THE TRANSLATION OF FAST-FOOD ADVERTISING TEXTS
FROM ENGLISH TO ARABIC

by

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To my wife, the children, Shadi, Rula, Fadi, Bilal, and Raneem and my parents:
- for love and support.

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Abbreviations

The following abbreviations are used in this study:

ST   :   Source Text

TT   :   Target Text

SL   :   Source Language

TL   :   Target Language

DTS   :   Descriptive Translation Studies

Abstract

On the assumption that the translation strategies used to translate American fast-food advertisements into Arabic cause the Arabic translations to be culturally bound to their originals, the aim of the present study is to identify such translation strategies. The study was conducted with the aid of questionnaires as a primary research method to obtain data which are then complemented by means of textual analyses of the corpus. The findings reveal that the main translation strategies used to translate phrases in fast-food advertisements from English into Arabic are borrowing and transliteration. The overall finding is that inadequate translations of culture-specific concepts, phrases, logos and terms produce target texts which are bound to the source texts. This causes the translations to be rejected by the target culture. (125 words)

Key terms:

Advertising; fast food, advertising agencies; translation strategies; culture-specific concepts; logos; phrases; descriptive translation studies.

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Chapter 1

Introduction

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1.1   Identification and statement of research problem

The purpose of chapter 1 is to identify and present the research problem that forms the focus of this dissertation. The research problem concerns foreign text elements, included in the translation of culture-specific concepts, phrases, logos and terms, translated by means of strategies such as loan words and transliteration which dominate most of the translated texts.

1.2   Background and rationale of the research problem

Advertisements form a fast growing industry in modern societies. In the past fifty years or so advertisements have become an inseparable part of consumers' lives. Advertising exists in various market systems and the way it affects the receivers varies from system to system. However, it does influence society to behave in a certain way.

Advertising has been introduced to every sphere of society including arts, culture, sport, fashion and fast food. It is, quite simply, everywhere:

> We cannot walk down the street, shop, watch television, go through our mail, log on to the Internet, read a newspaper or take a train without encountering it. Whether we are alone, with our friends or family, or in a crowd, advertising is always with us, if only on the label of something we are using (Cook 2001:1).

Today advertising agencies use sophisticated methods of research to establish consumers' desires, tempting and trying to persuade them by means of advertisements to buy what are often identical products.

In America the breakthrough made by means of the mechanical printing press allowed for the design, production and the appearance of bold advertisements. Around the world the United States is perhaps best known for its numerous and successful fast-food franchises. Fast-food restaurants like McDonald's, Burger King and Kentucky Fried Chicken are known for selling simple, pre-prepared meals of foods such as hamburgers, and French fries.

Although advertising in the Arab world has improved, researchers have so far ignored the subject and, to the best of my knowledge, only a few articles and short papers have been written about advertising in this culture. One of the few published papers is by Gully (1996), which investigates the main features of Arab advertising, such as code switching, the use of idioms and rhetorical devices. The second, unpublished paper was written by Maalej (1996) about persuasion in the discourse of billboards in Tunisia.

When investors expand their operations overseas, they often take their existing advertising materials with them. To make their advertising appropriate to the target cultures, the investors carry out translation and localization to ensure acceptance of their products by new consumers. The problem quite often is that such translations are bound to the original texts, resulting in texts of obvious foreign origin, which then negatively influence consumers' needs. The consumers, who wish to order Kentucky Fried Chicken's meal, read the translated menu from English in Arabic. They find that menus do not help them to select their preferable meals because they are obliged to read menus transliterated in Arabic. I talked to four advertising agencies in Riyadh, namely Outdoor, Al Wataniah, Al Khorajy, and Taybah which are engaged in different types of advertisements. They were mostly cooperative and very interested in the subject of my dissertation. I found that problems in translating fast-food advertisements are attributed to the employment of non-professional translators. These translators are not native Arabic speakers, and hence, they are not familiar with the Saudi culture. Fast-food advertising translations are further complicated by the fact that advertising agencies do not use appropriate translation strategies. The non-Arab speakers cannot rule out what suits and what does not suit Saudi culture. Fast-food companies such as Kentucky Fried Chicken (KFC), Pizza Inn, Herfy and Kudo expect advertising agencies to produce acceptable

advertisements to sell their products. However, these companies frequently find that the translation strategies used often produce unacceptable translations, which may actually deter sales.

When Saudi Arabia opened its borders to foreign investors, large companies were interested in bringing their products and services to a country which has repeatedly shown a huge potential for profit. However, the translations they produced do not take into account culture-specific concepts which are considered very important when dealing with two different cultures such as the American and Arab cultures. Furthermore, the main shortcoming of these translations is that they ignore the socio-cultural factors which influence the target culture. Since the eighties, translations have been considered to be acceptable if they function in the receiving culture as translations and consequently a great deal of consideration is given to the socio-cultural conditions which govern target cultures. Therefore, translations are only really acceptable if they function as such in the receiving culture. Culture is a complex collection of experiences which condition daily life and is expressed in our history, social structure, religion, traditions, customs and everyday language usage. Newmark (1988:94) defines culture as "the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression", thus acknowledging that each language group has its own culture-specific features.

The past few decades have witnessed an increased demand for the translation of advertisements from English into Arabic because most products and services available in Arab countries are imported from American and countries which use English as the language of commerce. In the process of translating advertisements from English to Arabic, the culture of the Arab people will have an impact on the way the translation is perceived. This study deals with American and Saudi cultures and each one has its own culture-bound characteristics. A clear example is the translation of advertisements which contain sexual references or visuals which are not acceptable to Arab readers or viewers. However, in America advertisements that contain sexual pictures are allowable to a certain extent. Differences also exist in the conventions and styles of advertising. For instance, using a woman wearing tight trousers or who appear semi-naked while

promoting a product more likely occurs in America because it is not acceptable to the Saudi culture. In contrast, Saudi women who appear scarf-clad with a long and loose dress to promote products on TV or newspapers are more acceptable to the Saudi culture. According to (Al Makaty et al. 1996:19), in advertisements in the Saudi media, women are only shown if their presence relates directly to the product and if they are suitably dressed, i.e. with head covering that does not reveal any hair and wearing long dresses.

Another aspect of culture which distinguishes the American culture and the Saudi culture is the religious values. For example, in an advertisement produced by a foreign company to sell refrigerators in Saudi Arabia, a picture of a fridge, filled with food including a large ham was introduced. Translating this advertisement for the Saudi market accompanied with this picture, where no Saudis are allowed to eat ham, is not successful. However, producing such an advertisement in America or in the West would be quite successful because there they are allowed to eat ham. The above example indicates that religion may affect a variety of consumer processes. Religion links consumers in various to lifestyles that determine the consumption of certain products. In this regard, Al Mowssawi (1992:28) found that religious teaching plays an important role in producing effective advertisements for Arabs whose religion is a main determiner of their lifestyle and behaviour.

When translating, two languages and two cultures are involved. The notion of culture is essential to considering the implications for translation and, despite the differences in opinion as to whether language is part of culture or not, the two notions appear to be inseparable. Discussing the problems of correspondence in translation, Nida (1964:130) confers equal importance to both linguistic and cultural differences between the source language (SL) and the target language (TL) and concludes that "differences between cultures may cause more severe complications for the translators than do differences in language structure". In this regard, Toury (1978:200) says that "translation is a kind of activity which inevitably involves at least two languages and two cultural traditions". As this statement implies, translators are permanently faced with the problem of how to treat cultural aspects implicit in a source text and of finding the most appropriate technique of successfully conveying these aspects in the target language**.**

Given the context of the problem, we can now formulate the research problem that is addressed in this study.

1.3   Statement of problem

Advertising text has a particularly complex structure which requires special attention to both the text's macro-structure (advertising agency or medium, etc.) and its micro-structure (i.e. words, phrases and sentences). Translating advertisements is not an easy task for they are a microcosm of various prosodic, pragmatic, syntactic and textual elements and rather difficult when encountered in translation (Smith & Klein-Braley 1997:175).

Contemporary translated Arabic fast-food advertisements show that many of these advertisements are very much bound to their originals. As a result, the translations are clearly texts of foreign origin which negatively influence consumers' understanding of the messages conveyed. Consumers, in different cases, frown at English texts transliterated into Arabic because they include foreign textual elements. These foreign textual elements, which form part of culture-specific concepts, phrases, logos and terms, are translated by means of strategies such as loan words, transliteration and direct translation and dominate a great part of the translated texts. Smith (2002:49) points out that direct translation maintains the textual-linguistic structure of the source text and also uses many loan words. Direct translation occurred in the Middle East at the beginning of the 1990s, even though this strategy leads to a reduction in the persuasive elements of advertisements. Direct translation strategies are not acceptable because they retain the source text elements in the Arabic translation.

Beesley (1998:3) states that the purpose of transliteration is to write a language in its customary orthography, using the exact same orthographical letters, but also using carefully substituted orthographical symbols. Although it is possible to use Arabic transliteration for English words, it does not satisfy the requirements of non-English speakers who cannot guess their meanings.

Because the languages concerned are embedded in different cultures, translating fast-food advertising texts from English into Arabic requires careful consideration of available strategies. This will retain the original impact of the source text on the target market and in the translated target text. One of the things that interested me about the translation of English advertisements into Arabic is the fact that the translation strategies used by the translators do not assist in conveying the message of the advertisement to the target language readers. Hence, what makes advertisement translation strange? To what extent do the translation strategies that are used affect the message of the advertisements? These questions lead to the central research question being addressed by this study, namely:

- Which translation strategies are used to translate culture-specific concepts, phrases, logos and terms used in English fast-food advertisements into Arabic?

It became clear to me that the role played by selected translation strategies to deliver the message in fast-food advertisements to target readers requires special attention. It also became obvious that the current translation strategies that are used to translate English culture-specific terms, phrases, logos and concepts into Arabic repeatedly affect the rate of sales of consumer goods as they fail to generate the proper message. In this regard, Al Shehari (2001:255) points out that previous research on this subject was conducted among different language pairs, where the resulting strategies were categorized in a traditional and broad manner, e.g. non-translation, word-for-word translation and literal translation. This study will therefore involve target receivers and their attitudes towards the translation of fast-food advertisements.

Given this background and the research problem, we can now turn to the research aim of the present study.

1.4   Aim of the study

On the assumption that the current translation strategies used to translate English fast-food advertisements into Arabic cause the Arabic translations to be culturally bound to their originals, the aim of this study is to identify the translation strategies used to

translate culture-specific concepts, phrases, logos and terms used in English fast-food advertisements into Arabic.

In examining the list of masters' dissertations submitted to universities in the Kingdom of Saudi Arabia, it is noted that very little has been written on this specific subject in the past. This study will widen our existing knowledge of the topic through a comparison of different fast-food advertisements in English and their Arabic translations and how this reveals the differences in these cultures.

1.5   The corpus

The corpus under investigation comprises eleven images of English fast-food advertisements and their Arabic translations. The advertisements were selected from the print media such as English and Arabic newspapers, posters, flyers and magazines published in 2003. The advertisements all deal with fast-food advertisements. The translation strategies used to translate fast-food advertisement texts from English to Arabic do not help customers to meet their demand. Fast-food advertisements were chosen because they have not yet been studied by previous researchers.

Given a brief indication of the aim of this study, we can now look at the research methodology.

1.6   Methodology

In this section, I am going to present a brief overview of the translation-theoretical framework adopted for the questionnaires and the comparison of the translated fast-food advertisements.

1.6.1   Questionnaire

Questionnaires are an inexpensive way of gathering data from a potentially large number of respondents. In this study, the questionnaire is the main research tool used to collect

data from 40 respondents. Such data are complemented by textual analysis within the framework of Descriptive Translation Studies or DTS (see Par. 1.6.2).

1.6.2 DTS framework for the comparative analysis

The term 'equivalent' was the dominant concept used by translation scholars up to the first half of the 1980s. However, many theorists have found that the concept of equivalence has its limitations because, according to prescriptive, equivalence-based translation theories, the translation has to mirror its original. Kruger and Wallmach (1997:121) say that "the main shortcoming of prescriptive translation theories is the fact that they ignore the socio-cultural conditions under which translations are produced in order to function in the receiving culture as acts of communication".

In contrast to these prescriptive theories, a new paradigm emerged which is called descriptive translation studies or (DTS). This approach aims not to prescribe how translation ought to be done, but to observe how translations have been done in practice.

Descriptive translation theorists start with a practical examination of a corpus of texts and their translations and then attempt to determine which norms and which constraints operate on these texts in a specific culture and at a specific historical moment (Wallmach & Kruger 1999:278). Their approach is therefore functional and target-oriented: they accept any text as a translation if it functions as such in the receiving culture. In other words, these theorists attempt to account not only for textual strategies in translated texts, but also for the way in which such texts function in the target culture and literary system (Hermans 1985:13).

This study is placed within the domain of Descriptive Translation Studies (DTS). It is a target-oriented approach which deals with the translation strategies employed and the conventions of the target system. Toury (1995:13) says: "Translating itself, as a type of text- generating activity, may well vary in its position too. This variability and its possible ramifications, e.g. in terms of texts pertaining to different types, or translation activities performed in different cultural groups, is again intimately connected with the

strategies adopted by translators, and hence with the make-up of translated texts and their relationships to their sources".

Kruger and Wallmach (1997:123) say that DTS methodology requires a "tertium comparationis" (TC) that will serve as the basis of comparison for the description of a source text (ST) and its translation at both the micro-and macro-level. Their use of the concept of TC differs from that of DTS scholars. They regard the TC as the basis on which the comparison can be conducted in terms of a set of criteria present in both the ST and the TT. In the case of the present study, the TC comprises cultural aspects such as culture-specific terms, logos, concepts and phrases. These aspects will be analysed at micro-textual level in this study (see Chapter 3, Par. 4).

I will also execute the comparison between the source texts and target texts at macro-level. Such a comparison has to take into account the complex network of relations between the political, social, cultural, literary and textual norms and conventions of the source system and those of the target system.

The translated English fast-food advertisements in Arabic form part of a larger set of advertisement translations in Saudi Arabia in particular and the Middle East in general. As we can see from diagram 1 below, the left part refers to the STs (the English advertisements in the American culture) whereas the right part shows the Arabic advertisements in the Saudi culture.

STs	TTs

English advertisements in American culture   Arabic advertisements in Saudi culture

Tertium comparationis (TC)
- Culture-specific concepts
- Phrases
- Logos
- Terms
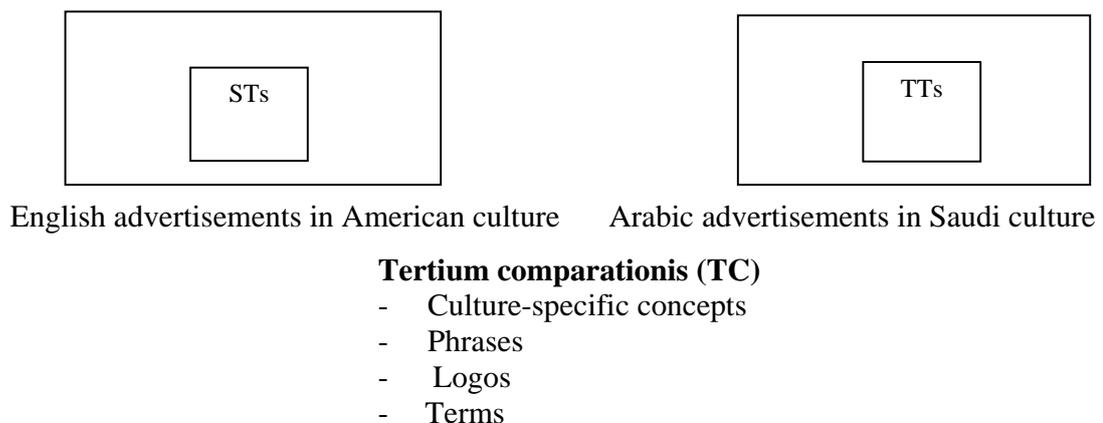
Diagram 1: *Tertium comparationis* for comparing translated TTs and their STs

1.7   Structure of the study

This study will be organized as follows

Following the first chapter, the rest of the dissertation is structured as follows:

Chapter 2:   **Literature overview**. The second chapter aims to review the theoretical foundation upon which the research is based by reviewing the relevant literature.

Chapter 3:   **Analytical framework and research procedures**. This chapter describes the methodology used to collect the data in order to solve the research question.

Chapter 4:   **Findings and interpretation**. This chapter presents some tables with all the data obtained showing findings on each question linked to a specific translation strategy.

Chapter 5:   **Conclusion.** This chapter summarizes the aim of the study, provides an overview of the chapters and shows the contribution of the present study to the discipline. It also makes recommendations for future research.

Chapter 2

Literature overview

2.1   Introduction and objectives

Translation strategies used in translated advertisements can be analyzed within a Descriptive Translation Studies (DTS) framework. Such a model takes into consideration the description of the source texts in the source culture as well as their translations in the target cultural system.

The main purpose of this chapter is to discuss the theoretical framework used for this particular study. This chapter therefore deals with the relevant literature as regards the domains of culture, advertising and translation.

2.2   Domains of the study

This chapter gives an overview of the literature relevant for the three domains which are combined for the present research. Full details of every domain and clear links between the three areas are provided to show the interdisciplinary nature of the present study.

