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University of Mustapha Stambouli – Mascara



كلية الآداب واللغات والفنون

Faculty of Letters, Languages and Arts

قسم اللغة والأدب الانجليزي

Department of English Language and Literature

سند بيداغوجي - Pedagogical Support

مقياس: تنوع الخطاب في السياقات المهنية

من إعداد: د. سفيان جفال

Unit : Discourse variation in professional settings

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موجه لطلبة السنة الثانية ماستر ترجمة عربي – لغات أجنبية – عربي

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الجمهورية الجزائرية الديمقراطية الشعبية

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البرنامج البيداغوجي

لمقياس تنوع الخطاب في السياقات المهنية

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تقديم المقياس: تنوع الخطابات في السياقات المهنية

السداسي: 03

وحدة تعليمية أساسية 02 (UEF2)

الحجم الساعي للوحدة التعليمية	45 ساعة (للسداسي) محاضرة: 1 ساعة ونصف (في الأسبوع) تطبيق: 1 ساعة ونصف (في الأسبوع)
الرصيد (credits) والمعامل الخاص بالوحدة التعليمية	UEF الرصيد: 04 المعامل: 02
نوع التقييم	تقويم مستمر: 50% امتحان: 50%
وصف الوحدة التعليمية	يهدف هذا المقياس إلى تحضير الطلبة للترجمة المهنية من خلال تزويدهم بالمعارف والمهارات التي تقتضيها الترجمة المتخصصة. ينطلق المقياس من دراسة الفرق بين الترجمة العامة والترجمة المتخصصة على المستوى اللغوي، الدلالي، التداولي والترجمي، كما يتطرق إلى كل خطاب (قانوني، طبي، اقتصادي، سياسي، دبلوماسي، تقني، الخ) مبينا أهم خصائصه، الكفاءات المطلوبة لترجمته، وآليات ترجمته إلى اللغة الهدف. فضلا عن ذلك، يقدم المقياس نبذة

<p>عن المصطلحية لكونها أبرز خاصية يتسم بها الخطاب المتخصص، وكيفية الإمام بالمصطلحات ناهيك عن تقنيات البحث التوثيقي والاصطلاحي.</p>	
<p>مفاهيم أولية في علم الترجمة (نظريات، مقاربات)، الإمام بلغات العمل، تقنيات الكتابة المتخصصة.</p>	<p>الكفاءات الأولية المطلوبة</p>

الأهداف المتوخاة:

- ❖ تحضير الطلبة لممارسة الترجمة المتخصصة؛
- ❖ اكتشاف مختلف الخطابات المتخصصة والإمام بآليات الكتابة وتقنيات التعبير التقني المتخصص؛
- ❖ تقديم خلفية نظرية تسمح للطلبة بالإمام بشروط الترجمة المتخصصة ومقتضياتها، وذلك من خلال التطرق إلى أهم المنظرين في هذا المجال،
- ❖ التطرق إلى مستويات التخصص المختلفة من النص العلمي المبسط إلى النص العلمي العاتم؛
- ❖ تمرين الطلبة على مختلف أنواع النصوص والخطابات من النص الإعلامي إلى التقني؛
- ❖ تمرين الطلبة على مختلف الكفاءات التي تقتضيها الترجمة المتخصصة على غرار الإمام بتقنيات البحث التوثيقي والاصطلاحي، ومنطق الكتابة المتخصصة الخاص بكل خطاب، والتمكن من استعمال تكنولوجيا الترجمة (الترجمة الآلية، مذكرات الترجمة، قواعد البيانات، الخ)، والتفكير العلمي.

الكفاءات الأولية المطلوبة:

- ❖ إحاطة تامة باللغتين الأصل والهدف (العربية والانجليزية)؛
- ❖ الإمام بالمفاهيم الأولية لعلم الترجمة: تقنيات الترجمة، نظريات الترجمة، الخ
- ❖ مفاهيم أولية في تحليل الخطاب: وظائف اللغة، السجل، مستويات اللغة، النوع، السياق، معايير النصية، الخ.

محتوى الوحدة التعليمية:

يتعلق الأمر بوحدة تعليمية أساسية، يتطرق إليها الطالب لمدة سداسي واحد (وهو السداسي الثالث). ومن بين أهم المحاور التي يجب أن يتطرق إليها هذا المقياس نلفي: آليات تحليل الخطاب، عرض الخطاب المتخصص وتبيان أهم خصائصه اللغوية والترجمية، إشكالات الترجمة المتخصصة وتحدياتها، تقنيات تحليل الخطاب المتخصص، الترجمة المهنية، الترجمة وتعدد الوسائط التواصلية (multimodality)، التحرير التقني، المصطلحية، البحث التوثيقي والاصطلاحي، الترجمة الآلية والترجمة باستعمال الحاسوب، الخ.

