business tradition, thus translating such terminology shouldn't

be difficult. No one would assume that terms like "bull market" or "bear market" could refer to any specific kind of cattle or wildlife market. Everyone is aware that they talk about upward and falling stock market trends. Therefore, as long as the translator uses the appropriate dictionaries and since most of these terms are present in most business and commerce dictionaries, hence there shouldn't be any problem in translating them.

Due to the peculiar nature of linguistic terminology utilized in American business language, hence translating such language into Arabic may present significant challenges to translators. Translators might encounter terms and expressions that indicate meanings familiar in the business environment while translating such terms might be problematic due to the difficulty to detect the intended meaning which might be irrelevant to the individual words used in the business expressions.

consequently, translators may encounter several terms that are often used in the marketplace but may be ambiguous and challenging to understand, which may ultimately lead to misinterpretations and translation errors.

The practical part

In this section 8 American business language excerpts have been handed over to 4 translators to implement the translation task. Their translation versions will be analyzed and verified to locate errors and misinterpretations.

Alternative renderings will be proposed in case translators' versions were proved inappropriate.

The most frequently used translation strategies are those of adaptation and literal translation since they represent the most commonly used strategies in the analysis tables.

SL text (1)

BOMBHELL: unexpected surprise. “Windy Liebermann of WCL for Marketing asserts that the major changes in apparel buying is a probable bombshell.

TL texts

- 1- اكد ويندي ليبرمن من شركة دبليو سي ال للتسويق ان هناك تغييرا كبيرا في اسواق بيع السلع الملابس.
- 2- يقول ويندي ليبرمن خبير التسويق ان هناك تحولا كبيرا في اسواق الملابس.
- 3- يوافق ويندي ليبرمن من شركة دبليو اس ال للتسويق على ان هناك تغييرات مهمة في اسواق الملابس.
- 4- اكد ويندي ليبرمن من شركة دبليو اس ال العاملة في مجال التسويق ان تغيير طريقة شراء المستهلكين للملابس تعتبر مفاجأة كبيرة .

SL text	BOMBHELL
Sense of the SL text	big surprise

TL text	Sense of TL text	Strategy	Sense compatibility
تغييرا كبيرا	Big change	adaptation	-
تحولا كبيرا	huge transformation	adaptation	-
تغييرات مهمة	Significant changes	adaptation	-
مفاجأة كبيرة	Big surprise	Literal translation	+

Discussion

The American business expression (bombshell) is used to refer to the meaning of dramatic and significant surprise. The translation provided by translator 4 accurately reflected this meaning. His interpretation is accurate and is therefore considered a suitable translation of the SL text.

The 1, 2, and 3 translators' interpretations of the SL text are deemed unacceptable since they are inconsistent with the intended meaning.

SL text (2)

EGGS IN ONE BASKET: money invested all at once. The 1990 Nobel laureate Harry Markowitz advises against putting all of your eggs in one basket since doing so will jeopardize them.

TL texts

- 1- هاري ماركوفيتش الفائز بجائزة نوبل لعام ١٩٩٠ يقول لا تستثمر كل اموالك لان ذلك سيحمل مخاطر معينة.
- 2- يقول هاري ماركوفيتش الفائز بجائزة نوبل لعام ١٩٩٠ لا تستثمر كل ما لديك من اموال لأنك ستعرض لمخاطر معينة.
- 3- يقول هاري ماركوفيتش الفائز بجائزة نوبل لعام ١٩٩٠ لا تضع كل البيض في مكان واحد.
- 4- هاري ماركوفيتش الفائز بجائزة نوبل لعام ١٩٩٠ يقول لا تضع كل ما لديك من البيض في سلة واحدة.

SL text	EGGS IN ONE BASKET
Sense of the SL text	All money in a single investment

TL text	Sense of TL text	Strategy	Sense compatibility
لا تستثمر كل اموالك	Do not invest all your money	Adaptation	+
لا تستثمر كل ما لديك من اموال	Do not invest all your money	Adaptation	+
لا تضع كل البيض في مكان واحد	Do not put all eggs in one place	Literal translation	-

لا تضع كل ما لديك من البيض في سلة واحدة	Do not put all your eggs in one basket	Literal translation	-
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Discussion

This American business expression is used in certain contexts to deliver guidelines or advice related to means of investing money in a way that involves no threat or risk to the amount of money invested.

The renderings of Translators 3 and 4 are inconsistent with the intended meaning in that the SL text indicates the meaning of avoiding taking chances or jeopardizing the investment, whereas the translators' renderings concentrate on the literal meaning of the expression represented by the concept of putting all of one's eggs in one basket. Consequently, translators 3 and 4 renderings are inappropriate translations of the SL text.

On the other hand, renderings proposed by translators 1 and 2 are consistent with the intended meaning, hence regarded appropriate rendering of the SL text.

SL text (3)

FALLEN ANGELS: high quality bonds or stocks which suddenly become risky. "CA have proven that they can revitalize fallen angels, said Charlie Federman.