2.2.1   Culture

It is difficult to separate language and cultural identity. One language cannot express the meanings of another; instead, there is a difference between the meanings built in and the meanings that must be captured and expressed. In this sense, different languages pre-dispose their speakers to think differently, i.e., direct their attention to different aspects of the environment. In other words, translation is not simply a matter of seeking words with similar meaning, but rather the finding of appropriate ways of saying things in another language. Different languages may use different linguistic forms, such as verbs and nouns, but these forms are only one aspect of the differences between the two languages.

The definition of culture as given in the *Concise Oxford Dictionary* (1995*)* varies from descriptions of the arts to plant and bacteria cultivation and includes a wide range of intermediary aspects. The word **culture** has many different meanings. For example, it refers to an appreciation of good literature, music, art and food. Culture is an integrated pattern of human behavior that includes thoughts, communications, languages, practices, beliefs, values, customs, courtesies, rituals, manners of interacting and roles, relationships and expected behaviors of a racial, ethnic, religious or social group; and the ability to transmit the above to succeeding generations http://www.georgetown.edu/research/gucdc/ nccc/ ncccplannersguide.html. In this regard, Eagleton (2000:34) says that culture can be loosely summarized as the complex of values, customs, and beliefs and practices which constitute the way of life of a specific group. According to Newmark (1988:222), translating the source language into a suitable form in the target language is part of the translator's role in trans-cultural communication.

Indeed, culture is a powerful human tool for survival, but it is a fragile phenomenon. It is constantly changing and easily lost because it exists only in our minds. Our written languages, governments, buildings and other man-made things are merely the products of culture.

2.2.1.1 The influence of American fast-food culture

A fast-food restaurant is a restaurant characterized both by food which is supplied quickly after ordering, and by minimal service (http://en.wikipedia.org/wiki/ Fast food# Overview). Fast-food restaurants, which originally established in America, are nearly always facilitated with a "drive-thru" service which gives access to customers to order and pick up their food after a while they sit in their cars; but most fast-food restaurants also have a seating area inside where customers can eat food.

Modern fast food is processed and prepared with standard ingredients and cooking techniques. It is quickly served in cartons or bags. In most fast-food outlets, menu items include meals which are served inside or to take away. This process shows a level of

product quality, and is a key to deliver the order quickly to the customers.

Fast-food outlets are considered as a symbol of modern technology, and they vary according to various cultures. In East Asian cultures fast-food restaurants are featured by noodle shops. Round flat bread and "falafel" are popular in the Middle East. Falafel in Arabic is a fried ball or patty made from spiced fava beans and/or chickpeas. It is a representation of fast food in the Middle East which is served as a snack.

Multinational companies modify their menus to cater for local tastes and most overseas outlets are owned by native franchisees. McDonald's in India, for example, tend to use lamb rather than beef in burgers because Hinduism traditionally bans eating beef. In Israel, the McDonald's restaurants are "Kosher" and respect the Jewish Shabbat. In Egypt and Saudi Arabia, all menu items are changed to "halal", an Arabic term which means "permissible".

2.2.1.2 Culture and language

"Translation is, of course, a rewriting of an original text. Rewritings can introduce new concepts, new genres, new devices and the history of translation is the history also of literary innovation, of the shaping power of one culture upon another. But rewriting can also repress innovation, distort and contain, and in an age of ever increasing manipulation of all kinds, the study of the manipulative processes of literature as exemplified by translation can help us toward a greater awareness of the world in which we live" http://www.richmond.edu/~jhayes/ cultures_in_translation.htm.

In line with the above, approaching a culture implies beginning a process of translation. Translation reveals the power that one culture can exercise over another. Translation is not merely the production of a text equivalent to another text, but rather a complex process of rewriting the original.

It becomes clear that language and culture are different. Lefevere (1992:100) recommends that translators should be taught the relativity of translation poetics as well as strategies that could bridge the translator's view of the source image, projecting an image that the target audience understands in a similar manner.

Nida's (1964:129) definitions of formal and dynamic equivalence may also be applied when considering cultural implications for translation. According to Nida (1964:129), a "gloss translation" mostly typifies formal equivalence where form and content are reproduced as faithfully as possible and the TL reader is able to "understand as much as he can of the customs, manner of thought, and means of expression" of the SL context. Contrasting with this idea, dynamic equivalence "tries to relate the receptor to modes of behavior relevant within the context of his own culture" without insisting that he "understands the cultural patterns of the source-language context".

2.2.1.3 The importance of culture in translation

Gideon Toury (1978:200) states that "translation is a kind of activity which inevitably involves at least two languages and two cultural traditions". Lotman (1978:211-32) agrees, "no language can exist unless it is steeped in the context of culture; and no culture can exist, which does not have at its center, the structure of natural language". The notion of culture is essential when considering the implications for translation and, despite the differences in opinion as to whether language is part of culture or not, the two notions appear to be inseparable. Discussing the problems of correspondence in translation, Eugene Nida confers equal importance to both linguistic and cultural differences between the SL and the TL and concludes, "differences between cultures may cause more severe complications for the translator than do differences in language structure" (Nida 1964:130). It is further explained that parallels in culture often provide a common understanding despite significant formal shifts in the translation. Cultural implications for translation are thus of similar importance as lexical concerns.

Bassnett (1980:13-14) underlines the importance of this double consideration when translating by stating that language is "the heart within the body of culture," the survival of both aspects being interdependent. Linguistic notions of transferring meaning are seen as being only part of the translation process: "a whole set of extra-linguistic criteria" must also be considered. As Bassnett (1980:23) further points out, "the translator must tackle the SL text in such a way that the TL version will correspond to the SL version. To attempt to impose the value system of the SL culture onto the TL culture is dangerous ground". Thus, when translating, it is important to consider not only the lexical impact on the TL reader, but also the manner in which cultural aspects may be perceived and make translating decisions accordingly.

2.2.1.4   The importance of translation in culture

Translating as an activity and translation as the result of this activity are inseparable from the concept of culture. There have been two great historical examples of how translation introduced one culture to another. One is the translation of the Buddhist scriptures from various Indian languages into Chinese. The second is the translation of Greek philosophical and scientific works from Greek and Syriac into Arabic, them to the

The art of translation has played a key role in the development of world culture. It is common to think of culture as national and absolutely distinct, but if we begin to examine the impact of literary translation, the possibility of communication beyond Anything so confined by geographical location becomes clear.

Indeed, the translational capacity of culture is an important criterion of culture. Culture operates largely through translational activity, since only by the introduction of new texts into culture can the culture undergo innovation as well as perceive its specificity.

2.2.1.5   Culture and advertising

Advertisements are not only the transmission of product information but are also of social

symbolic information that contributes to the shaping of cultural tendencies within society. They inform and mediate social relations, telling individuals what they must buy to become fashionable, popular and successful while inducing them to buy particular products to reach these goals. "Advertising is the business of drawing public attention to goods and services, and is performed through a variety of media" (http://en.wikipedia. org/wiki/Advertising).

Leiss, Kline and Jhally (1986:7) indicate that "advertising is not just a business expenditure undertaken in the hope of moving merchandise off the store shelves, but is rather an integral part of modern culture". In order to market a product, like fast-food products, from one culture to other, advertisers use extensive advertisement campaigns. To market a product in its source language would not help advertisers to convey the message to the target consumers. This leads advertisers to search for translation offices or companies who are able to convert the source text to a target language via translation.

A problem arises when advertisements created in one culture have to be translated for use in another culture. It does not merely imply finding linguistic equivalents in the target language. A social frame of reference has to be recreated in another culture.

This leads to the fact that culture, advertisement and translation are interrelated and should be taken into consideration when fast-food companies, in particular, intend to market their products in a different culture.

2.2.2 Advertising

2.2.2.1 What is advertising?

Bolen (1984:9) defines advertising as paid, non-personal communication through various mass media by business firms, non-profit organizations and individuals who are in some way identified in the message and who hope to inform or persuade members of a particular market to buy a particular product or service.

Broadly speaking, advertisements have an informative or persuasive function. An informative advertisement informs the market about goods, services or ideas and obtains it by means of an identified sponsor. For example, flyers and loose inserts in magazines and newspapers which advertise new products or services, regularly take the form of informative advertisements.

A persuasive advertisement tries to persuade potential customers that they need to buy a new product (Bolen 1984:6). This means that this type of advertisement is limited to selling services, ideas, norms and values. The function of advertisements is to carry out a message which communicates meanings by using signs that can use verbal (linguistic signs) and/or non-linguistic codes. Regarding verbal signs, Nida (1964:120) states that "language consists of more than meanings of the symbols, and the combination of symbols; it is essentially a code in operation, or…a code functioning for a specific purpose".

Marketing researchers define advertising in many ways. For example, Bernstein (1974:7) states, "any attempt to define advertising is doomed to failure because it will be too comprehensive, or too restricted or subjective". When defining advertising we have to consider the components of meaning and describe the concepts to which it refers.

Further, Dyer (1982:2) defines advertising as "drawing attention to something" or "notifying somebody of something". So we can say that advertising is meant to draw people's attention and to persuade them to buy a product. In the same vein, Bovee and Arens (1986:5) define advertising as "the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media".

2.2.2.2   Elements of an advertising text

a)   Headlines

The headline is the first element in the advertisement which attracts the readers' attention.

It is used to illustrate and summarize the advertising message. It is a very important element in the text of an advertisement because the main function is to catch the attention of potential consumers of a product or service. In this regard, Dunn (1969:293) states that including an appealing brand name of expression has a strong impact on the reader.

b) Colour

Colour is an important element in advertising fast-food products because it attracts attention. In my corpus the advertisers use different colours to present different types of meals. As far as the advertisement is concerned, posters seem to provide the best medium of colour. In addition, the symbolic meaning of colour refers to the quality of meals and quick delivery services. Further, "the symbolic connotation of colour depends on the situation in which it is used" (Dunn & Barban 1986:503). In advertisements, for example, yellowish red suggests fire, and green is associated with holidays and coolness (Paragraph 3.3.4, Chapter 3).

c) Illustration

Illustrations are important elements in advertisements. They require less processing effort from the reader in that they are easy to look at to get the message immediately. They usually show a reward or a solution presented by the product which attracts attention easily. For example, promoting a cheese burger sandwich requires the inclusion of a picture in visual context which the desired reader will recognize immediately. In this regard, Dunn and Barban (1986:493-5) state four ways in which illustrations can produce an effective advertisement: by attracting the attention of the desired target, by communicating the relevant idea more effectively and more easily than doing so verbally, by enticing the reader to read the headline and text, thus making the message convincing.

2.2.2.3 Advertising media

The choice of type of medium is of high importance to promote a product. Such a choice

depends on the funds required to cover such promotion. In this regard, the role of the advertiser is to look at the cost of the advertisement and how much he will benefit from it. The translator's role is to consider the medium of advertising which may depend on the size of verbal captions to correspond with any movable pictures. The translator, therefore, should know the medium of the advertisement to allow him to determine the correct translation method. In the next section I will present brief details of the different types of advertising media used in this dissertation.

a)   Collateral materials

Collateral material is used in advertising to refer to a group of publications which are produced by manufacturers to promote their products (Bovee & Arens 1986:507). This type of advertising includes flyers, catalogues, brochures and sheets, which help dealers to respond very quickly to customers, and provides more information about products. Handbills are usually small and often printed only on one side, while a folder is printed on single sheets of paper folded in half which unfolds into a large sheet to be read like a poster or a newspaper page (Al Shehari 2001:23).

b)   Outdoor advertising

This is one of the main types of media advertising in Saudi Arabia because it is easy for consumers to view the products while on the road, when shopping and when on their way to work. Outdoor advertising has become very important since the development of paved streets and highways. It relays a message which will be displayed on the road for twenty four hours a day and for a fortnight or so. It can reach people of all ages. Street posters are more commonly used than anything else in Saudi Arabia to display all types of advertisements. This is because they are placed close to traffic lights where everyone can easily see them in different areas, and at varying times. Gunther (1999:150) indicates that spending on outdoor advertising, which includes bus shelters, subway posters, street furniture, stadium displays, mall and airport signs, as well as traditional billboards, is increasing by nearly 10% a year. This increase is faster than that of newspapers,

magazines and broadcast TV, though not as fast as cable TV or the Internet. Posters have continued impact on consumers as long as they are displayed for a long time and in different places such as buildings or structures on the street.

2.2.2.4　Translation of advertisements

Although the strategies for translating advertisements are very important in devising an international advertising campaign, very little information is mentioned about translation in advertising literature. It seems that few guidelines are in place for translators of advertising material and this probably indicates that the advertising industry fails to appreciate the difficulties of translating advertising materials efficiently. For example, Arens and Bovee (1994:271-72) offer four basic rules to be followed by advertising companies when using translators:

- The translator must be an effective copywriter. It is not enough to merely rewrite the advertisements in a foreign language.
- The translator must understand the product, its features and its market.
- Translators should translate into their native tongue and reside in the country in which the advert is to appear.
- The advertiser should provide the translator with a text in easily translatable English language, without double meanings or idiomatic expressions.

Although there is justification for these rules, they are aimed at translation commissioners and not translation professionals, and it seems they are not always all adhered to. Translated advertisements are the means of communication that are used by a company to export its products. Defining translation as type of international marketing is somewhat restrictive because communication becomes effective abroad only after the message has been translated.

Translation must be adapted for a particular market in a particular country. This encourages companies to adapt their communication to the very consumers they are

targeting. Translation therefore must be considered to be a business *function*, the mission of which consists of adapting marketing strategies to a group of market countries.

It seems that a positive effect can be observed in international advertising translation which, more or less, according to business expectations, involves increased brand awareness and an increase in demand on the market targeted by the translation campaign. This is fairly common in the Arab and oriental markets, especially in the luxury cosmetics sectors.

However, an unexpected effect and often incomprehensible, is a *negative effect* in which translation reverses the strengths of the company on the international market and becomes a disadvantage which does not serve the interests of the producers or those of the distributors. Such a negative effect has been observed in the case of fast-food products. The expected potential has somehow made them ordinary in the eyes of the foreign consumers.

I believe that this also reveals the huge pressure put on the translator of advertisements, since he is perceived, all things considered, as the guarantor of the success or failure of the campaign. He is therefore responsible for the entire communication process.

Thus the cultural parameter is of course given short shrift in advertising but it is of considerable importance. The neglect or non-observance of certain indicators during the translation process can weaken the best of advertising campaigns.

The professional practices of what I have observed can be explained by several factors: business culture, organizational patterns and years in business and expertise of the multinational nature of the market and of the product, etc. These factors influence the translation approach that is adopted. The first one, which tends to be centralizing, is characterized by the in-house management of the translation process. Translators are wage earners of the company, generally attached to the publishing department and work closely with other departments in the multinationals. The translation is then produced by

translators residing in the country of origin of the advertisement. Another strategy can be characterized as 'decentralized' since translation is outsourced to organizations external to the company. There are two possibilities: the translation can be managed by an international translation center or entrusted to multinational agencies having anchor points in the target markets. In both cases, the translation is executed according to strict standards. These standards are supposed to guarantee the brand image of the company and the commercial success of the advertising campaign.

Translators should aim at an effective text which sells the advertised product in the target culture. Smith (2002:33) quotes Guidère by saying that "the equivalence occurs not at word level, but at that of the syntagm. Understanding of equivalence does not necessarily mean fidelity to the same text since the emphasis is not on staying close to the text, but on the advertisements".

This primary link between the translation of the message and its expected benefit raises the problem of "linguistic added value". As mentioned above, if the success of international advertising depends on the conversion of the original message into the linguistic code of the foreign consumer, then the language has an added value. In this case, the advertiser finds himself confronted with the criteria for estimating this value and the optimization of the added value. Indeed, how can the quality of a translation be judged before seeing its effect on sales? How can it then be ascertained that it ensures the best communication possible?

The cultural dimension offers an environment which the translator of advertising can take into consideration. Culture is to be understood here in the broad sense of virtual or effective context in which the translated advertising message is received. For example, in Saudi Arabia the rule regulating advertising stipulates that it is forbidden to show all or part of a woman's body, except for the features of the face, and not to make any hint whatsoever in advertising to the relationship between man and woman.

In line with the above, Guidère (2000:32) states that advertisement effectiveness can be carried out by analysis at three levels:

Semantic	The objective of the advertisement can be analyzed through its lexis.
Communicative	The orientation of the message is based on the structure and the use of presupposition.
Rhetorical	The aims of the producer are analyzed through argumentation and rhetoric.

I believe that the above three levels of the effect of an advertisement are quite important and should be taken into consideration when assessing the advertisement and its ability to communicate meaning and create an effect on the target audience.

The translator uses language-specific strategies when he encounters humour in advertisements and also culture-specific terms. For example, it is difficult to translate humour because it sometimes deters advertisers who often want to standardize their campaign over various counties. Both the content and form of humour are different in English and Arabic. This implies that humorous adverts are almost impossible to translate. Sidriopoulou (1998:202) concludes that Greeks seem to be more sensitive to information in advertising, resulting in fewer humorous and more definitive statements in the adverts when translated into Greek.

It seems to me that verbal humour as opposed to pictorial humour used in the source language advertisement can be translated by adaptation. According to Nord (1993:60), adaptation is sometimes the only way to make sure that the translation fits into the target culture situation. So, to achieve adaptation in the target language, translators should have a general understanding about the text to be translated in order to determine the text

function as in humour texts. Furthermore, Smith (2002:43) states that humorous advertisements can indeed be translated, and that the translation is often at least as complex as in the source text.

Regarding culture-specific concepts, culture can be considered as a form of cross-cultural communication that means advertisements contain information which differs culturally. Baker (1992:21) states, "the source-language word may express a concept which is totally unknown in the target culture. The concept in question may be abstract or concrete; it may relate to a religious belief, a social custom, or even a type of food". Smith (2002:45) states that language carries cultural messages and the translators of all text types, not only advertising, need to be aware of the conventions that exist in both their native language and the language with which they are less familiar.