طريقة سير المحاضرة:

تُستهل المحاضرة بتوضيح الأهداف المرجوة منها على السبورة، ثم يقوم الأستاذ بتخصيص حوالي 10 دقائق للتحضير العقلي (Brainstorming)، وذلك من خلال طرح أسئلة تتعلق بالموضوع وامتحان مدى إطلاع الطلبة على موضوع المحاضرة، ثم يقوم الأستاذ بتقديم الجانب النظري للموضوع مستعيناً في ذلك بالمطبوعات الخاصة بالمحاضرة، وبعد المناقشة والإجابة على استفسارات الطلبة وأسئلتهم، تأتي مرحلة التطبيق (كما سنتطرق إلى ذلك فيما يلي من محاضرات).

نوع التقييم:

تقويم مستمر: 50%

امتحان: 50%

Presentation of the Unit: Discourse Variation in Professional Communities

Level: Master Translation – 2nd year

Semester: 02

Unit Category: Fundamental Unit

Distribution of number of hours of the Unit	45 Hours (per semester) 1 h30 Lecture (per week) 1 h30 Tutorial (per week)
Credits and coefficients of the Unit	Credits: 04 Coefficients: 02
Evaluation mode	Continuous evaluation: 50% Exam : 50 %
Description of the unit	This unit aims at preparing students to professional translation by providing them with the knowledge and skills required for specialized translation. The unit starts with analysing the differences between general and specialized translation at the linguistic, semantic, pragmatic and

	translational levels. In addition, it provides an overview of terminology as it is the most prominent characteristic of specialized discourse, and how to familiarize students with terminology, in addition to documentary and terminological research skills and techniques.
Recommended prior knowledge	Initial concepts in translation science (theories, approaches), knowledge of working languages, specialized writing techniques.

Aims of the Course

- ❖ **Preparing learners to practice specialized translation;**
- ❖ **Discovering various specialized discourses and learning scientific writing techniques;**
- ❖ **Providing a theoretical background that allows learners to become familiar with the conditions and requirements of specialized translation, by addressing the most important theorists in this field,**
- ❖ **Addressing the different levels of specialization, from the simplified scientific text to the opaque one;**
- ❖ **Training learners on different types of texts and discourses, from media to technical text.**
- ❖ **Discovering various competencies required by specialized translation, such as familiarity with documentary and terminological research**

techniques, the logic of specialized writing for each discourse, and using translation technology (machine translation, translation memoirs, databases, etc.), and scientific thinking.

Recommended prior Knowledge

- ❖ knowledge of the original and target languages (Arabic and English);**
- ❖ Familiarity with the initial concepts of translation science: translation techniques, translation theories, etc.**
- ❖ Prior knowledge in discourse analysis: language functions, register, language levels, gender, context, textual standards, etc.**

Content of the Unit

It is a fundamental unit which the student deals with for one semester (the third semester). Among the most important topics that this unit should address are: mechanisms of discourse analysis, presentation of the specialized discourse and showing its most important linguistic and translational characteristics, problems and challenges of specialized translation, techniques of Specialized discourse analysis, professional translation, multimodality, technical writing, terminology, documentary and terminological research, machine translation and CAT tools, etc.

Course Procedure

The course starts with highlighting the objectives of the lecture, and then the teacher tends to devote 10 minutes of brainstorming through questioning learners about the topic, in a third phase, teacher presents the theoretical part of the lecture. After explanation, illustration and answering learners' questions, the practical part takes place.

Evaluation Mode

Continuous evaluation: 50%Exam : 50 %

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Lecture N01: Discourse Variation – Breaking the Ice

Outline

1. Discourse VS Text
2. Discourse Variation : why ?
3. Levels of language
4. Standards of textuality
5. Translation process
6. Translation competence
7. Exercises

1. Discourse vs Text

Translators work on texts; they transmit texts from one language into another. The text is the object of the translation process. Generally, people use text and discourse interchangeably. However, these concepts seem to be different. Text is defined as a set of sentences that appear to be one entity when seen from a semantic perspective. (Delisle 1995). Hatim and Munday (2004) define text on the basis of the standards of textuality (coherence, cohesion, intentionality, situationality, acceptability, informativity). From functional point of view, Nord (2018) postulates that a text is an “offer of information” (P.137). Hence, the text is the result of a communicative event (context) and lexico-grammatical rules, and it is one entity that tackles one dominant theme.