TL texts

1. شركة سي اي اثبتت انها قادرة على اعادة تنشيط الاسهم والسندات الضعيفة .
2. تقوم شركة سي اي بعمل متميز من خلال اعادة تنشيط الاسهم والسندات قليلة القيمة.
3. اظهرت شركة سي اي قابليتها على اعادة تنشيط الملائكة الهابطون.
4. اثبتت شركة سي اي انه بإمكانها ان تقوم بتنشيط الملائكة الهابطون .

SL text	FALLEN ANGELS
Sense of the SL text	Valuable Stocks and bonds might become less precious

TL text	Sense of TL text	Strategy	Sense compatibility
اعادة تنشيط الاسهم والسندات الضعيفة	Revitalizing weak stocks and bonds	adaptation	+
اعادة تنشيط الاسهم والسندات قليلة القيمة	Revitalizing invaluable stocks and bonds	adaptation	+
اعادة تنشيط الملائكة الهابطون	Revitalizing falling angels	Literal translation	-
تنشيط الملائكة الهابطون	Revitalizing falling angels	Literal translation	-

Discussion:

American business expression "Fallen Angels" is utilized in the business market to designate the meaning of "reviving weak stocks and bonds". This meaning was rendered accurately by translators 1 and 2. They have accurately expressed the original meaning and are ultimately recognized accurate translations of the SL text because their translated versions emphasize the idea of recovering the value of once-precious and valuable stocks and bonds.

Translations 3 and 4 renderings, on the other hand, are regarded inaccurate translations of the SL text because they are inconsistent with the intended meaning.

SL text (4)

GLIMMER OF HOPE: little success opportunity. "Still there is a glimmer of hope in South Korea's business conditions as the longstanding reluctances seems to approach ending.

TL texts

1. لازال هناك بصيص من الامل في حصول تقدم في قطاع الاعمال في كوريا الجنوبية بعد مرحلة طويلة من التباطؤ.
2. هناك شعاع من الامل في الوضع الشامل لقطاع الاعمال في كوريا الجنوبية بعد فترة من التباطؤ.
3. هناك بصيص من الامل في تغيير وضع الاعمال في كوريا الجنوبية بعد مرحل مطولة من عدم احراز اي تقدم.
4. لازال هناك القليل من الامل في حصول تغيير في قطاع الاعمال في كوريا الجنوبية بعد فترة طويلة من التباطؤ.

SL text	GLIMMER OF HOPE
Sense of the SL text	An opportunity to make success

TL text	Sense of TL text	Strategy	Sense compatibility
بصيص من الامل	Little hope	Literal translation	+
شعاع من الامل	Little hope	Literal translation	+
بصيص من الامل	Little hope	Literal translation	+

القليل من الامل	Little hope	Literal translation	+
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Discussion

The phrase "glimmer of hope," used in American business language to refer to the anticipation of a favorable change in a particular undesirable circumstances.

In the renderings of translators 1, 2, 3, and 4, this meaning was attained. Their translation correspond to the intended meaning .They are therefore regarded as suitable translations of the SL text.

SL text (5)

BELT-TIGHTENING: Cost-cutting. "U.S. companies keep strengthening profits through belt-tightening"

TL texts

- 1- تعمل الشركات الاميركية على زيادة الارباح من خلال ضغط النفقات.
- 2- تقوم الشركات الاميركية بزيادة الارباح من خلال تقليل النفقات.
- 3- تعمل الشركات الاميركية على زيادة ارباحها من خلال شد الحزام.
- 4- تهدف الشركات الاميركية الى زيادة الارباح من خلال اتباع سياسة شد الحزام.

SL text	BELT-TIGHTENING
Sense of the SL text	Minimizing costs

TL text	Sense of TL text	Strategy	Sense compatibility
ضغط النفقات	Decreasing costs	Adaptation	+

تقليل النفقات	Decreasing costs	Adaptation	+
شد الحزام	Belt tightening	Literal translation	-
شد الحزام	Belt tightening	Literal translation	-

Discussion

Belt tightening is an American business expression which refers to a sort of economic strategy pursuit by big companies and businesses for the purpose of maximizing profits on the one hand and minimizing overall costs on the other.

This meaning was properly conveyed through translation versions of translators 1 and 2. Their renderings correspond to the targeted meaning and consequently deemed appropriate rendering of the SL text. Conversely, translators' 3 and 4 renderings contradict the intended meaning in the sense that their translation versions have focused on the literal meaning of the business expression. Ultimately, their translations are regarded inappropriate rendering of the SL text.

SL text (6)

LOSE ONE'S SHIRT (TO): Lose a significant amount of money. "U.S. investors did venture abroad from time to time. But they often lost their shirts especially in Latin America".

TL texts

1. يقوم المستثمرون الاميركيون بالمجازفة في مشاريع خارجية ولكنهم غالبا ما يخسرون مبالغ كبيرة من الاموال خاصة في امريكا اللاتينية.
2. يجازف المستثمرون الاميركيون من وقت الى اخر في مشاريع خارج الولايات المتحدة ولكنهم يخسرون الكثير من الاموال خاصة في أمريكا اللاتينية.