As far as the type of advertising is concerned, there are similarities and differences between English and Arabic advertisements. For example, Arabic advertisements tend to be more serious than British press advertisements. As regards English advertisements, sometimes they portray a wider range of relationships between the advertiser and the reader than do Arabic advertisements.

In his study of the translation of advertisements from English into Arabic, Al Shehari (2001:106) offers a taxonomy of strategies. His study is a semiotic analysis of texts and does not claim any universality of the strategies; he merely advocates that the strategies are useful for translators of advertising material for the Arab world. Al Shehari (2001:90) states that translation strategies can be summarized in the following way:

Element	Strategy	Potential constraint
Women	Women must be clothed	Many of the semiotic signs are lost when the model is covered
	Make model more Arab-looking	

	Show Western model	The significance of the model is lost
	More homely	
Marketing	Simpler	Less sophisticated
Newness and originality	Addition of the words 'new', 'for the first time' and 'made in Britain'	
Brand names	Transliterated	Loss of meaning
Slogans and headlines	Left unchanged	Relevance lost, but derives new meaning
	Can be modified or replaced.	

I believe that the said translation strategies (women must be clothed, make model more Arab-looking, and transliteration) are very important for Arab translators as they give quite useful suggestions about how to translate English advertising materials for the Arab world. The strategies are based on the analysis of an English and Arabic corpus and include the constraints that translators may encounter which will help them to find other, more suitable strategies.

The following section provides an overview of the theoretical aspects relevant for the present research.

2.2.3 Translation

2.2.3.1 What is translation?

Defining translation seems simple at first glance. However, theorists and lay persons alike differ on what constitutes translation. Translators have to know what is expected of them when dealing with an advertisement that has to be transferred to another language. Bell (1991:20) defines the phenomenon as "the replacement of a representation of a text

in one language by a representation of an equivalent text in a second language". This definition refers to an important notion in translation theory, namely equivalence, which will be discussed in the course of this chapter. Newmark (1988:4) defines translation simply as rendering the meaning of a text into another language in the way that the original author intended.

However, translation is not strictly limited to language. Lambert (1977:60) is of the opinion that translation is an activity which involves "a kind of verbal, but never strictly verbal communication," which is "norm-bound and culture-bound". It is clear that the act of translation involves more than language; it also involves non-verbal signs and is culture-bound. The "representation in a second language" (Bell 1991:20) would have to adhere to certain requirements in order to be a successful translation. In the case of advertisements, the translation would have to fulfil the function of the original advertisement and have a similar effect on the receiving market in order for the product to sell.

2.2.3.2 From prescriptive to functionalist approaches

Equivalence can be said to be the central issue in translation although its definition, relevance and applicability within the field of translation theory have caused heated controversy, and many different theories of the concept of equivalence have been elaborated upon in the past. Vinay and Darbelnet (1995:342) view equivalence-oriented translation as a procedure which replicates the same situation as that in the original, whilst using completely different wording.

Translators were given rules such as the following to adhere to (cf. Tytler in Heylen 1993:2; Savory in House 1981:7):
- A translation must give the words and idea of the original work;
- A translation should reflect the style and the manner of the original;
- A translation should read with the ease and fluency of the original.

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Theorists think of translation in terms of "right" or "wrong", "faithful" or "free". The critic, for instance, has to compare translations to their originals and then find "mistakes" in the translations.

It is not hard to see that any approach to translation dominated by equivalence is likely to focus on the word as the unit of translation, since words can be pronounced equivalent to other words more easily than sentences can be pronounced equivalent to other sentences, paragraphs to other paragraphs or texts to other texts (Lefevere 1992:7). For example, Catford (1965) "focused on the very possibility of rule giving" and in so doing, he essentially reduced the study of translation to the study of translatability. He established criteria against which translations could be judged, but this approach to equivalence was found too limited.

Some translation scholars have confirmed that considering translation as a mirror image of the original is not attainable. Heylen (1993:4) states that the main shortcoming of prescriptive translation theories is the fact that they completely ignore the socio-cultural conditions under which translations are produced so that they may function in the receiving culture as acts of communication.

Theorists, like Eugene Nida, the Bible translator, was in favour of the application of dynamic equivalence as a more effective translation procedure. Nida (1964:166) says that defining a dynamic equivalent translation is to describe it as "the closest natural equivalent source-language message". It seems this definition contains three essential terms namely; (1) equivalent, which refers to the source-language message; (2) natural, which refers to the receptor language and (3) closest, which binds the two orientations together on the degree of approximation.

According to Van Leuven-Zwart (1995:55), criticism, such as that of the term equivalence, is proof of a new trend in the linguistic-oriented field of translation studies. It appears that this new pragmatic trend is closely linked to developments in linguistics in the seventies where, instead of emphasizing the structural aspects of language, the

functional aspects of language came to be seen as more important. As a result, texts were no longer considered to be an independent linguistic utterance, but more as part of the socio-culture. Translation is also regarded as a communication activity in which priority is given to the function of the translated text in the target culture.

In 1970 the second phase of linguistics-based thinking on translation took into account text-linguistic influences. The text linguists considered the text as a means of communication that works in a certain situation or culture and which may not function to the same degree in another situation of culture. Text linguistics, therefore, added a much-needed functional dimension to the analysis of the translation process and the analysis of translated text (Lefevere 1992:8). However, unfortunately, text linguistics-based thinking about translation did not also find a satisfactory way out of the dilemma in which had maneuvered itself, by both introducing the functional element in translation production and analysis and refusing to let go of the concept of equivalence in one variation or another (Lefevere 1992:9). For example, House (1981) wanted a translation to function as the equivalent of its source text in a different culture or situation, but she also wanted the translation to use equivalent pragmatic means to achieve this functional equivalence. In her definition of translation as "the replacement of a text in the source language by a semantically and pragmatically equivalent text in the target language" (House 1981:29-30), the key concept is still equivalence.

House (1981) wanted a translation to match its source text in a different culture or situation, that is to say, to have a function equivalent to that of the source text. Therefore, House (1981) developed a source text-oriented approach to translation, which states that the target text must conform to the source text as the norm. According to House's translation quality assessment model, the translation should not only match its source text in function, but should also employ equivalent situational-dimensional means to achieve that function.

In line with what was said by House and Nida above, Newmark (1981) used another set

of binary terms, namely semantic and communicative translation, which also did not solve the issue of equivalence. According to Newmark (1981:102), semantic equivalence focuses on the meaning of the source text. In contrast, communicative translation is a cultural adaptation of the source text which enhances accessibility.

Various functionalist approaches were developed which considered the functions of text and translation rather than of equivalence between text and translation. These approaches encourage translators to view translation as a new communicative act that should meet the demand of both client and readership. Van Leuven-Zwart (1992:57) states that, according to these functionalist theories, the function of the translation does not have to be the same as that of the original. The source text as norm and the concept of equivalence have thus been "dethroned".

According to Nord (1991:5), the functional approach to translation was first suggested by Katharina Reiss when she included the special purpose for which a translation is made, the "skopos", as an additional category in her model of translation criticism. It focuses on the function of texts and their translations rather than equivalence between source texts and translations. This means that the recipient of the translated text is the crucial factor in any translation process. The functional approach emerged in reaction to linguistic and equivalence-based theories. In functionalist approaches, the skopos of the translation depends on the client commissioning it with a specific purpose or (skopos) in mind and requires that the translator translates it for this purpose. It is important to understand that there is always a reason behind creating a translation which is different from the reason for creating the source text.

In contrast, the functional approach establishes an effective relationship between the translator and the initiator. It can be used for any language and for any culture. The initiator could be a client or the target text reader. The translator should use the information supplied by the client which is called a 'brief' or "set of instructions". In the translation of advertising material, source text producers issue the translation brief. For

example, a company with a strong image may require that the style and layout of the source text be maintained in the target text. It may be possible to move away from the source text and give greater freedom in the design of the advertisement in order to lead to an acceptable translation. In this instance, the translator uses the information in the brief to produce an advertisement which will be acceptable to the target culture.

Nord (1991) also introduced the concept of 'function plus loyalty' as the dominant guide to adequate translation. Nord (1997:126) explains that "function refers to the factors which make the text work in the intended way in the target situation. Loyalty refers to the interpersonal relationship between the translator, the source-text sender, the target-text addresses and the initiator. Loyalty limits the range of justifiable target-text functions for one particular source text and raises the need for a negotiation of the translation assignment between translators and their clients". Let me explain this in more detail. If the initiator asks a translator to translate a source text, he fully relies on the translator to produce a text which actually meets a particular purpose or function, especially when the initiator belongs to a different culture. Moreover, the initiator anticipates that a certain link exists between the source text and target text.

Having reviewed the development of translation theory from prescriptive to functionalist approaches, I now present a brief review of the descriptive translation studies approach as this is the broad theoretical framework used for the present research.

2.2.4   Descriptive translation studies (DTS)

In the early 1980s a new approach to translation, termed Descriptive Translation Studies (DTS) emerged. DTS is a target-oriented approach which regards any translation as acceptable if it functions as such in the receiving culture. DTS is also historical and cultural, which means that specific texts are considered to be translations in the target culture at a specific moment. It is descriptive because one or more translations can be described in terms of both norms and constraints.

Hermans (1985:15) begins by describing the move towards DTS as an attempt to find grounds that "can explain why there is what there is" in translated writing. An approach that "takes translation as it comes rather than as we might have wished it", was developed in reaction to the prescriptive approaches of earlier theories of translation in a kind of "invisible college" that included researchers from various translating countries, namely Israel, the Netherlands and Belgium being the most important.

DTS is designed to identify the effect of the microstructure on the macro-structure of texts. Van Leuven–Zwart (1989:171) points out that "the descriptive model is to be considered complementary to the comparative model. While the latter is designed for the detection of shifts on the micro-structural levels the former is intended for the description of their consequences at the macro-structural level".

Toury (1980:43) started from the position that a translation is a text which is regarded, and which functions, as a translation in a particular culture. This view permits Toury to disband the concept of equivalence because it is merely a translational relation between the two texts. He thought it is appropriate to abandon the notion of equivalence between source texts and their translations and instead focus on existing translations, rather than on hypothetical ones, on actual products rather than on the process of translation on the one hand and "translatability" on the other (Toury 1980:7).

Toury (1995: 56) argues that "translation is a kind of activity which inevitably involves at least two cultural traditions, i.e., at least two sets of norm systems on each level". Toury (1995: 56) also suggests that it has proven useful and enlightening to regard the basic choice which can be made between requirements of the two different sources as constituting initial norms. Toury (1980:53-56) makes further distinctions between three kinds of translation norms, namely preliminary, initial and operational norms. According to Toury (1980:55), the initial norm governs the basic choice a translator makes between adherence to the source text's structure and the source culture's norms while striving to meet the linguistic, literary and cultural norms of the new readership.

Operational norms are the decisions reached in the process of translation. The classification of norms illustrates the choices and decisions made during the translation process.

In the same vein Baker (1993:240) states that "the concept of norms tips the balance not only in favour of the target text (as opposed to the traditional obsession with the source text) but, more important, it assumes that the primary object of analysis in translation studies is not an individual translation but a coherent corpus of translated text". When translating from one language to another the translator works as a catalyst between two languages and two cultures. The translation process involves interpreting the source text and rewriting it in the target language. One could say that a translation is a balancing act in that the translator needs to balance two cultures and languages in the translation process. The translator must therefore be aware of the norms and values of both cultures. The translator also has to decide whether the choice of words and phrases are acceptable to the target culture.

The difficulty in translating texts from one language to another is in translating words that have significance in one culture but different or no meaning in another. Problems arise when the two languages involved are very dissimilar.

2.2.5 Problems in translating advertisements

In this section I shall discuss some of the problems a translator encounters when translating a text from one language to another in the Arab context. These problems encompass addressing people, dress code or garments, food habits, customs and traditions, beliefs and feelings and geographical and environmental elements and logos.

In the Arab culture people show respect to their elders by addressing them in the plural. A simple he/she cannot be substituted because then the idea behind the use of the plural address would be lost. Hence, in addressing an elderly person, the plural form or replacing it by a simple "you" will lead to disrespect in translation.

Dress code or garments used and the symbols behind each of them also pose a problem for a translator. Some of the garments are meant only for a woman who has lost her husband. For example, a Japanese widow normally wears white garments when her husband has died but in Arab culture, a widow normally wears black garments for forty days. Customs and traditions are part of a culture, be it a marriage or a funeral, and be it a festival or some vows, the story and the significance or hidden symbolism behind it becomes a stumbling block for a translator. For instance, in a Christian marriage, the exchange of kisses is part of the ceremony. In an Arab context, this would be totally inappropriate.

Beliefs and feelings change from culture to culture. The colour "white" may represent purity to the English and Arab, but in Japan, it represents sadness. Black may represent evil in the Arab context, but it may not be the same in another culture. What is considered a good omen, whether an event, an animal or a bird, may not symbolize the same thing in another culture. For example, an owl represents optimism in English culture but it is totally different in Arab culture where it reflects pessimism.

Lastly, geographical and environmental elements are also part of one's culture. For instance, snow is a part of the Eskimos' life. There are different words to identify different kinds of snow in their language. In some parts of Saudi Arabia people have no idea of snow and there are no words to describe different kinds of snow. The Eskimo translator will have a problem in translating different types of sand and dunes and aspects of desert to Eskimo culture.

One of the most difficult problems regarding advertisement translation is the translation of logos. The current trend in advertising is to use emotive situations which transcend cultural barriers in international advertising campaigns. However, the brand name 'Nike' creates a problem in translating this brand name to Arabic because the pronunciation gives a sexy meaning. The alternative to this issue, as suggested by the company agent, is to delete the brand name and keep its logo in order to satisfy the Arabic culture.

A translator has to look for equivalents in terms of relevance in the target language and exercise discretion by substituting certain elements in a text such as the geographical and environmental elements mentioned above. Even with all the apparent cultural hurdles, a translator can create equivalence by the judicious use of resources. Most translations are intended to serve, however imperfectly, as a substitute for the original, making it available to people who cannot read the language in which it was written. This imposes a heavy responsibility on the translator. One should be familiar with one's own culture and be aware of the source-language culture before attempting to build any bridge between them. The role of the translator is to facilitate the transfer of message, meaning and cultural elements from one language to another.

2.2.6   Strategies for translating advertisements

It is generally agreed that translation is not only a linguistic activity but a cultural one as well. The cultural element is extremely important in the case of menu translations because it is often impossible to find an exact equivalent for items that belong exclusively to the source culture. The translator is frequently faced with problems such as culture-specific concepts, semantically complex source-language words and concepts not lexicalized in the target language (cf. Baker 1992: 21-26). Other scholars use different terms to explain this notion. Newmark (1988:94), for instance, refers to culture-specific items as cultural words. Translators are required to decide what strategies and procedures should be used to solve these problems. Translators must ideally have not only a good command of the languages involved, but also a good knowledge of the field the text belongs to and some background knowledge of the source and target cultures. In the case of menu translations in Arabic translators should ideally have a good command and some knowledge of English culture. It would also help tremendously to have some notions about food and restaurants, but if translators do not know enough about the subject they should at least be able to locate the required information.

There is adequate correspondence of content in all of the menus obtained from a number

restaurants like MacDonald's and Kudo. However, there are cases in which the translator might not have the 'know how' to render certain words or groups of words and consequently leave them in English. This mainly happens with culture-specific terms, as can be seen in the following example, 'Chicken nugget combo' translated into 'كمبو نقت الدجاج' (back translation: Chicken nugget combo). The word "nugget" is translated into Arabic 'نقت' (literary 'nugget').

This section focuses on the strategies used by other researchers to translate advertisements. These strategies include adaptation, literal translation and partial substitution.

2.2.6.1 Adaptation

International advertisements require using words that are easily understood rather than complicated words and images. This means that the advertisers have to take into account the target language. For example, Kentucky Fried Chicken and McDonald's restaurants attempted recently to create advertisements that can work in Arab markets. For example, "McArabia" meal is a new sandwich added to McDonald's menus to please Arab consumers. This transpired after McDonald's restaurants encountered an anti-American campaign. The second part of the Arabia meal is reproduced into Arabic origin, but Mc, which is an abbreviation of McDonald's, is retained in Arabic ماك (lit. "Mc"). It seems to me, this type of translation meets the target culture and attracted a great number of customers when the new McArabia meal was introduced to the Saudi fast-food market. This was because it included the word *Arabia*.

Advertisement adaptation needs careful thinking in the target culture. For example, Western advertisements sometimes feature people with partially naked upper bodies. Such advertisements are totally rejected in the Arab world, so adaptation of the visual elements and the texts are necessary. In this case the partially naked body should be covered to meet the target culture. In this regard, Smith and Klein-Braley (1997:182)

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state that "the adaptation strategy makes adjustment to the advert so that it is in accordance with the needs, expectations, cultural norms and the frames of reference of the target culture".

2.2.6.2 Literal translation strategy

The literal translation strategy is used to translate advertisements from English to Czech. According to Jettmarová (1997:164), "there is a dynamic development over the six-year period from non-translation and word-for-word translation to literal translation, and then from literal translation to communicative translation". Word-for-word translation may maintain a semantic equivalence but it will not be preferable if it violates the target culture norms and yields unacceptable texts. Catford (1965:25) argues that "literal translation takes word-for-word translation as its starting point". For example, advertisements of scientific texts may be translated literally but, in the case of a literal translation of culture-specific terms, it will be totally inadequate.