Discourse, however, is a controversial concept in both linguistics and translation studies in the sense that it is used to refer to various texts that belong to the same topic (e.g. Covid 19 discourse), written vs oral, text within its socio-cultural contexts, etc (Busmann 1996). In this course, discourse is seen as continuous product about the same topic. Hence, the famous typology of medical discourse, economic discourse, legal discourse, etc.

2. Discourse Variation: Why?

Variation of discourse is the result of a number of reasons:

- Variety of knowledge fields and domains,
- Variety of ways of communication
- Variety of codes: terms, jargons, phraseology,
- Variety of specialties and sub-fields: medical (paediatrics, cardiology, etc), Economic (financial, marketing, commercial, etc.)

3. Language levels

Language is used differently and for different purposes; this is known as “language levels”. It refers to the different usages of the same language. Translators must discern the appropriate **tone** of the text (formal vs informal, general vs specialized) so that they transmit it into the target language. In this context, Vinay and Darbelnet (1958, 1995) suggest two paradigms; **accepted usage vs vernacular** and **aesthetic vs functional**. What matters in our unit is the functional one since it is concerned with the different types of texts and discourses. By accepted usage, they mean the formality of language. It is represented in aesthetic tonality through the different literary languages; poetic, literary, theatrical, etc. while in Function specialisation, it is represented by the different types of texts such administrative, legal, scientific, economic, medical... as for vernacular, the second paradigm, we find *argot* or *slang* in aesthetic tonality, and *jargon* (informal specialized language) in specialized fields.

The figure below explains more this classification of language levels:

Accepted Usage	Aesthetic Tonality		Functional specialisation			
		Common Language	Poetic language	Admin	Legal	Science
	Literary language written language					
Vernacular		Ordinary language Argot	Jargons			

Figure01. Levels of Language according to Vinay and Darbelnet (1995:P.18)

4. Standards of textuality

According to Beaugrande (1980), all texts must meet seven standards of textuality: coherence, cohesion, informativity, situationality, intentionality, acceptability, and intertextuality. Translators, like authors, must be aware of these norms since they are supposed to produce a “new text” in the target language.

- 4.1. **Cohesion:** means that the different parts of the text are linked at the surface level through conjunction, prepositions, and linking words. There are many parameters to reach cohesion; reference (anaphoric, cataphoric, exophoric), ellipsis, substitution, conjunction, lexical cohesion (reiteration, repetition, synonymy, superordinate, collocations, etc). (Munday 2016).
- 4.2. **Coherence:** the text must be internally and logically coherent preserving the same positions and avoiding paradoxes and contradictions.
- 4.3. **Acceptability:** the text must contain features that make it logically and grammatically acceptable from the receiver.
- 4.4. **Situationality:** the text must be relevant to the situation or the context in which it has been produced.
- 4.5. **Informativity:** refers to the degree of the reader’s(un) expectedness of the information transmitted by the text
- 4.6. **Intentionality:** the text must include linguistic aspects and tools that make the text achieve its pragmatic purpose.

4.7. Intertextuality: understanding a text relies on the knowledge of another text. Basil and Munday (2004) distinguish between horizontal intertextuality that refers to direct reference to another text such as quotations, and vertical intertextuality which relies on allusions to other works\authors.

5. Translation process

According to Nord's looping model (1991), Translation process goes through four main steps:

- The analysis of the **translation brief** or the **skopos**: why is this text being translated? For what audience? What are the settings of the translation (time and place)? Through which medium (oral, written, multimodal, etc)?
- The analysis of the source text: once the skopos of the text has been analysed, the translator tries to analyse the source text. Here, he tackles the following points: **subject matter**, **content** (cohesion, coherence, connotations), **presuppositions**, **text composition** at the macrostructural level (paratexts, footnotes, quotations) and microstructural level (thematic structure, word choice), **non-verbal elements** (such as graphs, italics, bold, colours, figures, etc), **lexis** (terminology, phraseology, neologism, archaism, idiolect, dialect, slang, etc), **sentence structure** (ellipsis, references, rhetorical devices), **suprasegmental features** (especially in oral communication like stress, intonation, rhythm) (Munday 2016).
- Planning of the translation strategy: the analysis of translation brief and the ST allows the translator to decide which strategy he must adopt in order to achieve the skopos. According to Nord's model (1991), there are two main strategies: **documentary translation** which tends to highlight the linguistic and cultural features of the ST, and **instrumental translation** which aims at shedding light on the target audience cultural system.
- Production of the TT: the final step would be the restructuring of the target text taking into consideration the translation brief and the ST analysis.