3. غالبا ما يجازف المستثمرون الاميركيون في خارج الولايات المتحدة ولكنهم يخسرون الكثير من الاموال في تجارة الملابس خاصة في امريكا اللاتينية.
4. يقوم المستثمرون الاميركيون بالمجازفة ويخسرون الاموال في تجارة الملابس وخاصة في امريكا اللاتينية .

SL text	LOSE ONE'S SHIRT (TO)
Sense of the SL text	Losing lots of money

TL text	Sense of TL text	Strategy	Sense compatibility
يخسرون مبالغ كبيرة من الاموال	Losing great amounts of money	adaptation	+
يخسرون الكثير من الاموال	Losing great amounts of money	adaptation	+
يخسرون الكثير من الاموال في تجارة الملابس	Losing money in garments trading	adaptation	-
يخسرون الاموال في تجارة الملابس	Losing money in garments trading	adaptation	-

Discussion

The SL text discusses what it means to lose a lot of money on particular ventures or endeavors. Translators 1 and 2 accurately interpreted this meaning in their translations. In the end, it was decided that their translations accurately rendered the SL text and were compatible with the intended meaning.

In contrast, the translations of translators 3 and 4 are viewed as improper because they do not accurately convey the SL text's intended meaning.

SL text (7)

IN THE DRIVER'S SEAT: In charge, responsible for. "Thomas Loane says IBM's lack of published list prices puts him in the driver's seat at the negotiating table."

TL text

1. يقول توماس لوانان ان عدم وجود قائمة اسعار خاصة بشركة اي بي ام تضعه في مقعد السائق على طاولة المفاوضات.
2. توماس لون يؤكد ان عدم قيام شركة أي بي ام بنشر قائمة الاسعار يجعله يقوم بدور السائق على طاولة المفاوضات .
3. يؤكد توماس لون ان عدم قيام شركة اي بي ام بنشر قائمة الاسعار يجعله مسؤولا عند اجراء المفاوضات.
4. يقول توماس لون ان عدم وجود قائمة اسعار خاصة بشركة أي بي ام يجعل منه مسؤولا عند اجراء المفاوضات .

SL text	IN THE DRIVER'S SEAT
Sense of the SL text	Responsible for something

TL text	Sense of TL text	Strategy	Sense compatibility
تضعه في مقعد السائق	Putting him in the driver's seat	Literal translation	-
يقوم بدور السائق	Acting as a driver	Literal translation	-
يجعله مسؤولا	Making him	adaptation	+

	responsible		
يجعل منه مسؤولاً	Making him responsible	adaptation	+

Discussion

(In the driver's seat) is an expression used in American business language to indicate that someone is in charge of or responsible for something. Translators 3 and 4's interpretations have successfully expressed this meaning. They are regarded as adequate translations of the SL text since their translation versions correspond to the intended meaning.

However, the translations offered by translators 1 and 2 are deemed unacceptable because they are inconsistent with the SL text's intended meaning.

SL text (8)

CAPITAL FLIGHT: sending funds outside the country. "The high investment spending along with rising inflation has resulted in major capital flight abroad."

TL texts

1. الانفاق الاستثماري المرتفع اضافة الى ازدياد التضخم قد ادت الى ارسال رؤوس الاموال الى الخارج.
2. ادى الانفاق الاستثماري المرتفع وزيادة التضخم الى ارسال رؤوس الاموال الى الخارج.
3. نتج عن الانفاق الاستثماري العالي اضافة الى معدلات التضخم المرتفعة طيران رؤوس الاموال.
4. ادى الانفاق الاستثماري العالي ومعدلات التضخم المرتفعة الى طيران رؤوس الاموال.

SL text	CAPITAL FLIGHT
Sense of the SL	Sending money abroad

text	
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TL text	Sense of TL text	Strategy	Sense compatibility
ارسال رؤوس الاموال الى الخارج	Sending funds abroad	adaptation	+
ارسال رؤوس الاموال الى الخارج	Sending funds abroad	adaptation	+
طيران رؤوس الاموال	Flight of funds	Literal translation	-
طيران رؤوس الاموال	Flight of funds	Literal translation	-

Discussion

The meaning of this business expression is related to the fact that investors and businessmen tend to transfer their funds outside countries experiencing unstable political or economic conditions. This meaning was conveyed properly by translators 1 and 2. Their translation versions comply with the targeted meaning, hence their translations are deemed appropriate renderings of the SL text.

On the other hand, renderings proposed by translators 3 and 4 are inconsistent with the intended meaning since they have literally translated the expression, thus the resulting rendering contradict the SL meaning. As a result, their renderings are regarded inappropriate translation of the SL text.

Conclusions

The study arrives at the following conclusions:

1. Considering that Arabic and English are two divergent languages linguistically and culturally is essential to properly implement the translation of American business language into Arabic.
2. Translating American business language into Arabic is an intricate task that can only be implemented by skillful and proficient translators.
3. The translation of American business language, as an example of culturally based texts, requires a good knowledge of the source language culture as well as that of the target language.
4. Different methods are used by translators to address different translation issues. The techniques that are used most frequently are literal translation and adaptation.

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