2.2.6.3 Partial substitution strategy

Advertisements can also be translated through partial transfer. Smith (2002:51) states that "partial substitution means that pictures and sound are modified or substituted and the translation method shifted from literal to idiomatic". Pictures are substituted partially to meet the target culture. Partial substitution is used as a strategy to translate advertisements from English to Arabic.

2.3 Summary

This chapter consists of an overview of the domains of the study namely; culture, advertising and translation. Each domain is dealt with in detail within. This chapter gives an overview of the development of prescriptive to functionalist approaches to translation and problems in translating culture.

In my research I established that the above three domains cannot entirely be separated as each domain affects that of the other. Although their identities are entirely different,

culture and language are related and cannot be separated. It therefore helps if, particularly in the world of advertising, translators translate adverts both in the country in which they reside and in which the advert is to appear, as they will have first-hand knowledge of the culture of their own country.

Advertising is predominantly about persuading people to buy a particular (latest) product. Adverts need to convey a distinct message using particular meanings and signs with a specific purpose. For example, headlines should summarize the advert, colour should be used to depict different scenarios and illustrations should make the advert attention grabbing and more easily readable.

In translating from one culture to another the relationship between the initiator of the advert and the translator is crucial. The translator needs to be aware of the function of the advert and the culture in which it is to appear; otherwise, the advert could be totally unacceptable. Furthermore, the translator needs to be aware that translating logos from one culture to another may be entirely inappropriate for that culture.

The next chapter deals with the analytical framework and research procedures used to conduct the present research.

Chapter 3

Analytical framework and research procedures

3.1   Introduction and objectives

The aim of the previous chapter was to conceptualize some of the theoretical issues regarding culture, advertising and translation theory that are relevant to the present study. An overview of these topics aided in the depiction of the translation strategies examined in this study. In the following section, we focus on the analytical framework and research procedures used to conduct the present research.

In Chapter 1 (Par. 1.2.1), it was indicated that the main aim of the study is to identify the translation strategies used to translate culture-specific concepts, phrases, logos and terms in English fast-food advertisements into Arabic. The research methodology used in this dissertation consists of two methods. The first method involves a questionnaire of 12 items concerning respondents' reactions to the translation strategies used to translate English fast-food advertisements into Arabic. The information sought was of a factual nature and it queried the respondents' perceptions of fast-food advertisements and their need for translations that suit the needs of the target culture. The second method that complements the questionnaire involves the comparison and analysis of translated advertising texts.

But how does the translation researcher compare texts? The first step is to compare similar features. This means that two elements compared should share certain features. The sameness is called the "constant," and the differences are referred to as "variables". In such a case, the constant serves as the *tertium comparationis* or the criterion used to compare a constant set of dimensions between the source and the target texts, for example, aspects of culture. The "tertium comparationis" is used as Suggested by James (1980:169) in contrastive analysis:

> How does one set about comparing anything? The first thing we are comparing is "like with like": this means that the two (or more) entities to be compared, while differing in some respect, must share certain attributes. This

requirement is especially strong when we are contrasting, i.e., looking for differences, since it is only against a background of sameness that differences are significant. We shall call this "sameness" the constant and the differences "variables". In the theory of CA [contrastive analysis], the constant has

traditionally been known as the *tertium comparationis* or TC for short.

As mentioned earlier (Chapter 1, Par 1.6.2), Kruger and Wallmach (1997) were the first researchers to adopt this idea of the *tertium comparationis* from James (1980) and

its use in contrastive linguistics. Their suggestion that a ST and its TT can be analyzed according to a *tertium comparationis* is followed in this study as well.

In general, the descriptive theorists recommend analyzing the target texts first. Other theorists suggest that the comparative analysis should start from the source text, since the target text has evolved from the source text. In this regard, Van den Broeck (1985:57) says, "since the comparison must be source-oriented and irreversible (the TT derives from the ST and not vice versa), it follows that the invariant serves as a *tertium comparationis* in a comparison of this type and should be ST-based". In this study, the comparison between source texts and target texts of advertising materials shall be executed with culture-specific concepts, phrases, logos and terms as the *tertium comparationis*. Such a comparison also has to take into account the complex network of relations between the ST and the TT in both American and Saudi cultures. This is the reason why a questionnaire with 12 items concerning respondents' reactions to translations is used as a research tool (par. 3.2 below).

In what follows, aspects of the questionnaire as research tool are discussed briefly. Among those aspects are the aims of the questionnaire, the population, scale of questionnaire construction, type of questionnaire sheet, questionnaire compilation, and its administration.

3.2 The questionnaire as research tool

Questionnaire planning demands careful attention in the research process. The planning begins with an understanding of the capabilities of a questionnaire and how

it can help to obtain data for one's research. If it is determined that a questionnaire is to be used, the greatest care goes into the phrasing of each question.

Questionnaires are flexible, allowing the collection of subjective data through the use of closed format questions, i.e. yes or no answers. However, a questionnaire is only as good as the questions it contains. There are many guidelines that will be discussed shortly which must be met before a questionnaire can be considered a sound research tool. When these guidelines are followed, the questionnaire becomes a powerful and economic evaluation tool.

3.2.1   The questionnaire's aims

This questionnaire addresses two basic aims. The first aim is to obtain responses from 40 respondents regarding the translation strategies used to transfer culture-specific concepts, phrases, logos and terms from English fast-food advertisements into Arabic. The second aim is to count the scores of the respondents on the 12 questions, which were then assigned individual ratings.

3.2.2   Type of questionnaire

A questionnaire can consist of two parts:
1. A questionnaire sheet that is filled out by the respondent personally.
2. A questionnaire sheet that is filled out by the researcher himself or by someone else who can act on his behalf.

For the questionnaire used in this dissertation, I applied the second method above. I met each of the 40 respondents and together we went through all the questions which I filled in myself after listening to their answers. The advantage of this method is that it allows for a good relationship with respondents and helps them understand the meaning of each question if they encounter any misunderstanding. This advantage was especially valuable as regard questions 7 and 10.

3.2.3   Operational measures

The questionnaire was the principal research instrument employed in this study. It was composed of 12 English questions translated into Arabic for easy comprehension

on the part of the respondents. Items composing the questionnaire sought evidence of the degree of insightful understanding the respondents had of the translation of fast-food advertisements. Respondents' responses to the items would indicate their cultural knowledge, knowledge of the translation strategies used to translate culture-specific terms, phrases and concepts and the most suitable translation strategies to be used by translators. Respondents were requested to reply to the items with closed-ended answers. Restricting the answer set made it easier to calculate percentages and other   statistical data over the whole group (http://www.cc.gatech.edu/classes).

A limited amount of biographical data of the respondents was also requested. The data included the respondent's name and age. In Chapter 4, charts are presented to identify the number of respondents who agrees or disagrees with each question.

3.2.4   Populations

The data for this study was collected from two different sources of fast-food restaurants located in Riyadh, Saudi Arabia. The first source included 3 respondents employed as sale managers by Pizza Inn, MacDonald's and Kentucky Fried Chicken. A second source that included a total of 37 respondents was recruited. They were classified as married and single respondents whose ages ranged between 16 to 60 years. Married respondents usually take their wives and children to the fast-food restaurant's family sections to have their meals. However, single respondents order their meals and sit in the single sections. This study excludes females because it is difficult to meet them personally or contact them on the phone due to Islamic reasons. In Islamic culture, it is not allowed to interview females unless they are accompanied by their close relatives. Respondents were classified as employees and students. Subjects were carefully selected to ensure that a reliable and representative sample was obtained. The questionnaire sample was randomly selected from those Saudi and non-Saudi residents who regularly visited fast-food restaurants like Pizza Inn, Macdonald's and Kudo. A random sample is when "everyone in the population to be sampled has an equal change of being selected" (Wardhaugh 1992:153). Typically, all elements in the population are listed and assigned a unique number (http://www.stolaf.edu/people/leming/soc371res/ index.html). Oral permission from sales managers employed by Pizza Inn, Macdonald's and Kudo restaurants were obtained prior to the administration of the questionnaire. When the questionnaire was

administered to the target population, subjects were asked to check the statement that they believed most represented their points of view. I spent 15 minutes with each of the second source respondents who answered the questionnaire according to his view. Every one was very interested in answering the questionnaire because they thought their participation would assist in improving the quality of the translated brochures, menus and advertisements.

3.2.5 Closed format questions

Closed format questions usually take the form of multiple-choice questions. Multiple-choice items are the most popular type of survey questions because they are generally the easiest for a respondent to answer and the easiest to analyze. Wray et al. (1998:176) state that the respondent is presented with a question or incomplete statement and must select the appropriate answer from a list of several possible alternatives. Such questionnaires serve to identify the research data clearly and logically.

There is no consensus on the number of options that should be given in a closed format questionnaire. Obviously, there needs to be sufficient choices to fully cover the range of answers but not so many that the distinction between them becomes unclear. For questions that measure a single variable or opinion, such as ease of use or liability, over a complete range (yes or no questions and easy to difficult, like to dislike), there should be two to three alternatives. This allows a neutral or no opinion response.

Closed format questions offer many advantages in terms of time and money. By restricting the answer set, it is easy to calculate percentages and other hard statistical data over the whole group or over any subgroup of participants. Modern scanners and computers make it possible to administer, tabulate and perform preliminary analysis in a matter of days. Closed format questions also make it easier to track opinions over time by administering the same questionnaire to different but similar participant groups at regular intervals. Finally, closed format questions allow the researcher to filter out useless or extreme answers that might occur in an open format question.

3.2.6 Questionnaire compilation

In this section, I look at the general compilation of the questionnaire used for this study and the reason why I included each question. Questions used are simple, unambiguous and not embedded within another. It is possible for each part of a question to elicit a different answer. Question words and phrases were selected carefully because they can influence the answer obtained if the respondents deduct your expectations.

Every question selected and why it was selected, will receive attention:

1. **How often do you eat in fast-food restaurants?**
   { } **Frequently to very frequently**
   { } **Regularly**
   { } **Rarely to Never**

Question 1

Question one is considered as an introduction to the whole questionnaire. It gives respondents an indication of the type of restaurant used in the research study. This question will give the researcher a clue of how often people go to fast-food restaurants. If the majority of respondents selected "rarely to never", there would be no need to conduct the research.

2. **Before you go to your favorite fast-food restaurants, do fast-food advertisements attract your attention?**
   a. { } **yes**
   b. { } **no**

Question 2

Question two is designed to connect the respondents' thoughts about fast-food restaurant advertisements and translation, which will come up in the next question.

3. Would you prefer to read English words or translated Arabic words in fast-food advertisements? a. { } Arabic b. { } English	**Question 3** This question initiates the topic of translation problems. I expect the majority of respondents to select the English text because the Arabic text is just a repetition of the English.
4. Do the translated Arabic words give the correct meanings? a. { } yes b. { } no	**Question 4** Question four enquires about the meaning of the Arabic translations given to consumers. If respondents have problems with the translations then there is something wrong with the translation process and the advertisements will be affected.
5. Are you satisfied with the translated advertising words? a. { } yes b. { } no	**Question 5** Question five aims to get feedback regarding the degree of satisfaction about the Arabic advertisements.
6. If not, do you think the advertisement agency's translators are incapable of translating the advertising words? a. { } yes b. { } no	**Question 6** Question six is linked to question 5 above. If the respondents answer negatively, this indicates that the advertising agency's translators are incapable of translating the advertisements. This means the advertising agency has failed to reach the target market in the target culture.
7. Which translation strategies are used to translate culture-specific concepts, phrases and terms in English fast-food advertisements	**Question 7** This question aims to identify the translation strategies currently used to translate culture-specific concepts, phrases

into Arabic?

a. { } loan words

b. { } adaptation

c. { } transliteration

and terms. I expect answers in favour of loan words and transliteration strategies.

8. **Which translation strategies are better for translating logos of English fast-food advertisements into Arabic?**

a. { } repetition

b. { } adaptation

Question 8

Some logos and slogans are currently unacceptable to the Arabic culture after the anti-American campaign launched in the Middle East. Several companies now rather change or adapt their logos and slogans to meet the Arab culture. I expect that respondents will prefer adaptation rather than repetition.

9. **Which of the following translations of the menu item "Chili chicken" is more preferable to the target culture?**

a) "Chili chicken" تشلي الدجاج

b) "Chili Chicken" دجاج بالشطة الحارة

Question 9

This is a very important question because it gives an indication of the translation strategy (transliteration or literal translation) that would be acceptable.

10. **Which translation strategies are more convenient for translating fast-food advertisements with culture-specific concepts, phrases and terms?**

a..

b..

c…..

Question 10

The answers expected from respondents should indicate appropriate translation strategies. These strategies could then be considered for the translation of advertisements which meet the target market.

11. **Do you think the incorrect translation strategies of fast-food words reduce the fast-food**

Question 11

This question is aimed to identify the impact of improper translations on sales.

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restaurant's sales?

a. { } yes

b. { } no

If it turns out that the incorrect translation strategies reduce sales, this information will benefit fast-food restaurants to change their policy regarding the translation of their advertisements. The advertising agencies involved in the translation of fast-food advertisement will be advised by the fast-food restaurants to ensure a better product in future that will increase sales.

12. Finally, do you recommend that advertising agencies employ native Arabic-speaking translators?

a. { } yes

b. { } no

Question 12

Question twelve concludes the questionnaire. The aim of this question is to elicit a recommendation regarding the employment of Arabic native-speakers who are familiar with the target culture.

3.2.7 Questionnaire administration

I decided not to have each respondent complete the questionnaire on his own as I needed to re-phrase questions to the potential respondents. Relying solely on the respondents to complete the questionnaire has clear implications for the research design. Respondents are more likely to answer a questionnaire when they see it as interesting, of value, short, clearly thought out and well presented. However, even though respondents might start to fill in the questionnaire they may give up if they find it hard work to complete.

The entire questionnaire was individually administered to each respondent. There are a number of advantages to being present when the data is collected. If anyone found a question unclear, I could explain it to the respondent. On the other hand, if respondents have many queries, I could compromise the whole data collection exercise by clarifying a question so that it leads the respondent towards particular answers. I tried throughout to remain as objectively as possible.

When the questionnaire was administered to the target population, subjects were asked to check the statement that they believed would represent their point of view the best. Then I spent 15 minutes with each of the managers who answered the questionnaire according to his view. The results and their interpretation are presented in Chapter 4.

In the section below I analyse **t**he advertisements in the English and Arabic corpus with respect to the macro-level, which includes headlines, length, proper names, colour, senders, recipients and medium.

3.3 Macro-textual aspects of advertisements

The macro-structure of a text is important because it reveals presupposed information about the extra-textual factors which arise from the situation in which the text is embedded. The micro-structure is important as it involves the lexical characteristics (in which words?) and syntactic structures (in what kind of sentences?). In this regard, Nord (1991:165) states that there are several reasons why both the macro and micro-structures of the text are important aspects of a translation-oriented text analysis:

a. "If a text is made up of different text segments with different situational conditions, the segments may require different translation strategies according to their different functions.

b. The special part that the beginning and end of a text play in its comprehension and interpretation means that they may have to be analyzed in detail. I offer to find out how they guide the reception process and influence the effect of the whole text.

c. For certain text types, there are culture-specific conventions as to their macro- and/or micro-structure. The analysis of text composition can therefore yield valuable information about the text type (and, perhaps, the text function).

d. In very complex incoherent texts, the analysis of informational micro-structure may serve to find out the basic information or subject matter of the text".

3.3.1 Headlines

The first thing that attracts the reader's attention in an advertisement is the headline. Headlines are usually used to initiate the topic of an advertisement, to summarize the advertising message and to attract the reader's attention. The headlines are very important elements in the body of the advertisement. They aid in the recognition of slogans and brand names.

The main function of headlines is to attract the consumer's attention to products or services. In this connection, Dunn (1969:293–5) states that "including an appealing brand name or expression has a strong impact on the reader". A brand name may occur in other positions in the advertisement, within the body of the text and in the photos and samples that accompany the advertisement. A brand name acts as a continuous reminder of the product in the mind of the consumer.

At the level of competition, headlines are very important devices, because they give weight to one product over another. Smith (2002:148) states that "the headline is an important device for differentiating one product from another and giving a brief summary of the rewards that using a particular product will bring".

The headline of a brochure from Hardee's, **NEW! Big Chicken Fillet**, (see Figure 1) can be used as an example here:

Source text	Target text
• **NEW! Big Chicken Fillet**	• جديد! بيج تشيكن فيلية

The word "NEW!", written in red, is used to attract the reader's attention immediately and encourages him or her to identify the product as new on the market. Many advertisers, therefore, tend to show some offer in the headline to increase sales for a limited time or to encourage customers to try the new product. This, of course, is likely to encourage the reader to stop and read the advertisement.

The Arabic translation of **NEW! Big Chicken Fillet** is جديد! بيج تشيكن فيلية (lit. "New! Big chicken fillet"). The word NEW is translated "جديد" (lit. "new") but the colour is different in Arabic. In English, it is written in red to attract the non-Arab reader's attention and show him that a new product, a *new big chicken fillet* sandwich, has been introduced to the fast-food market. The colour of the Arabic word "جديد" (lit. "new") is white on a red background, the opposite of the English. In Arabic, the word "جديد" is not placed as prominently and does not attract the consumer's attention as it does in English.

Figure 1. Headlines. Hardee's flyer.