The particularity of the looping model lies in the fact that it is not a linear one side-oriented process, such as two-phases and three-phases models, but it presumes that the translator has always the opportunity to go back to previous steps and make appropriate changes:

“The circular path of the translation process contains a number of smaller circular movements or “loops” that keep recurring between ST situation and ST, between TT situation and TT, between the individual steps of analysis, and between ST analysis and TT synthesis. This means that at each step forward the translator “looks back” on the factors already analysed, and every piece of knowledge gained in the course of the process of analysis and comprehension may be confirmed or corrected by later findings” (Nord 1991: P.38-39)

The looping model of translation process can be figured as follows:

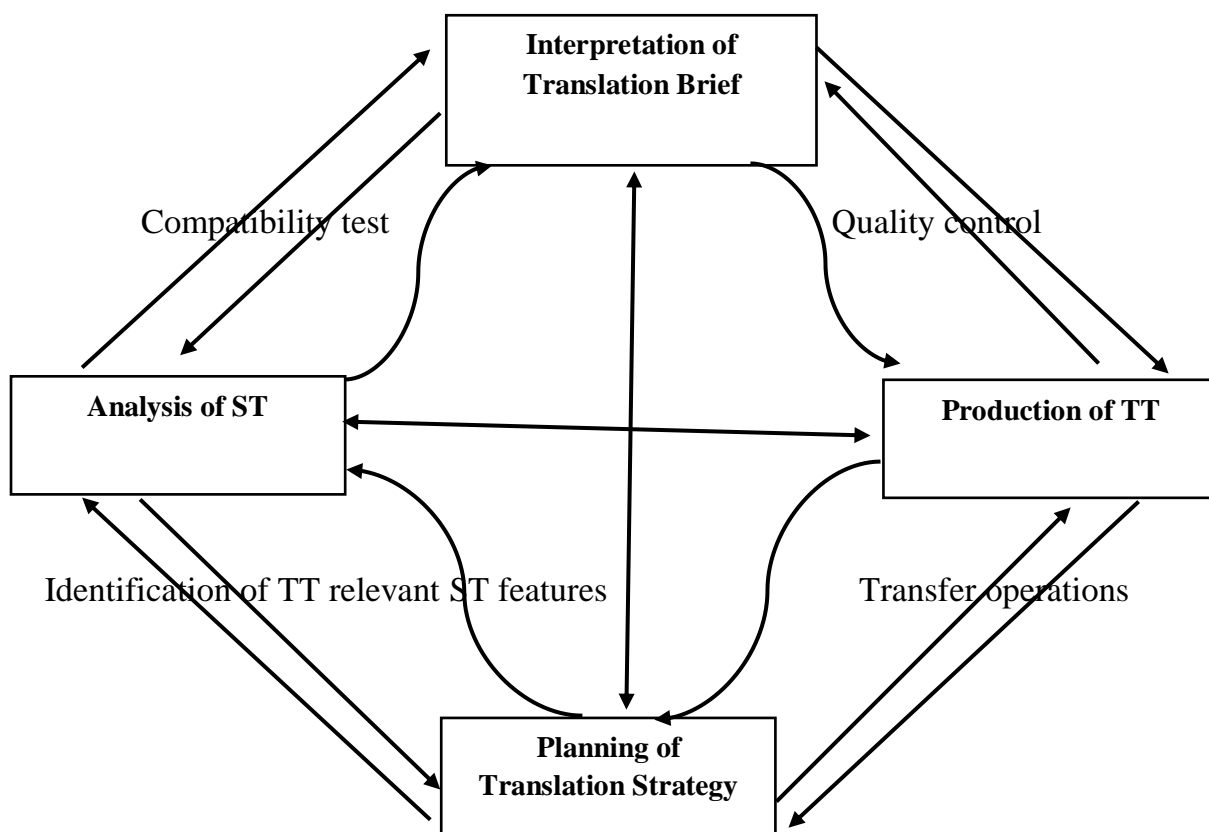


Figure 02. Translation Process (Nord 1991. P.39)

6. Translation competence

What kind of skills is the translator supposed to have so that he can undertake specialized translation? The PACTE model of translation competence (2003) shows us the main skills that translators must master. According to the PACTE (Process in the Acquisition of Translation Competence and Evaluation) research group, translation competence is made up of five sub-competencies: bilingual, extra-linguistic, knowledge about translation, instrumental and strategic in addition to a set of psycho-physiological attitudes.