3.3.2 Length

Advertisements are usually designed to be quite short and may consist of a few words or phrases. They are short to give people a chance to see and read them quickly. However, some advertisement texts are made longer than normal ones, especially when a new product is introduced to the market because they need longer explanations as shown in (Figure 2) below.

Let us consider the headline of the flyer from Hardee's. The source text consists of 41 words against 48 words in the target language. The target text is longer than the source text because the translator added words to the target text that did not exist in the source text. The phrase below the target text **Big Champ Sandwich** مذاقا فاخرا وبعدا جديدا (lit. "great taste and new vision") is added (Figure 2) to describe the product and to tell consumers that the sandwich cannot be beaten.

Source text	Target text
Hardee's patented mushrooms in sauce and two slices of Swiss cheese.	هارديز مع صوص الشامبيون ذو المذاق الرائع وشرائح الجبن السويسري التي تذوب من حرارته ليعطيك **مذاقًا فاخرا وبعدا جديدا** للبرجر فقط لدى هارديز.

| Big Champ
Not all burgers are created equally. The Big Champ is the biggest and best in class. A half pound charbroiled burger topped with a heaping mound of Hardee's patented mushrooms in sauce and two slices of Swiss cheese. You cannot beat the Champ. | **بيج تشامب**
بعد آخر جديد للبرجر المشوي على اللهب، الآن بيج شامب الأفضل من نوعه على الإطلاق بشريحته الفاخرة السميكة التي ينفرد بها هارديز مع صوص الشامبيون ذو المذاق الرائع وشرائح الجبن السويسري التي تذوب من حرارته ليعطيك **مذاقا فاخرا وبعدا جديدا** للبرجر فقط لدى هارديز ، تذوقه الآن وتمتع بالفرق. |

Figure 2. Street Poster. Hardee's

3.3.3 Proper names

Many companies connect the use of product names with proper nouns because they refer to single referents. Many product and company names take the names of the person who invented the product or who founded the company. For example, the **Frisco Burger Combo, Cordon Bleu Combo and Cajun Grilled Chicken Combo,** which are transliterated into Arabic as وجبة كوردن بلو وجبة كيجن الدجاج , وجبة فريسكو برجر المشوي , (Figures 3a, 3b, 3c) below, respectively, are all names:

Source text	Target text
• **Frisco Burger** Combo	• وجبة **فريسكو** برجر
• **Cordon Bleu** Combo	• وجبة **كوردن** بلو
• **Cajun** Grilled Chicken Combo	• وجبة **كيجن** الدجاج المشوي

For example, Frisco Burger Combos are produced by forming soft bread-like dough, which is hollowed out into a tube-shaped form. A cutter slices the dough into bite-sized lengths. The snacks are then baked, cooled, and filled with the appropriate filling" (http://en.wikipedia.org/wiki/Combos). Cordon Bleu (meaning "blue ribbon") is "an international group of hospitality and cooking schools teaching French cuisines" (http://en.wikipedia.org/wiki/Cordon_Bleu). "Blue ribbon" is a phrase which describes something of high quality. The usage came from the Blue Riband which is a prize given for the fastest crossing of the Atlantic Ocean by passenger liners. These labels may have positive connotations in English, but when the advertisements are transferred into Arabic, the connotations may not remain positive, because these names do not have specific meanings.

Figure 3a	Figure 3b	Figure 3c

Figures 3a, 3b, 3c Proper names used in English and Arabic advertisements (Outdoor Advertisement Agency, 15/20-10-2004).

Manufacturers are well aware of the potential of choosing a name that will be a positive selling point for the product. Nilsen (1979:137) notes that whoever goes about naming products is aware of all five levels of linguistic analysis, namely phonology, orthography, morphology, syntax and semantics. Manufacturers choose names for their products by using complex linguistic devices to ensure they are remembered. Proper nouns distinguish a specific manufacturer from competitors. The

product names in the target text are transferred and transliterated concurrently in the target text. This method puts much pressure on Arab readers to read non-Arabic text.

3.3.4 Colour

One of the important features of fast-food advertisements is the use of colour. Colour evokes consumers' emotional reactions to buy something. Although people see colours in the same way, the importance of each colour is different from culture to culture. For example, yellow means cowardice in the West, but it represents happiness and prosperity in the Middle East. In Japan, white is the colour of mourning, but it represents purity and virtue in the Middle East. Two strategies used in the 'translation' of colours, namely substitution and transference, are examined here.

3.3.4.1 Substitution

As some colours are substituted, i.e. replaced, by others in the Arabic translations, this aspect will be examined here. The headline of the brochure from Hardee's, **NEW! Big Chicken Fillet** is an example. The word **NEW** is written in red, which means hot in Arab culture, and the rest of the heading appears in black letters on a white background, as shown in Figure 1 above. In contrast, the translated Arabic text **جديد! بيج تشيكن فيلية** (lit. **NEW! Big Chicken Fillet)** is written in white letters against a red background.

3.3.4.2 Transference

According to Newmark (1988:81), transference is a strategy when a SL (source language) word is transferred into a TL (target language) text in its original form. Baker (1992:34) refers to transference as a 'translation using a loan word'. The decision to transfer depends on the degree of local colouring that the translator wishes to bring to the translation. The translator sometimes wants to attract the reader's attention by evoking the appearance of the image. The following example shows the degree of transference between the source and target texts.

Source text	Target text
▪ **Executive lunch, small Pizza, potato wedges, salad and Pepsi.**	▪ غذاء رجال الأعمال ، و بيتزا صغيرة ، و بطاطا مقلية، و سلطة ، و بيبسي .

Figure 4a. Colour transference, Arab News, 20-9-2004, page 1. Figure 4 b. Riyadh News, 20-9-2004, page 2.

All the colours of the Pizza Inn advertisements in the *Arab News* on 20-9-2004 (Figure 4a, 4b) are fully transferred as advertised in *Riyadh News* on 20-9-2004. Further, the white text colour of the month of Ramadan offered at Pizza Inn, and advertised in the *Arab News* on 20-10-2004 Figure 5a, is fully transferred in the same colour عرض رمضان من بيتزا إن, as appeared in the *Riyadh News* on 20-10-2004 (Figure 5b).
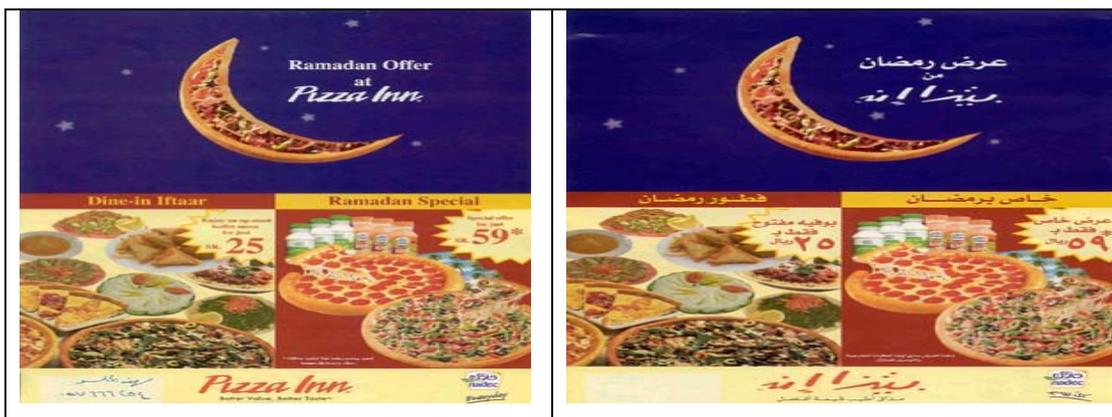
Figure. 5a. Colour transference, *Arab News,* 20-10-2004, p. **Figure. 5b**. *Riyadh News,* 20-10-2004, p. 4

3.3.5   Senders

In advertising, many texts do not bear any author's name at all. The sender of an advertisement is usually the company selling the product. Nord (1991:43) states that "the sender of a text is the person (or institution, etc.) who uses the text in order to convey a certain message to somebody else and/or to produce a certain effect, whereas the text producer writes the text according to the instructions of the sender and complies with the rules and norms of text production valid in the respective language and culture".

The text imprints, blurbs, small prints or footnotes can obtain translation-relevant information about the sender. The advertisement text producer is sometimes named in small print in the bottom line of the advertisement or in the case of street posters; the name of the advertisement company is shown in the poster. For example, Figures 3a, 3b, and 3c, above were produced by the Outdoor Advertisement Agency, one of the most well-known companies in Saudi Arabia.

Further information about the sender may be provided by the medium, time and with which function a text has been published in a local newspaper. Fast-food companies usually instruct the advertising companies to select a good time to intensify the advertisement campaigns of their products. This usually happens when schools are on holiday when parents take their children to eat in fast-food restaurants. The place of publication refers to the origin of the sender if the advertisement company is a Saudi or a foreign company.

The said extra-textual dimensions give clues about the sender of an advertisement which will be helpful to the translator because they determine the structure of the text with regard to content and choice of informative details.

3.3.6   Recipients

With regard to translation-relevant text analysis, the recipient is considered to be a very important element because he is the one targeted to buy the product. Recipients of advertisements can be children, adolescents, adults, etc. who have specific intentions and expectations when reading the text. The expectations of the recipient

are sometimes not fulfilled, for example, upon reading a menu whose text function can clearly be understood from the situation, but which is translated badly into his own language, the recipient may feel annoyed. He may not accept the translation because he may not get adequate information about what he can eat or drink. In this connection, Nord (1991:52) reminds us that "every TT recipient will be different from the ST recipient in at least one respect: he is a member of another cultural and linguistic community. Therefore, a translation can never be addressed to the same recipient as the original".

As in the case of the sender, information about the recipients can be extracted from the advertising text environment, e.g. dedications, notes, the title, e.g. *Big Chicken Fillet* and time. If the advertisement is launched during school holidays, then the recipients will probably be school children who prefer to go to MacDonald's to buy a 'happy meal'. In summer time, say July and August, the advertising companies aim their advertisements at adults who mostly stay in the Kingdom and send their families to spend the summer holidays abroad**.**

3.3.7   Medium

According to Nord (1991:56), we refer to "medium" as the means or vehicle which conveys the written or oral text to the reader. The dimension of medium is relevant because it provides some clues to the size and identity of the group of addressees. The readership of a daily newspaper is large and represents different levels of education. In contrast, the street poster advertisements which are quite common in Saudi Arabia catch a wider public than newspapers. In addition, the specification of the medium may give some clue as to the sender's intention. Since the range and convention of medium may vary from English to Arabic cultures the specification of medium may give some idea of the time and place of text production. For the translator, it is important to take into account the fact that the same media may have quite different functions in another culture. If the source text is not available in its original medium the translator must insist on having information about the medium, as it is difficult to identify the medium from intra-textual analysis alone. In some cases, there are favorite media for particular communicative purposes in every culture, e.g. posters or newspaper advertisings for producing promotions and leaflets.

In the next section strategies used for translating advertisements, transliteration and loan words at micro-level shall be discussed.

3.4 Micro-textual aspects of advertisements

3.4.1 Strategies used for translating fast-food advertisements

With the arrival of the 21st century, we have experienced changes in the economic, legal, technological and other areas of life which affect our everyday lives. Social changes entail linguistic transformations. In the Saudi society an explosive growth of terms pertaining to the economic and computer areas can be observed. Arabic largely borrows these terms from the languages of countries with a longer capitalistic and technological tradition (like the USA), thus bringing English words and expressions into the language. Though some of these borrowings have corresponding equivalents in Arabic, the English terms are being extensively used by the population as further evidence of the social changes that have taken place in the country. Translation is undoubtedly a social phenomenon. Translators' choices are influenced not only by the source language text and the peculiarities of the target audience, but also by the era to which the translator belongs. When translating for the modern reader, it is necessary to take into consideration creative traditions, literary norms and conventions that are familiar to the reader of a certain society.

Studying contemporary translated Arabic fast-food advertisements shows that many of them are still very much bound to their originals. The result is texts of foreign origin which negatively influences consumers' understanding of the messages conveyed. The translators seem to have used foreignisation strategies where the foreign identity of the source text is highlighted. This makes the ideological dominance of the target culture impossible. According to Munday (2001:147), "foreignisation is an approach to translation which can be described as sending the reader abroad. Foreignisation privileges the source culture and it evokes a sense of otherness, emphasizing the foreign elements".

Consumers in Saudi Arabia frown at English texts transliterated into Arabic because they include foreign text elements. These foreign text elements, which are included in the translation of cultural-specific concepts, phrases, logos and terms, are translated

by means of strategies such as loanwords and transliteration, which dominate a great part of the translated texts.

On the other hand, domestication is here understood -after Lawrence Venuti- as "translating in a transparent, fluent, 'invisible' style in order to minimise the foreignness of the target text" (Munday 2001:146). The result is that all foreign elements are assimilated into the dominant target culture. According to Smith (2002:35) "the dominant trend towards domestication in translating from American English over the last three centuries has had a normalizing and neutralizing effect, depriving source text producers of their voice and re-expressing foreign cultural values in terms of what is familiar (and therefore unchallenging) to the dominant culture". To put it differently, domestication is the approach that favours and privileges the target culture over the source culture, moving the author towards the reader.

In this regard, Venuti (1998:67) says that "translation is often regarded with suspicion because it inevitably domesticates foreign texts, inscribing them with linguistic and cultural values that are intelligible to specific domestic constituencies. This process of inscription operates at every stage in the production, circulation and reception of the translation. It is initiated by the very choice of a foreign text to translate, always an exclusion of other foreign texts and literatures, which answers to particular domestic interests. It continues most forcefully in the development of a translation strategy that rewrites the foreign text in domestic dialects and discourses, always a choice of certain domestic values to the exclusion of others. And it is further complicated by the diverse forms in which the translation is published, reviewed, read and taught, producing cultural and political effects that vary with different institutional contexts and social positions".

When discussing the translation of advertising materials, it is important to be clear as to what is meant by translation and translation strategies. In this study two translation strategies have been identified which are commonly used to translate fast-food advertisement text from English to Arabic. These two translation strategies, transliteration and loan words, are the focus of the following section.

3.4.1.1 Transliteration

Beesley (1998:3) states that "the purpose of transliteration is to write a language in its customary orthography, using the exact same orthographical conventions, but using carefully substituted orthographical symbols". Transliteration is used to move a word letter by letter from one language to another. The standard Arabic orthography is a clear case where writing and foreign original character shapes are often inconvenient for many people working with European languages. Because of the English vowels and other letters, which have no equivalent in Arabic, standard Arabic orthography is a poor clue to pronunciation.

The level of transliteration of lexical items has led to criticism in Saudi Arabia. The big concern is that the level of transliteration is quite common and this has an adverse effect on advertising. Part of this concern is based on the fear of the increasing influence of English, not only in Saudi Arabia, but on most of the Arab world. A part of this concern is also that English terms will invade Arabic. The following extract from Palm Beach Restaurant's menu, is a typical example:

Table 1. Transliterated examples from restaurant menu

Source language	Target language transliterations	Correct translations	Back translations
T-Bone steak	تي بون ستيك	ريش لحم	T-Bone steak
Tournedo with mushrooms	تورنيدو بالمشروم	فطر تورنيدو	Tournedo with mushrooms
Pepper steak	ستيك بالحر	شرائح اللحم بالفلفل الحار	Pepper steak
Diana Steak	ستيك ديانا	شرائح لحم رفيعة (ديانا)	Diana Steak

Source: http://www.alnokhba.com

Although it is possible to use Arabic transliteration of English words, it does not satisfy the requirements of the Arabic speakers. The following are examples of the source words, their transliterations and their correct translations.

Table 2. Transliterated examples from fast-food corpus

Source language	Target language transliterations	Correct translations	Back translations
Spicy BBQ **wings**	باربيكيو **وينجز** **الدجاج**	اجنحة **الدجاج** الحارة بنكهة التوابل	Spicy BBQ wings
Double Herfy combo	كمبو **دبل** هرفي	ساندويش هرفي **المذدوج**	**Double** Herfy combo
Fish fillet combo	كمبو سمك فيلية	ساندويش شرائح السمك	Fish fillet combo
Super chicken combo	كمبو **سوبر تشكن**	كمبو **الدجاج العملاق**	**Super chicken** combo
Chicken **nuggets combo**	كمبو **نقت** الدجاج	كمبو **نواعم** الدجاج	Chicken **nuggets** combo
Chili chicken **combo**	**كمبو تشلي** الدجاج	كمبو الدجاج الحار	Chili chicken combo
New! **big chicken fillet**	جديد! بيج **تشكن** فيلية	جديد ! ساندويش **كبير** **من شرائح الدجاج**	New! **big chicken fillet**
Add SR 4 **for each large size stuffed crust**	أضف 4 ريال **لكل** **ستافت كرست حجم** **كبير**	أضف 4 ريال لكل **بيتزا** المحشية الهشة مع الحجم الكبير	Add 4 SR for each **large size stuffed** crust
http://www.alnokhba.com			

In this connection, Smith (2002:49) quotes Jettmarova et al. (1997) by saying that "advertising is undergoing a process of evolution in Latvia, the Czech Republic and Poland. When adverts were first introduced, they were dealt with through the extreme strategies of direct translation or non-translation. Later, there seems to be a shift towards target-oriented text, adapted for the receipt of culture".

The problem of transliteration does not help customers at fast-food restaurants to select food items, e.g. Table 2 above. Arab speakers whose English is poor may refrain from ordering items in the list above if they cannot understand what the words mean**.**

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3.4.1.2 Loan words

Baker (1992:34) states that "loan words as a strategy is a particularly common way of dealing with culturally specific items, modern concepts and buzzwords". The translator uses this strategy to deal with culture-specific items, e.g. *chicken burger* and *cheeseburger*. However, translators are not always free to use loan words or borrowings because this depends on the attitude towards loan words in the target culture.

Languages that are widely spoken as second languages become the source of borrowed words for other languages. Today English is a major source of borrowings into many languages. When there are opportunities for two cultures to be in contact, some lexical borrowings are almost inevitable. In this connection, Myers-Scotton (2005:329) states that when one language takes in words from another, the process is referred to as borrowing, but the elements taken in are not truly 'borrowed' or 'loaned' because the recipient language never gives them back.

In Russia, translated advertisements use English elements with specific aims. It seems that loan words from English to Russian, which were characteristics of early post-communist advertising, were not restricted. The use of English has a certain effect on the target audience because it adds prestige to the product being advertised. It seems as though Russian advertisers prefer English words over Russian to emphasize the foreignness of the product. Smith (2002:182) states that "some of the words have become assimilated into Russian and take adjectival or verbal endings, which lead to a divergence of meaning between the English original and the target meaning".

Borrowings are divided into two categories: cultural and core borrowings. Myers-Scotton (2005:331) defines cultural borrowings as "words that fill gaps in the recipient language's store of words because they stand for objects or concepts new to the language's culture. The most common cultural borrowing around the word is the term 'hamburger' because most cultures do not have such a term before contact".

Core borrowings, according to Myers-Scotton (2005:331), are words that duplicate elements that the recipient language already has in its word store. When two languages are spoken in the same community, the other language becomes the recipient language in borrowing and will even replace its own words with words from

the dominant language. So the core borrowings duplicate already existing words in the recipient culture's language and only seem to appear after long or intensive contact. This is quite similar to what happens in English and Arabic where many English words in the field of fast-food advertisements invade the Arabic texts.

The Arabic corpus contains words connected to meals borrowed from English. In the last two decades, the number of loan words has been increasing steadily in areas such as fast food, food in general and technology. The vast majority of these loan words come from English, because apart from Arabic, English is the language used most in the private sector in Saudi Arabia. Table 3 below lists some examples of loan words from English into Arabic.

Table 3: Examples of loan words in fast-food advertisements

S/N	Source Language	Target language	Back translation
1	Burger	بيرجر	Burger
2	Nuggets	نيجتس	Nuggets
3	Super delivery	التوصيل السوبر	Super delivery
4	Fish/chicken Fillets	فلية السمك/ الدجاج	Fish/chicken Fillets
5	Sandwich	ساندويش	Sandwich

As noted above, loan words have become quite common in fast-food advertisements these days. This does not help customers select the correct food. For example, the word نيجتس (Lit. nuggets) is a loan word of *nuggets*.

It seems that Arabic translators of advertisements use loan words as a preferable translation strategy to emphasize the foreignness of the advertised product and to fill a perceived lexical gap. This is contrary to what is suggested by Myers-Scotton (2005:332) who says that "the borrowing process is generally a one-way street, the recipient language generally has less prestige than the donor language and not all speakers of recipient languages are 'happy borrowers' because some people in some recipient cultures try to keep out foreign words".

In the following section, I am going to discuss the translation strategies used to translate various examples of culture-specific concepts, phrases, logos and terms in English fast-food advertisements into Arabic.

3.4.2   Examples

3.4.2.1   Culture-specific concepts

In everyday life, publicity materials aim to persuade us to buy a product or   services of a company. In many cases, products and services are advertised on an international basis

and therefore materials used for the purposes of advertising require translation.

Examining the English and Arabic corpus of fast-food advertisements examined in this study, it is clear that cultural differences are not taken into consideration in different instances as clearly stated in the following examples.

Table 4: Culture-specific concepts

Source language	Target language
• Hamburger	هامبورجر •
• Hotdog	هوت دوج •
Source: http://www.nokhba.com - visited on 15-8-2004	

For example, the term *hamburger* in Table 4 raises a problem in translation. The word "Hamburger" comes from Hamburg, Germany, the inhabitants of this city are also known as "Hamburger" in German but as Hamburgians in English (http://wwwen.wikipedia. org/wiki/ Hamburger_Steak#Precursors_and_origins). But the first syllable of the word, *ham-* in hamburger*,* resembles the English word *ham*, which means the meat from the thigh of a pig. Transliterating the term *hamburger* into Arabic as هامبورجر (lit. "hamburger") creates a problem, because the first syllable, *ham-,* is transliterated هام (lit. "ham") which means the preserved meat of a pig's thigh. Arab consumers think that the meat in a hamburger is made of the flesh from a pig's thigh, but, in fact, it is not. The translator, in such an instance, used the translation strategy of loan word to translate culture-specific concepts**,** which does not communicate effectively to the target readers, because of cultural barriers. This

translation strategy is used here at micro-level because there is no equivalent in the target language.

Translating *hamburger* as هامبورجر (lit."hamburger") in a *chicken burger* advertisement or menu may annoy target culture consumers. As long as pork's meat is Islamically prohibited in Saudi Arabia, great consideration should be taken when translating culturally specific terms; otherwise, the advertisement will lose its force.

Another example of a culture-specific term is *hot dog,* in Table 4, which has culture-specific features in America. Hot dogs are traditionally made from beef, pork or a combination of those meats. "A hot dog is a type of cooked, cured and often smoked sausage of even texture and flavor that is softer and more moist than most sausages, and the sausage most readily eaten as finger food, especially in the United States" (http://en.wikipedia.org/wiki/Hot_ dogs#General_description).

It is commonly thought in Saudi Arabia that hot dogs are made of spicy junk meat. Examining the English and Arabic corpus, it is found that *hot dog* is translated هوت دوج (lit. "hot dog"), as stated in Table 4 although سجق is a correct equivalent in Arabic for *hot dog*. The translator used transliteration as translation strategy to render *hot dog* as هوت دوج.

3.4.2.2 Phrases

In the *Heritage Illustrated Dictionary of the English Language* (1973), a phrase is two or more words in sequence that form syntactic units. For example, *chillie chicken* is a phrase. *Chicken* is a noun and *chillie* acts as an adjective. *Chillie* could be replaced by *regular* to make the phrase *regular chicken*, which is different from *chillie chicken*.

Translation cannot be perceived as simply matching words in the SL by words in the TL. Any individual can do this by using a bilingual dictionary. When dealing with phrases, such an approach will lead to nonsense. The translator has to analyze the meaning of the SL phrase before matching its counterpart in the TL. The expression *chillie chicken* (Figure 6 below) is a good example. In the *Longman Dictionary*

(1981), *chillie* means (1) a hot red powder made from the very hot-tasting seed and (2), a case of the pepper plant used for giving a special taste to food.

The Herfy Sandwich consists of two buns, a chicken burger slice and vegetables. The translation of *chillie chicken* into تشلي الدجاج (lit."Chile chicken") is misleading because *chillie* تشلي does not mean to the Arab consumers that the sandwich contents have a hot and burning taste, but it means, at first glance, that the chicken is imported from Chile:

Source language	Target language
▪ *chillie chicken*	تشلي الدجاج ▪

The meaning in Arabic is totally different from English. I asked several friends of mine, when the *chillie chicken* advertisement appeared, about the meaning of تشلي الدجاج. All of them thought that this type of chicken has been imported from Chile. However, when they read the English phrase, they found that *chillie* means a burning taste. Using a loan word to translate *chillie* in *chillie chicken* has clearly failed to bring across the meaning of this phrase in Arabic.

Figure 6. Chillie Chicken, Outdoor Advertisement Agency street poster. (15-20/10-2004)

Another example that illustrates mistranslation is *BBQ sauce* in Figure 7 below. It is translated as صوص بالبربيكيو (lit. "BBQ Chicken"), which misleads customers completely. *BBQ sauce* means thick liquid added or eaten with food, which has, in this instance, a barbeque flavor. The word *sauce,* which is translated as صوص (lit". chicken"), does not mean 'sauce', but 'chicken'. Customers think that صوص بالبربيكيو (lit. BBQ Chicken) means *grilled chicken* rather than that a BBQ sauce has been added to the meal. The translation strategy used in the second example of a phrase is transliteration:

Source text	Target text
▪ **BBQ sauce**	▪ صلصة بنكهة الدجاج المشوي

Figure7. Kentucky Fried Chicken flyer

The two cases above, among others, mislead the customers of fast-food restaurants. Understanding the meaning of the source language in each case is quite important when rendering phrases from English into Arabic otherwise the message will not reach the target customers properly.

3.4.2.3 Logos

A logo is designed to identify organizations or other entities in a similar market. It is also used to be recognized by customers. It has shapes, colors, fonts and images which are usually different from others in a similar market. One of the most powerful devices for selling a product is its name. The brand name is the combination of names, words, symbols and designs that identifies the product and differentiates it from competing products, ensuring that both advertising and product recognition are possible (Arens & Bovee 1994:158). As defined in Wikipedia Encyclopedia, a logo is a graphic element, symbol, or icon of a trademark or brand and together with its logotype, which is set in a unique typeface or arranged in a particular way (http://en.wikipedia.org/wiki/ Logotype).

Today there are many corporations, products, services, restaurants and agencies using a sign or emblem as logo. As a result, only a few of the thousands of signs are recognized without a name. It makes less sense to use a sign as a logo, even together with the name, if people will not duly identify it. The trend in recent years has been to use both images (icons) and the company's name to emphasize the name instead of the supporting graphic portion, making it unique by its letters, color, and additional graphic elements.

The unique logo is often necessary to avoid confusion in the market place among clients, suppliers, users, affiliates and the general public. If a logo achieves this objective, it may function as a trademark, and may be used to identify businesses, organizations, events, products, restaurants or services. Once a logo is designed, one of the most effective means for protecting it is through registration as a trademark so that no unauthorized third parties can use it, or interfere with the owner's use of it.

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Emblems (icons) may be more effective than a written name, especially for logos being translated into many alphabets, for instance, a name in the Arabic could be of little help in most European markets. A sign or emblem would keep the general proprietary nature of the product in both markets. According to Nord (1991:111), "a particular logo or name which is intended to have positive connotation in the source culture may be associated with a negative value in the target culture; the TC [target culture] conventions may not allow the graphic representation of a certain piece of information; the TC text type norms may require non-verbal instead of verbal representations, etc".

Another common feature of advertisements is the use of slogans, which are short phrases that a company uses over and over in its advertisements. Sometimes a slogan is included in the logo. If the slogan always appears in the logo, and in the same graphic shape, it can be considered as part of the logo. Good slogans are easy to remember and tend to stick in people's minds. Therefore, translated slogans must have the same features, i.e. be easy to remember. In some cases the target slogan might differ completely from its source. The translator must take great care to understand such slogans and convey them in the target text as closely as possible to their original meaning in the SL.

In the West, brand names revolve around the image that advertisers wish to display to their customers. Fast-food companies like Pizza Hut spent many years and a lot of money forming a certain image to carry positive images in the West to differentiate its products. When a fast-food company enters the Saudi market, despite its well-known name in West, the brand name is unknown in Saudi Arabia. Arens (2002:100) identifies three main obstacles facing a company embarking on an advertising campaign: "the different cultural value systems, environments and languages". According to them, companies have three options: (1) to translate; (2) to run new campaigns locally; and (3), to run an international campaign in English. In number 1, the translation is cheap and should be culturally suitable to the target culture. In number 2, the campaign is very expensive and proper coordination is needed to maintain global consistency. In number 3, it works for big companies like Pizza Inn, but cultural barriers should be taken into account.

In the Arabic corpus, it is easy to identify the English script which is transliterated into Arabic as it is often in a different font or size. This method of rendering the product name is the most popular one. The following examples show the use of the English product name in the Arabic advertisement. The translator used the translation strategy of transliteration to translate logos, e.g. Kentucky Fried Chicken (KFC), Pizza Inn and Kudo:

Table 5: Types of fast-food outlets

Source Language	Target language
• Kentucky Fried Chicken (KFC)	• كنتاكي فرايد تشكن – ك ف سي
• Pizza Inn	• بيتزا أن
• Kudo	• كودو

Other examples of Pizza Hut, McDonald's and Herfy will be discussed as well. When Pizza Hut was introduced to the Saudi market in 1981, the logo was internationally designed in two parts. The top part is a red roof and the bottom part is designed to symbolize the shape of a house or hut which indicates the pizza oven, where the pizzas are baked. The translator copied the same logo and the brand name from English into Arabic without any change. The translator used the translation strategy of transliteration to translate these brand names:

Source Language	Target language
• Pizza Hut	• بيتزا هت

Figure 8. New Pizza Hut logo, Outdoor Advertisement Agency, (10-10-2004)

According to Al Shehari (2001: 216), "a brand name works as a key word to identify the advertised product. It functions as an important word to trigger the significance of the product". The brand name plays an essential role in introducing products that are distinctive from other, similar products. For example, *McDonald's* is the brand name of the whole range of hamburgers and foods made by the company called McDonald's. McDonald's is already established in the market and is well known to consumers.   After McDonald's experienced an anti-American product campaign, they introduced the 'McArabia Meal' as a new product to please Arabic consumers. Again the translator used the translation strategy of **transliteration:**

Source text	Target text
• McArabia meal	• وجبة ماك ارابيا

The 'Arabia Meal' part of the name is reproduced in Arabic origin, but "Mc", which is an abbreviation of McDonald's, is retained in Arabic ماك (lit. "Mc"). This type of translation is appropriate in the target culture and attracted a great number of customers when the new McArabia meal was introduced to the Saudi fast-food market, because it includes the word *Arabia*.

Figure 9. *Arab News,* 1-8-2004, p.1

3.4.2.4 Terms

Swanepoel (1989:258) defines a term "as a linguistic unit composed of one or more words, which univocally designates a specific concept in a particular field". Pinchuck (1977:164) states that "a term is a lexical item used in forming sentences and phrases". A term has a fixed meaning that represents a specific concept. This concept is defined and clear. When a word with a designative meaning is changed into a term, there must be some sort of reference to a concept. In general, a term must lack ambiguity and should stand for one concept.

Upon examining the English and Arabic texts of a Kentucky Fried Chicken advertisement, it is found that terms are again transliterated in a way that does not fit the target culture. For example, in the source text below in Figure 16, the term Crispy Strips Light Meal is transliterated as وجبة كرسبي ستربس الخفيفة (lit".Crispy Strips Light Meal"):

Source language	Target language
• **Crispy strips** light meal	وجبة **كرسبي** ستربس الخفيفة

The translation tells the customer that it is a meal and it is light, but it does not tell the customer what is meant by crispy strips. The translator used the translation strategy of transliteration.

Figure 10. Arab News, 13-8-2004   **Figure 11.** Riyadh News, 13-8-2004

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Another example of transliteration comes from another Kentucky Fried Chicken advertisement. It is again clear that terms are transliterated in a way that does not fit the target culture. The term Zinger Combo (Figure 17), is transliterated as وجبة زنجر كمبو (lit., "zinger combo"):

Source text	Target text
• **Zinger Combo**	وجبة زنجر كمبو •

The translation can tell the customer that this is a combination meal, but it does not give a clear meaning of what is meant by "zinger". The translator uses the translation strategy by transliteration.

3.5   Conclusion

In this chapter the analytical framework and research procedures used in the present research were outlined and discussed. In order to address the aim of this study, i.e. the translation strategies used to translate culture-specific concepts, phrases, logos and terms in English fast-food advertisements into Arabic, two methods were used, namely a questionnaire and a textual analysis. The questionnaire involves 12 questions asking respondents for their observations of the translation strategies used to translate English fast-food advertisements into Arabic. It described the respondents' perceptions of fast-food advertisements and their need for correct translations that suit the needs of the target culture.

Findings and the interpretation of the textual analyses shall be the topic of the next chapter.

Chapter 4

Findings and Interpretation

4.1   Introduction and objectives

The aim of this chapter is to discus the findings of the textual analysis. It will provide an interpretation of the findings used to translate culture-specific concepts, phrases, logos, and terms. In addition, the respondents' feedback as regards the questionnaire is also discussed.

4.2   Discussion: Translation strategies of fast-food advertisements

4.2.1   Culture-specific concepts

Graph 4.1 shows the distribution of the transliteration and loan word strategies in the fast-food advertising translations. As shown in Chapter 3, more transliteration and loan word strategies were recorded than adaptation strategies. These translation strategies were used to replace an item in the source text (ST) by a non-equivalent item in the target text (TT). This means that, as regards culture-specific concepts, they are translated non-literally.

As can be seen from Graph 4.1, the translator of fast-food advertisements transferred the ST items as they are to the TT without a change although correct equivalents do exist in Arabic. For example, transliterating the term *hamburger* into Arabic as هامبورجر (lit. "hamburger") creates a problem, because the first syllable, *ham-,* is transliterated هام (lit. "ham") which means the preserved meat of a pig's thigh. The findings show that the translator, in such an instance, used the translation strategy of loan word, which does not communicate effectively to the target readers, owing to cultural barriers.