- **Bilingual sub-competence:** the full knowledge of the SL and TL. It is concerned with **pragmatic** (speech acts, presupposition, implicature), **sociolinguistic** (knowledge of language registers tenor, field, mode, dialect, idiolect, code switching, language variations), **textual** (coherence, cohesion, standards of textuality), **grammatical** (language rules and conventions), and **lexical knowledge** (vocabulary, lexis) in both languages (PACTE 2003).
- **Extra-linguistic sub-competence:** knowledge related to the translator's culture and knowledge about the world. In this context, the PACTE group distinguishes between three types of extralinguistic knowledge: "(1) bicultural knowledge (about the source and target cultures); (2) encyclopaedic knowledge (about the world in general); (3) subject knowledge (in special areas)." (PACTE 2003: P. 16).
- **Knowledge about translation sub-competence:** refers to translator's knowledge of translation units, techniques, strategies, theories, errors, brief, etc.
- **Instrumental sub-competence:** refers to the mastery of different tools and instruments that may help the translator in his work such as CAT tools, books, dictionaries, encyclopaedias, term banks, corpora, data bases, etc.
- **Strategic sub-competence:** a key sub-competence; it refers to the skill of knowing how to solve different problems that the translator comes across when translating.
- **Psycho-physiological components:** include: "(1) **cognitive components** such as memory, perception, attention and emotion; (2) **attitudinal aspects** such as

intellectual curiosity, perseverance, rigour, critical spirit, knowledge of and confidence in one's own abilities, the ability to measure one's own abilities, motivation, etc.; (3) **abilities** such as creativity, logical reasoning, analysis and synthesis, etc.” (PACTE 2003: P. 17).

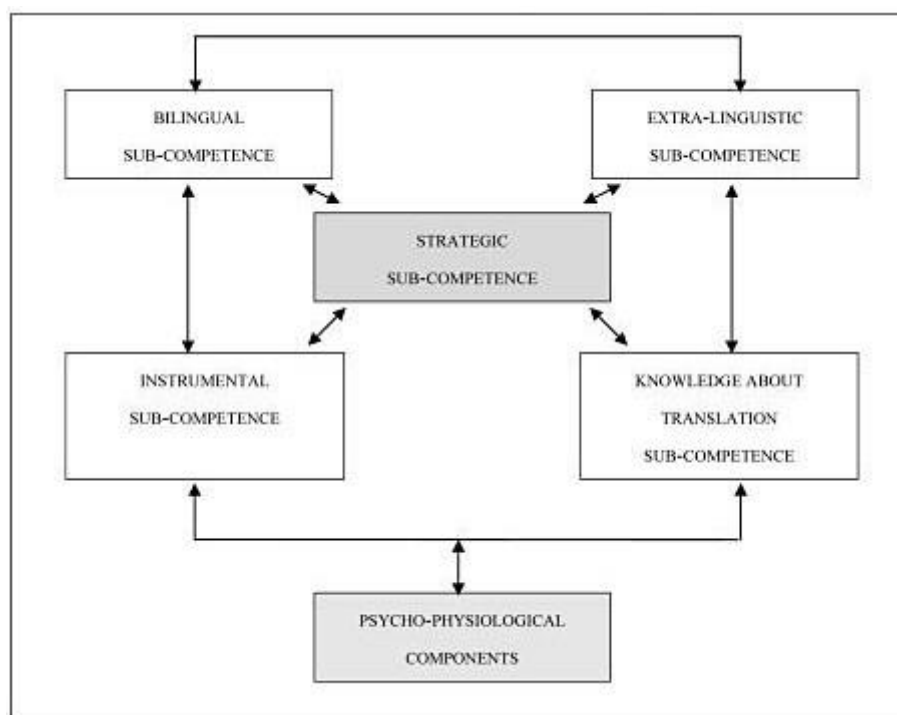


Figure 03. PACTE Model of Translation Competence

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Delisle, J et al. (1999). *Translation Terminology*. Amsterdam & Philadelphia. John Benjamins Publishing Company.

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Munday J. (2016). **Introducing Translation Studies :Theories and Applications**. 4th Edition. London and New York. Routledge

Nord, C. (1991). *Text Analysis in Translation: theory, methodology, and didactic application of a model for translation-oriented text analysis*. Amsterdam. Rodopi.