Another example of a culturally specific term is *hot dog,* which has culturally specific features in English. It is commonly thought in Saudi Arabia that hot dogs are made of spicy junk meat. However, it is found that *hot dog* is translated هوت دوج (lit. "hot dog") even although سجق is a correct equivalent in Arabic for *hot dog.* The findings show that the translator used transliteration as translation strategy to render *hot dog*   هوت دوج as shown below:

| Source text	Target text
• Hamburger	هامبورجر •
• Hotdog	هوت دوج •

Graph 4.1: Question 7
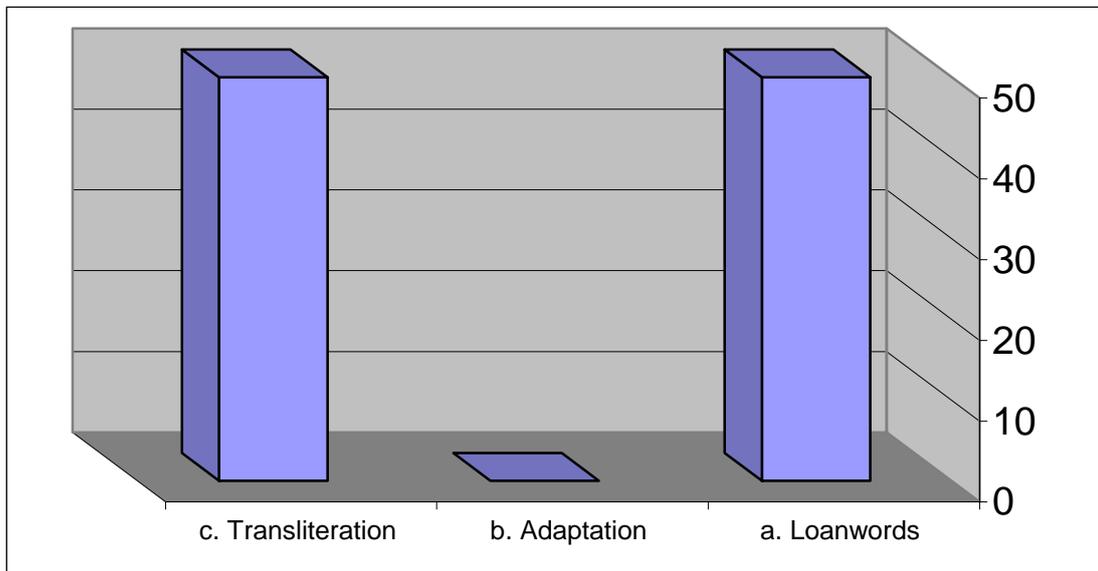
Q7.   Which translation strategies are currently used to translate culture-specific concepts, phrases, and terms in English fast-food advertisements into Arabic?

Questionnaire feedback shows that 50% of the respondents agreed that translators used the loan word as a translation strategy to translate culture-specific concepts from English into Arabic. The other 50% believed that the transliteration strategy is quite common in the translation of fast-food advertisement culture-specific concepts.

In response to question 10, 50% of the respondents said that translation by adaptation was an appropriate strategy, 25% said that literal translation was an appropriate strategy and 25% said that cultural substitution was an appropriate strategy for translating fast-food advertisements in the target culture. They commented verbally that adaptation, literal translation and cultural substitution should replace loan word and transliteration strategies. Findings show that this means that translation by adaptation, literal translation and cultural substitution is more acceptable to the target culture than transliteration and loan word strategies.

Graph 4.2: Question 10

Q
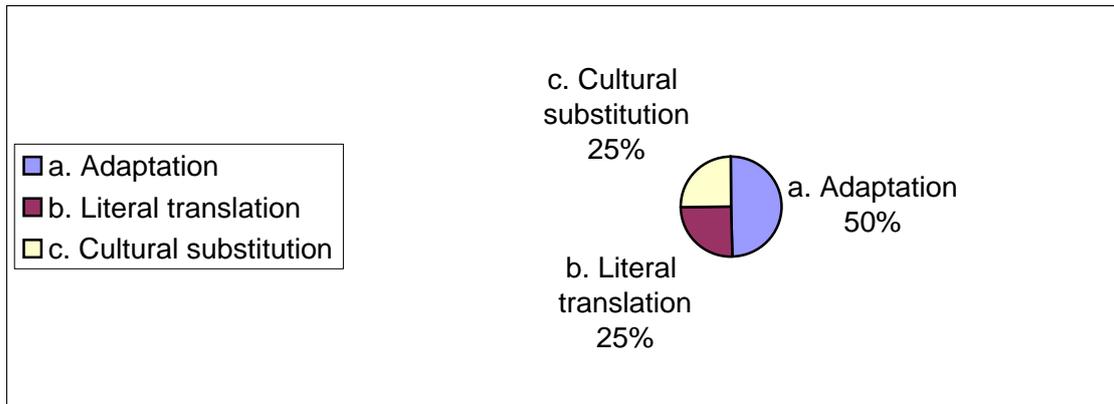
10. Which translation strategies are more appropriate to translating fast-food   advertisements with culture-specific concepts, phrases and terms? (a), (b), and (c).

Graph 4.3 shows that for question 12, the majority of respondents (100%) indicated that translators working for advertising agencies should be native Arabic speakers so that they can tailor the target texts according to the needs of the Saudi culture. In this connection, Adab and Valdes (2004:344) note that it is agreed that translators who are specialized in areas involving advertising should themselves have an understanding of advertising skills and be aware of the issues involved in adaptation.

The findings reveal that translators employed by advertising agencies these days are incapable of translating fast-food advertising, as confirmed by 100% of the respondents. In this regard, feedback received from respondents indicates that translators of fast-food advertisements are sometimes not qualified to produce adequate translations, owing to a lack of awareness of cultural differences.

Graph 4.3: Question 12

Q12.
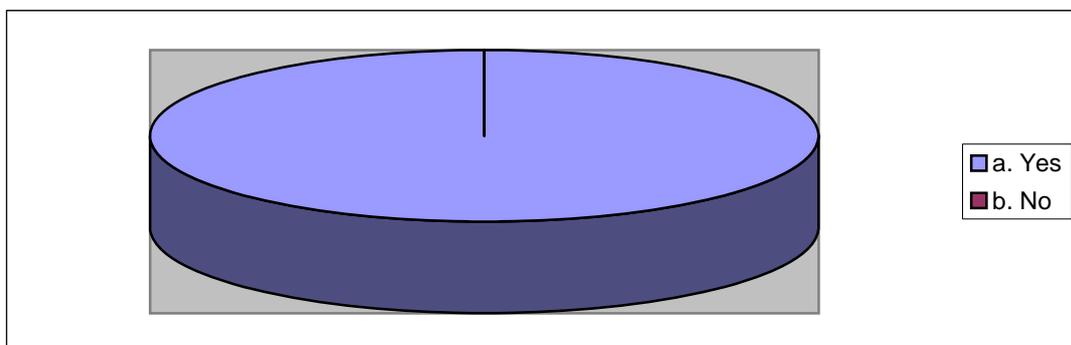
Do you recommend that advertising agencies employ native Arabic-speaking translators?

4.2.2   Phrases

Graph 4.4 shows that there is a big difference between the answers given by the respondents. Ten percent of the respondents do not agree with transliteration as translation of *chillie chicken* (lit.الدجاج تشلي), against 90% of the respondents who prefer the literal translation of (دجاج بالشطة الحارة). This means that there is a great difference between those who prefer transliteration and those who prefer literal translation.

The translator of fast-food advertisements translated *chillie chicken* as تشلي الدجاج (lit. "Chile chicken") which misleads the target reader because *chillie* تشلي does not mean to the Arab consumers that the sandwich contents have a burning taste. Verified with respondents, it means, at first glance, that the chicken is imported from Chile:

Source language	Loan word translation	Literal translation
▪ *Chillie Chicken*	▪ تشلي الدجاج	▪ دجاج بالشطة الحارة(hot spicy chicken)

In this case, the translator used the translation strategy of borrowing, which confuses Arab consumers. From a marketing point of view, the translation is awkward and misleads consumers who think that this is Chilean chicken food; worse than that, the translation does not convey the right message because Saudi consumers, in particular, prefer to buy local rather than imported chickens. The correct translation should be دجاج بالشطة الحارة (lit. "spicy chicken"). This is one of the examples where mis-translation of source language phrase may mislead consumers.

Graph 4.4: Question 9
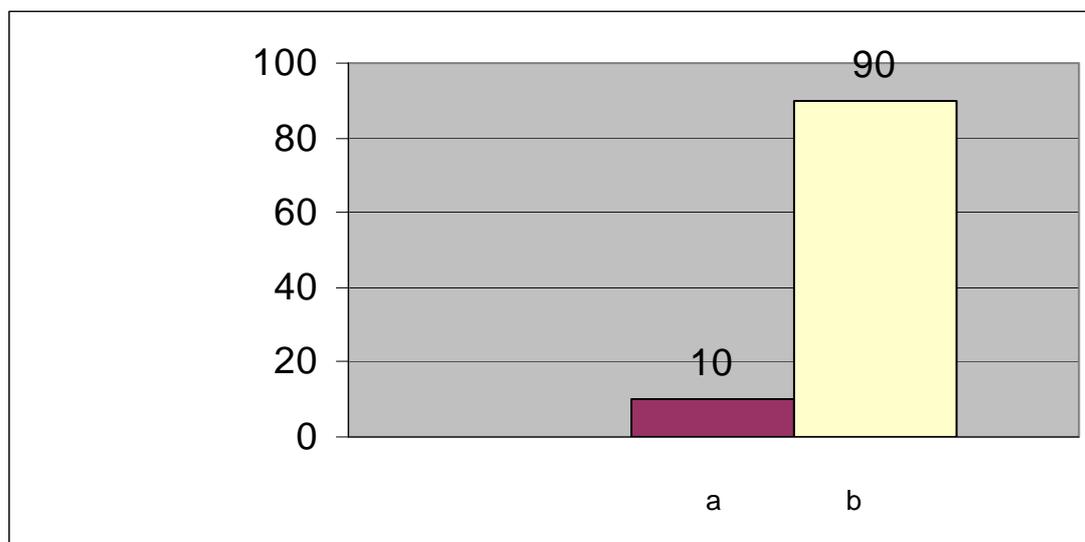
Q9- Which of the following translations of the menu item "chillie chicken" is more preferable to the target culture?
  a. Chili chicken   تشلي الدجاج
 b. Chillie chicken   دجاج بالشطة الحارة

In the analyses of the texts another example was found that illustrates the mistranslation of a phrase, *BBQ sauce*. The translator translated *BBQ sauce* as صوص بالبربيكيو (lit. "BBQ Chick"), which totally misleads the consumers.. The word *sauce,* which is translated as صوص, (lit. "chicken"), does not mean sauce, but chicken. The customers think that صوص بالبربيكيو means *grilled chicken* rather than "BBQ sauce".   Transliteration as a strategy does not work in this case:

Source text	Loan word translation	Literal translation
BBQ sauce	صوص بالبربيكيو	صلصة بنكهة الدجاج المشوي

As already discussed in Paragraphs 4.3.1 and 4.3.2 above, these two cases are representative of others which mislead customers of fast-food restaurants. Understanding the meaning of the source language in each case is quite important when rendering phrases from English into Arabic; otherwise the message will not reach the target customers properly.

The findings show that the translated texts are heavily infested with source text elements, which do not help consumers in understanding the intended meanings of the translated words. As a result, the use of the loan word and transliteration strategies show that 63% of the respondents, whose English knowledge are good enough, prefer to read English rather than Arabic texts against 37% who read Arabic texts because they believe that their English background is not good enough to understand the meaning in English as shown in the following graph 4.5.

Graph 4.5: Question 3
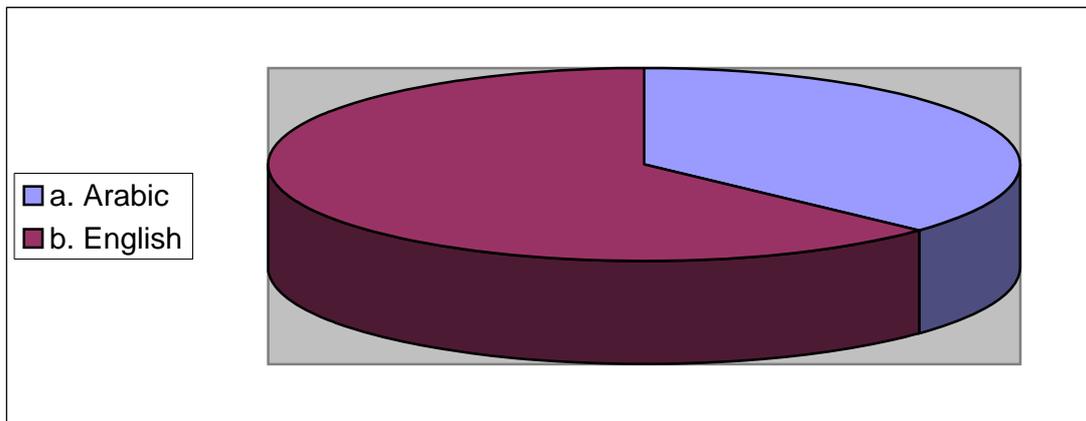
Q3   Would you prefer to read English words or translated Arabic words in fast-food advertisements?

4.2.3   Logos

Graph 4.6 shows that there is a great difference between the two translation methods. Three percent of the respondents state that reproducing the same logo in the target language will not be acceptable. This means that they prefer not to have the same logo repeated due to the fact that some logos would not be acceptable in the target culture. However, 97% of respondents agree that logos have to be adapted to meet the requirements of the target culture.

Graph 4.6: Question 8
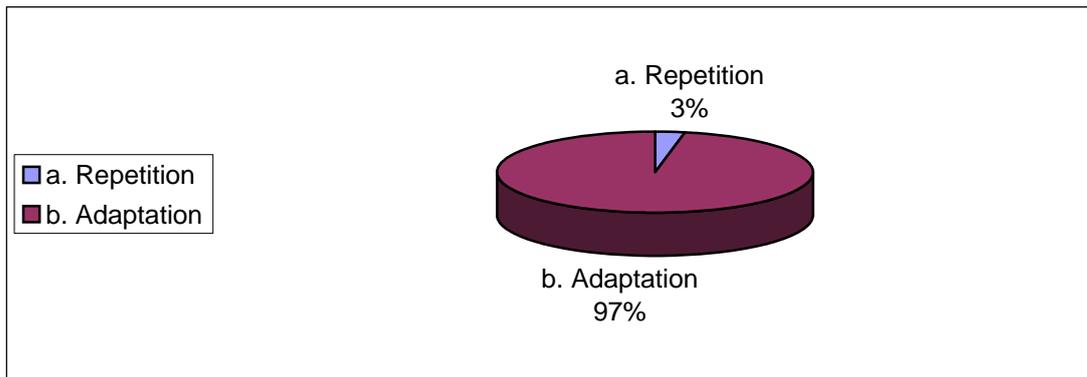
Q8. Which translation strategies are better for translating logos of English fast-food advertisements into Arabic?

In an English text it is easy to identify the Roman script which is transliterated into Arabic as it is always in a different font or size. The translator uses the translation strategy of transliteration to translate logos of the three different types of restaurants. They are produced in the target language without any amendment. The logo of *Kentucky Fried Chicken* is repeated in the target language without any change and it is interesting to note that the target language is culturally bound to the original text:

Source text	Target text
• Kentucky Fried Chicken KFC	كنتاكي فرايد تشكن – ك ف سي •

Similarly, the *Pizza Inn* logo also generates a target text bound to the source text:

Source text	Target text
• Pizza Inn	بيتزا أن •
• Pizza Hut	بيتزا هت •

The occurrence of the Kudo logo in the target language is due to transliteration:

Source text	Target text
• Kudo	كودو •

The translators copied the same logo and the brand name from English into Arabic without change. The translators usually use the translation strategy of transliteration to translate brand names, e.g., Pizza Hut is retained as بيتزا هت, (lit. "Pizza Hut").

In addition, as mentioned in Paragraph 3.4.2.3 (Chapter 3) above, *McDonald's* is the brand name of the whole range of sandwiches and foods made by the company called McDonald's. The expression *McArabia meal* is a brand name of a new product prepared by McDonald's. The McArabia meal is a new sandwich from McDonald's added to its menu to please Arab consumers after McDonald's restaurants experienced an anti-American product campaign. The translator transliterated "Mcdonald's meal" as ماك وجبة عربي (lit. "McArabia Meal"). The second part of "Arabia meal" is reproduced into Arabic origin, but Mc, which is an abbreviation of McDonald's, is retained in Arabic as ماك (lit. "Mc"):

Source Language	Target language
• McArabia Meal	• وجبة ماك العربي

4.2.4   Terms

Graph 4.1 above shows that the translation strategies used currently to translate terms in fast-food advertisement in Arabic are transliteration and loan words. In a Kentucky Fried Chicken advertisement**,** for example, the term *Crispy Strips Light Meal* is transliterated as وجبة كرسبي ستربس الخفيفة (lit**,** "Crispy **Strips Light** Meal"):

| Source language	Target language
• Crispy strips light meal	• وجبة كرسبي ستربس الخفيفة

As mentioned above in Paragraph 3.4.2.4 (Chapter 3), the translation can tell the customer that it is a meal and it is light, but it does not give a clear meaning of what is meant by *crispy strips*. The translator transliterated the terms *crispy strips* as كرسبي ستربس.

Another example of using transliteration strategy is the English and Arabic text of the Kentucky Fried Chicken advertisement. It is found that terms are again transliterated in a way that does not fit the target culture. For example, the term *Zinger Combo* is transliterated as **وجبة زنجر كمبو** (lit., "zinger combo"):

Source language	Target language
• Zinger Combo	• وجبة زنجر كمبو

The translation can tell the customer that this is a meal, but it does not give a clear meaning of what is meant by *zinger*. The translator used the translation strategy by loan word. The response of one hundred percent against nil percent of respondents showed that they were not satisfied with the translated advertisement words.

Graph 4.7: Question 5
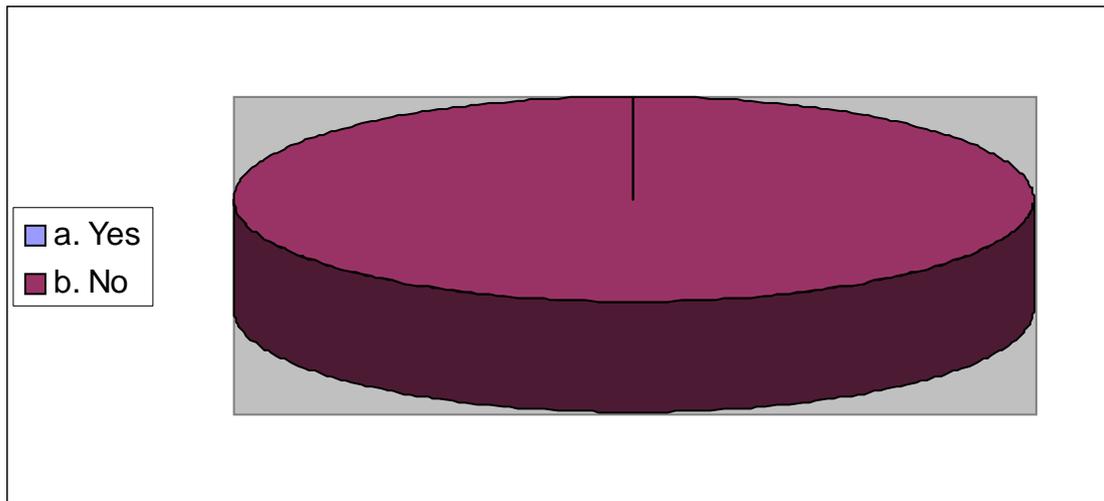
Q5 Are you satisfied with the translated advertising words?

Graph 4.7 shows that all respondents did not agree with the translated words from English to Arabic because they are improperly translated and hardly understood by the customers, as shown in Paragraph 3.4.2.4 (Chapter 3).

Graph 4.8 reveals that the fast-food advertising agencies do not use qualified translators. All respondents agreed that the agencies seem to use inexperienced and improperly qualified translators to translate fast-food terms into Arabic.

Generally speaking, the findings indicate that the translators of fast-food advertisements use loan word and transliteration strategies as commonly indicated by respondents in graph 4.7 and 4.8. The reason behind this is that the advertising agencies use unqualified and improperly trained translators who cause the target texts to be bound to the source texts.

Graph 4.8: Question 6
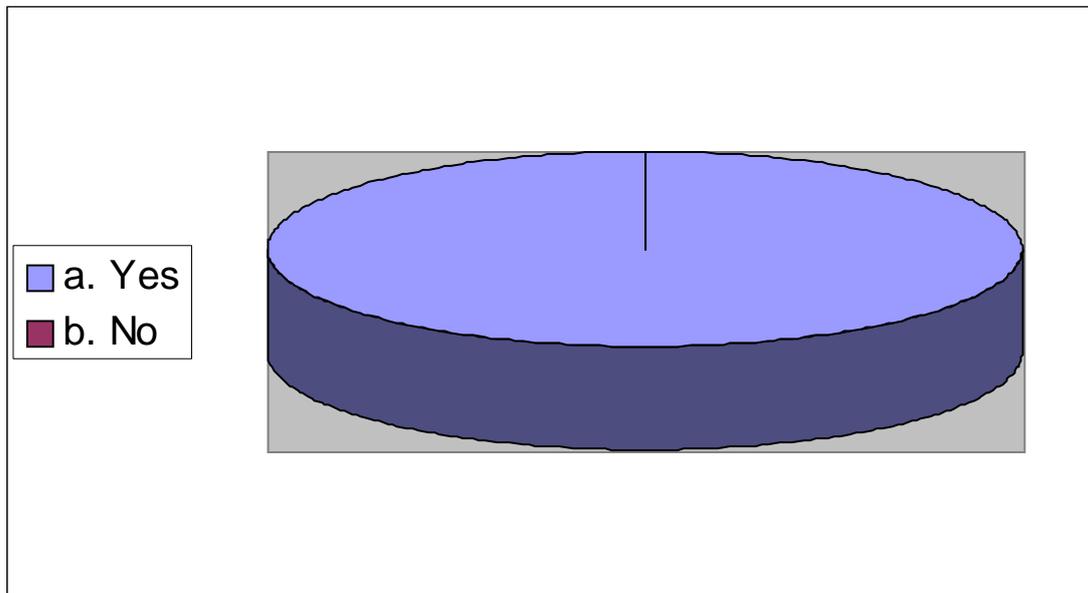
Q6.   If not, do you think the advertisement agency's translators are incapable of translating the advertising words?

4.3   Summary

The aim of the study has now been accomplished, i.e. identifying the translation strategies used to translate cultural-specific concepts, phrases, logos and terms in English fast-food advertisements into Arabic. The two main strategies are loan words and transliteration which are used to translate the advertisements of fast-food from English to Arabic.

The overall finding is that inadequate translations of culture-specific concepts, phrases, logos and terms generated target texts, which are bound to the source texts,   cause such translations to be rejected by the target culture.

The first important finding concerns culture-specific terms. More respondents indicated that the common translation strategies currently used in the fast-food advertisements are

borrowing and transliteration. This means that these two strategies create a target text infested by foreign elements.

The second important finding concerns phrases. The findings reveal that the translation strategies used to translate phrases of fast-food advertising to Arabic from English are borrowing and transliteration. It was found that the translators improperly retained the source text elements in the target texts. Every single response revealed that the translator used loan words and transliteration which cause the target text to be bound to the source text.

The third important finding concerns logos and shows that the translation strategies used to translate logos, are borrowing and transliteration.

The fourth finding concerns terms used in fast-food advertisements. Again, the study reveals that the source text terms are merely transliterated in the target language.

The fifth finding is related to the meaning of the translated fast-food advertisements. Findings received reveal that 97% percent of the respondents believed that the translations are incomprehensible in Arabic. The other 3% stated that they sometimes understand the translations. There is great difference between these responses. The majority states that the translated texts are totally unacceptable in the target culture.

The sixth finding recorded in this study is related to fast-food advertising agencies. Feedback received from respondents revealed that they do not think that the translators employed by the agencies are capable of translating fast-food advertisements adequately.

The over-all findings are in favour of adaptation and literal translation rather than transliteration and loan words. As mentioned, the findings revealed that the translation strategies used in the translation of fast-food advertisings are loan words and transliteration, which cause the target text to be culturally bound to the source texts.

Chapter 5

Conclusion

In the last chapter of this dissertation it is appropriate to review the aims and issues addressed in the study, the approach used and the findings reached. This chapter ends with a consideration of the contribution of the study to the discipline and some implications for further research.

5.1 Aim of the study

As the current translation strategies used to translate English fast-food advertisements into Arabic cause the Arabic translations to be culturally bound to their originals, the aim of the study was to identify those translation strategies used to translate cultural-specific concepts, phrases, logos and terms in English fast- food advertisements into Arabic.

Fast-food advertising translations are situated in a particular socio-cultural context made to meet certain demands. The strategies used to translate fast-food advertising determine the degree of acceptance of such translations. The translation of vocabulary in fast-food advertising usually requires special attention because the message text conveyed by the advertisement is always very concise and should therefore be worded clearly and distinctly. The issue that was addressed therefore concerned the translation strategies that cause the Arabic translations to be culturally bound to their originals.

The aim of the present study required an approach that enabled an examination of fast-food advertising translation in Saudi Arabia which would, at the same time, engage in close comparative textual analyses. As stated in Chapter 1, Descriptive Translation Studies (DTS) provided a comprehensive methodological framework within which the description of fast-food advertising is placed, but it cannot provide the necessary research tools to address the specific aims in this study. Therefore, a questionnaire was completed and administered to collect data to support my research.

An overview of the chapters in the following section indicates how the aim was achieved.

5.2   Overview of chapters

In **Chapter 1** the research problem, the aim of the research and the methodological framework within which the study is conducted, were presented.

Chapter 2 concerned perspectives on culture, fast-food advertising and translation theory. It provided an overview of the structure of advertisements and the translation of advertisements. This chapter also dealt with aspects of translation theory relevant to this study and cultural differences between the source culture and the target culture.

In **Chapter 3** the main aim was to describe the research tools as set out in Paragraph 3.2. In the first part of this chapter, the questionnaire elements were discussed in detail. A 12-question questionnaire was used to collect data from respondents to identify their attitudes toward the Arabic translations and the translation strategies used.

The second part concerned the analysis of English texts and their Arabic translations. It was shown how culture-specific concepts, phrases, and logos were used as the "tertium comparationis" or basis of the comparison between the source texts and their translations. I then presented the analytical framework for analyses at both macro and micro-levels. At macro-textual level, headlines, length and colour that occur at a level higher than the micro-level were discussed. At micro-level a set of four components namely; culture-specific concepts, phrases, logos and terms were analysed.

In **Chapter 4** a questionnaire as a research tool was used to collect data from different respondents. Texts in the source language and their translations were compared to identify translation strategies used to translate fast-food advertisements. The manual comparison of translation examples as regards culture-specific concepts, phrases, logos and terms from fast-food advertisements, was discussed.

In the next section, I am going to briefly discuss the contribution of this research.

5.3   Contribution of the present study

In order to evaluate the contribution of this study, it is acceptable to briefly mention limitations. The main limitation was that the study corpus was fairly small. The research questionnaire also did not permit the inclusion of females as respondents because it is difficult to reach them face-to-face or by telephone in a Muslim country. Most fast-food restaurants here are divided into two sections; one section is designed for bachelors and the other is designed for families. In the family section food is ordered either by the husband or another male. It is very rare to find a Saudi woman ordering food from the cashier. For this reason, females were excluded from this research.

The main reason for translating advertising text is to broaden the advertiser's base in another culture and language. Contemporary studies of translated advertising text therefore advocate translation strategies that favour the target culture and the role of the linguistic message.

My study showed that translated fast-food advertising text should result in an advertisement which functions as an original in the target culture. This study identified the reasons why current translation strategies are inadequate when used to transfer cultural-specific concepts, phrases, logos and terms from English fast-food advertisements into Arabic. The reason behind the use of inadequate (and also blatantly incorrect translation strategies is that fast-food advertising companies employ non-professional translators. These translators are not native Arabic speakers, and hence, they are not familiar with the Saudi culture. They use translation strategies such as transliteration and borrowing which are not suitable for translating fast-food advertisements.

The accomplishment of this aim is to improve our understanding of the translation strategies to be used in translating English culture-specific terms, phrases, logos and concepts in fast-food advertisements into Arabic. Translation Studies is a relatively

young discipline, and every bit of research contributes in its own way towards our understanding of translation.

The findings of this study will be useful for translators to use as a guideline towards the use of correct translation strategies. This research should provide a useful analytical framework to both the translation critic and the practicing translator of advertisements into Arabic. It assists the translator to give preference to certain translation strategies so as to produce an effective, operative text for the target market. This framework could also be useful to advertising agencies to enhance their understanding of both receivers and consumers. Further, this study could assist them to overcome various problems when translating fast-food advertisements and should be useful when applied to other types of advertisements as well. Needless to say, fast-food companies will also benefit from the study because it narrows the great gap already existing between them and advertising agencies.

5.4 Implication for future research

As mentioned the two strategies identified here, namely; transliteration and borrowing are not suitable to use in translating fast-food advertisements. This study reveals that adaptation, literal translation and cultural substitution seem to be more suitable for Arabic translation. Other translation strategies used in the translation of advertisements require further investigation. Also, comparative analyses need to be undertaken to see   whether the findings of this study can possibly be generalized as regard types of advertising text and technical and scientific texts. Technical and scientific translations in Arabic have a high content of loan words and transliterated expressions. The following issues need further investigation:

- By increasing the size of the corpus, more specific conclusions could perhaps be made.
- A larger range of media (e.g. television, newspaper, internet advertising), would properly show a clearer picture of strategies used in translated advertisements in general.

Such research has major terminological and lexicographic applications that will contribute to terminology creation and dictionary-making in Arabic. Such research also has potential value for both the teaching of translation and practicing translators in Arabic and could benefit the advertising agencies and fast-food companies who should work closely together in order to understand the needs of the target culture.

5.5   Recommendations to advertising translators

The most important criterium in translating advertisements is the context. The context explains the meaning of the title of the advertisment and helps one to understand words and phrases, thereby eliminating any difficulties that may arise.

Several recommendations could ensue from the above-mentioned points:

- A consumer oriented-text translator, or an advertisement translator, should always refer to monolingual dictionaries while translating. A bilingual dictionary, which should at least contain 70,000 entries, must be the last book of reference.
- The advertisment translator must be well acquainted with the characteristic field of the advertisement and must be familiar with all the features of the advertised product or service.
- The advertisment translator should also consult specialized reference books in order to translate accurately any possible difficulty.
- The translator of advertisements is an important element in the marketing and advertising field. The translator works as a receiver in the source language and culture and also as a receiver in the target language and culture. It is necessary that translators are aware of the cultural codes at paly in both languages. When translating an advertisement, the translator is the invisible negotiator between culture, language and commerce.

In conclusion, it should be mentioned that the translation of all types of advertisements constitutes an interesting and challenging process.

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APPENDIX A

Sample Questionnaire

Fast-Food Advertisements Translation

I am a student at the University of South Africa, and this work is being undertaken as part of my master's dissertation on the translation of fast-food advertisements.

In collecting accurate data about translating fast-food advertisements, it is a great pleasure to meet respondents face-to-face and to make contact with owners of fast-food outlets who answer this questionnaire. All the information you give me will remain completely confidential, and it will not be possible for anyone to identify the sources of the information in the dissertation. This questionnaire is designed to collect data from 40 respondents whom I will meet at various fast-food restaurants, such as KFC, Pizza Inn, and McDonald's. I will also talk to all the respondents one by one and help them answer all questions.

Please take a few moments to answer the following questions.
This questionnaire consists of 12 questions, and we kindly request you to answer all of them.

Respondent's Name	**:**
Age (optional)	**:**
Telephone/Mobile No.	**:**
Date	**: 25-11-2004**
City	**: Riyadh**
Country	**: Saudi Arabia**

1. **How often do you eat in fast-food restaurants?**

   { } Frequently to very frequently

   { } Regularly

   { } Rarely to Never

2. **Before you go to your favorite fast- food restaurants, do fast-food advertisements attract your attention?**

   a. { } yes

   b. { } no

3. **Would you prefer to read English words or translated Arabic words in fast-food advertisements?**

    a. { } Arabic

    b. { } English

4. **Do the translated Arabic words give the correct meanings?**

    a. { } yes

    b. { } no

5. **Are you satisfied with the translated advertising words?**

    a. { } yes

    b. { } no

6. **If not, do you think the advertisement agency's translators are incapable of translating the advertising words?**

    a. { } yes

    b. { } no

7. **Which translation strategies are used to translate culture-specific concepts, phrases and terms in English fast-food advertisements into Arabic?**

    a. { } loan words

    b. { } adaptation

    c. { } transliteration

8. **Which translation strategies are better for translating logos of English fast-food advertisements into Arabic?**

    a. { } repetition

    b. { } adaptation

9. **Which of the following translations of the menu item "Chili chicken" is more preferable to the target culture?**

  a) "Chili chicken" تشلي الدجاج

  b) "Chili Chicken" دجاج بالشطة الحارة

10. Which translation strategies are more convenient for translating fast-food advertisements with culture-specific concepts, phrases and terms?

a..   b..

c…..

11. Do you think the incorrect translation strategies of fast-food words reduce the fast-food restaurant's sales?

a. { } yes

b. { } no

12. Finally, do you recommend that advertising agencies employ native Arabic-speaking translators?

a. { } yes

b. { } no

Appendix B

Questionnaire with respondents' percentages

Questions	Yes (%)	No (%)
1. How often do you eat in fast-food restaurants?		
a. Frequently to very frequently	75	
b. Regularly	25	
c. Rarely to Never	0	
2. Before you go to your favorite fast-food restaurants, do fast-food advertisements attract your attention?		
a. yes	55	
b. no		45
3. Would you prefer to read English words or translated Arabic words in fast-food advertisements?		
a. Arabic	37	
b. English		63
4. Do the translated Arabic words give the correct		
a. yes	3	
b. no		97
5. Are you satisfied with the translated advertising words?		
a. yes	0	
b. no		100
6. If not, do you think the advertisement agency's translators are incapable of translating the advertising		
a. yes	100	
b. no		0
7. Which translation strategies are used to translate culture- specific concepts, phrases, and terms in English fast-food advertisements into Arabic?		
a. loanwords	50	
b. adaptation	0	
c. transliteration	50	
8. Which translation strategies are better for translating logos of English fast-food advertisements into		
a. repetition	3	
b. adaptation	97	

9. Which of the following translations of the menu item "Chili chicken" is more preferable to the target		
a) تشلي الدجاج "Chili chicken"	10	
b) دجاج بالشطة الحارة "Chili Chicken"	90	
10. Which translation strategies are more convenient for translating fast-food advertisements with culturally specific concepts, phrases, and terms?		
a. adaptation	50	
b. literal translation	25	
c. cultural substation	25	
11. Do the incorrect translation strategies of fast-food words reduce the fast-food restaurant's sales?		
a. yes		28
b. no	72	
12 Finally, do you recommend that advertising agencies employ native Arabic-speaking translators?		
a. yes	100	
b. no		0