PACTE. *Building a translation competence model*. In:Alves, Fabio (ed.). **Triangulating translation: perspectives in processoriented research**. Amsterdam: John Benjamins, 2003, p. 43-66.ISBN 9789027216519. DOI: [10.1075/btl.45](https://doi.org/10.1075/btl.45)

Lecture N 02: Specialized Translation

At the end of this lecture, you will be able to:

1. Discover the main features of special language.
2. Spot the differences between LGP and LSP.
3. Distinguish between special and literary language.
4. Handle the main challenges and issues of specialized translation.

1. Definition of Special Language

Language can be used for two main purposes; when communicating in daily conversation (**general language**), or in a specialized field between experts, professionals and users (**special language** اللغة الخاصة). Each community of professionals use a specific vocabulary in a specific way to communicate. Though it borrows elements and features from general language, special language is characterized by its own features. Delisle (1999) defines it as: “The language used in a given subject field, which comprises both the (**terminology**) of the field and the **means of expression** specific to the field. This definition includes the languages of the sciences (ex.: biology, physics), of technology (ex.: electrical engineering, plastics), of the professions (ex.: architecture, law, economics), of the trades (ex.: plumbing, carpentry), and those languages that pertain to particular activities in society (ex.: leisure, politics, sports, trade unionism).” (P.181) It is to mention that special language cannot be merely reduced to the use of terminology in the sense that it is characterized by a set of features that make it different from common language. Further, it is still a **natural language** and shares common aspects with general language such as grammatical rules, parts of speech, common vocabulary, etc. certain terms travel from specialized field to general language through what is known as **determinologization** which means that certain terms, because they become widely used by laypersons, become just common words understood by everyone e.g., *AIDS*, *coronavirus*, *Ebola*, etc (Bowker 2002). Special language is mainly distinguished by

its **content** and **receivers** that vary from highly specialized to laypersons (Scarpa 2020). Sometimes called **specialized language**(اللغة المتخصصة). Overall, special language and **language for specific purposes (LSP)** are used interchangeably, the main difference between these two concepts is that the latter is widely used in the context of teaching foreign specialized languages. Bédard (1986) defines special language as a language that requires certain “**attitudes**” (technical writing skills, terminological competence, the use of non-verbal elements, etc).

2. LGP vs LSP

It is patent to start with the main differences between general and special language. As mentioned earlier, special language is characterized by three distinguishable aspects. 1) **topic**, i.e., specialized theme discussed. The topic leads to the use of a peculiar lexis such as terminology, phraseology, nominalisation, etc. 2) **users** participating in communication are different; in the general setting, a layperson is talking with a layperson, in the specialized one, an expert is addressing to another expert, professional or student. LGP uses vocabulary that can be understood by all speakers of that language, LSP employs a code that cannot be deciphered only by a person having deep knowledge about the field. The 3) **communicative situation** which means the context of the communication. LSP is a variety of LGP since it borrows its rules, grammar, expressions, and the like.

3. Literary vs special language

The distinction in translation studies, at the textual level, is generally made between literary and special language. Literary (or **expressive**, see Reiss 1989) texts are characterised by their **aesthetic** and **rhetoric** dimensions. In the other side, specialized (or **informative**) texts refer to text in which the **content** is the most important aspect. In the following table, the main differences between these two types of texts are explored in details:

	Literary text	Specialized text
Linguistic characteristics	<ul style="list-style-type: none"> - The individuality of both ST author and TT translator - The creative nature of language - Lack of predominant communicative purpose 	<ul style="list-style-type: none"> - Availability of preexisting comparable texts in the TL that help translator - Translations' orientation to the TT users
Open vs closed texts	<ul style="list-style-type: none"> - Open texts - Heuristic approach of interpretation - Hermeneutic method 	<ul style="list-style-type: none"> - Closed text - Cognitive and rational approach adopted by translator - Purpose and end-user dependent method
(un) translatability	<ul style="list-style-type: none"> - Untranslatability 	<ul style="list-style-type: none"> - Translatability
The evaluation of translation errors	<ul style="list-style-type: none"> - Errors touching the information content of the ST are not "serious" errors. They represent low risk 	<ul style="list-style-type: none"> - Errors of content are disastrous. They represent high risk
General translation approach	<ul style="list-style-type: none"> - Foreignizing - TT is recognized as lower than the ST 	<ul style="list-style-type: none"> - Domesticating - ST can be improved with the regard to end user purpose.

Table01. literary vs specialized text. Adapted from Scarpa (2020)

4. Classifying Special Language

Scarpa (2020) puts forward that the classification of special language on the basis of the mere **horizontal level** (**field**: terminology and content) is not sufficient. She argues that this classification is not sufficient for two reasons; 1) it gives the impression that special language is reduced to terminology and specialized translation becomes rendering “technical terms” in the TT, which is not true, this tenet dominated LSP studies until the 1980’s. 2) each special language is not a closed system, there are always interchange between terms that are used in different texts, for example, an economic text that uses terms from the legal, political, statistical languages. Hence, Scarpa suggests to adopt a sociological and pragmatic model in classifying special languages. This can be possible through the adoption of the other two parameters of registers *tenor* (people taking part in the discourse) and *mode* (language role and medium of transmission). Hence, it is the **vertical** or pragmatic dimension.

Moreover, when dealing with scientific texts, there must be a distinction between two types of sciences:

- Hard sciences (or physical): which aim at exploring natural phenomena such as biology, chemistry, medicine, astronomy, mathematics, etc.
- Soft sciences (or social): which tend to analyze social phenomena like economics, history, philosophy, sociology, anthropology, archeology, psychology, etc. (Scarpa 2020).

5. Features of special language

Needless to say, special languages do not share all the same features. It happens that each one has its own characteristics. Yet, some common features are highlighted in this section:

- There are three main linguistic features of a technical discourse: **objectivity**, **precision (or clarity)**, and **economy** (scapra 2020).
- The use of specialized **lexis**; terminology, phraseology, means of expressions, etc.
- In English, the use of terms with Greek and Latin origins such as *ophthalmology* (طب العيون) from Greek (*ohptalmos*= eye and *logos* = science),

cirrhosis (التليف الكبدي) from Greek and modern Latin (*cirrh* = yellow and *sis* = condition or state).

- The use of **phraseology**: which are fixed expressions to be used the way they are such as the legal expression: *for all due intents and purposes – pour valoir ce que de droit* – بما يسمح به القانون
- The use of **acronyms**: e.g., GDP (Gross Domestic Product - الناتج المحلي الإجمالي - produit intérieur brut) economics, MRI (Magnetic Resonance Imaging – التصوير بالرنين المغناطيسي – imagerie par résonance magnétique) in medicine.
- Different language **registers** that vary from highly specialized to simplified one depending on the context. A dermatologist may use *beauty mark* (graine de beauté – حب الشباب) if he is talking to his patient, or *nevus* (nævus mélanocytaire, خال) if he is communicating with a colleague. *Erythrocyte /leucocytes* for an expert and *red blood cells* (globules rouges\blanc – كريات الدم الحمراء\البيضاء) for laypersons.
- **Nominalization** and the use of **short sentences**: since it is a direct and object-centered language.
- The use of **extralinguistic elements** such as numbers, statistics, shapes, graphs, etc.
- **Universality**: special language does not use regional dialects or items since it is intended for all experts regardless of their language, culture, or social differences. The term *inflation*, for example, does not contain a cultural or ideological connotation.

Moreover, Scarpa (2020) tackles LSP features at four main levels; general pragmatic criteria, text, syntax, and terminology. The pragmatic level lies in the fact that special language must meet the four Grice maxims of “cooperative Principle”, or what is known in pragmatics as implicature in addition to presupposition (author’s assumptions about his reader), and coherence and cohesion. These are general pragmatic norms to be respected in any specialized communication so that it would be considered effective and efficient. The other specific pragmatic criteria are precision (or clarity), economy, and objectivity. Moreover, at the level of text, special language

is characterized by the use of argumentation, the investment of thematic structure in the transmission of information, and the use of cohesive ties. At the syntactic level, Scarpa highlights the use of nominalization, passive voice, simple present tense, and interactional metadiscursive resources (interpersonal linguistic features of the clause used to signal the writer's stance to the text content and towards the reader such as the use of must, should, can). At the terminological level, the main features are: monoreferentiality, transparency and conciseness (the ease with which a specialist can access the concept underlying a term), and metaphorization (metaphorisation plays a fundamental role in the creation of new specialised terms, especially in the formulation of new scientific theories, by extending the meaning of already existing words, which can be either general-language words ('terminologisation') or terms from the terminology of a different LSP ('resemantisation'). An example of terminologisation is the term *bug*, which in general language means a tiny insect or bacteria whilst in computer science it designates a malfunction or defection in computer. An example of resemantisation is the term *coma*. In medicine it means a state of unconsciousness while in astronomy it refers to an area of gas and dust surrounding the nucleus of a comet. *Elasticity* in physics means the ability of a deformed material to return to its original form whereas in economics it means the ratio substitution between two factors like offer and demand.

6. Levels of special language

the first level refers to expert-to-expert communication highly technical vocabulary and terminology are used without explanation because the actors of the communication master their LSP, the second level refers to expert-to-semi-experts communication in which highly technical vocabulary is used as well but with a kind of simplification and explanation (as in textbooks), the third level refers to experts-to-non-experts communication, fewer terms are used, vocabulary from general language is dominating the communication: "*Non-experts such as translators or technical writers often begin learning about a subject field by reading this type of material, although they typically go on to deepen their knowledge as the texts that they are responsible for translating are often texts intended for expert-to-expert or expert-to-semi-expert communication.* » (Bowker & Pearson 2020: P.28)

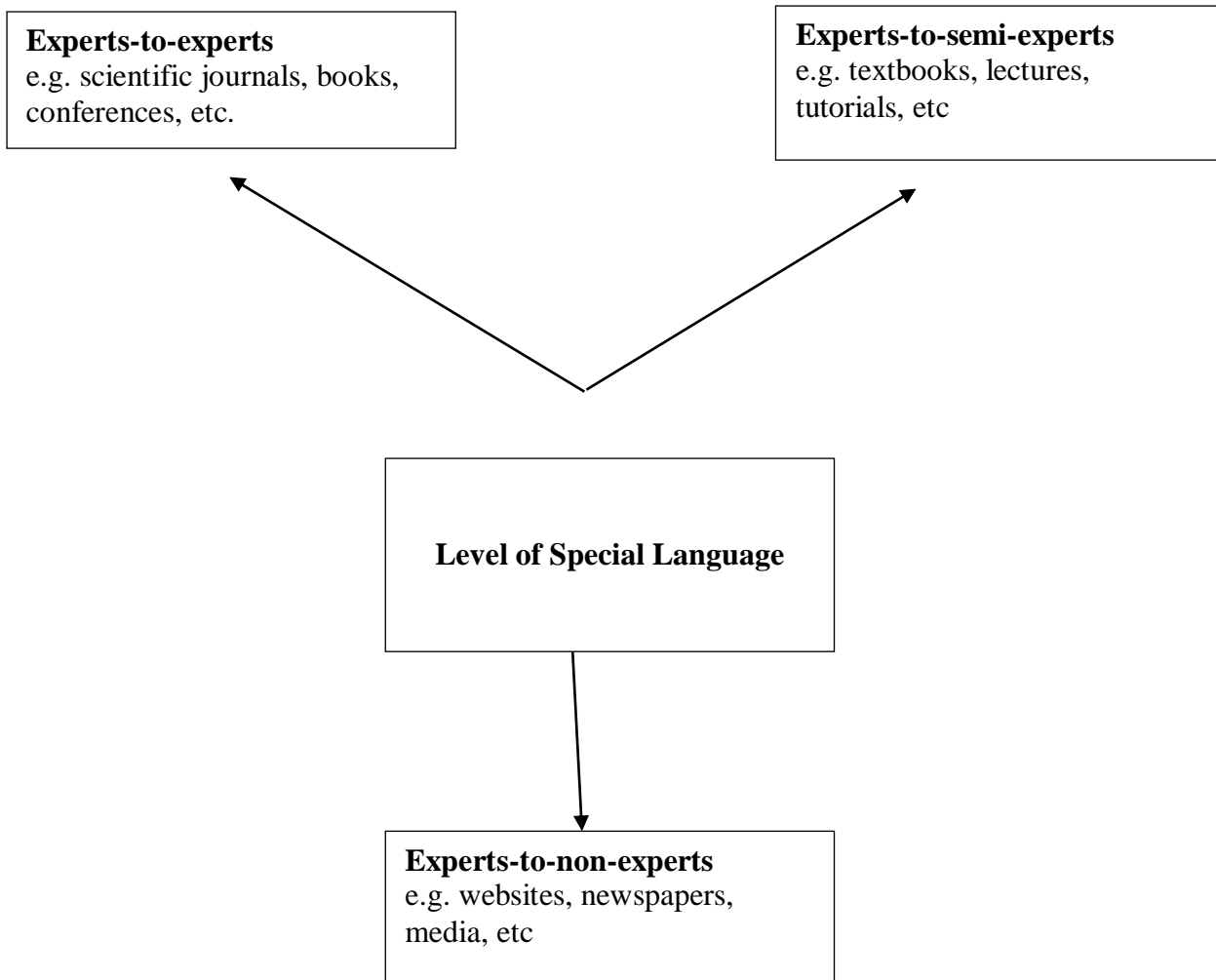


Figure 0.1. LSP levels (adapted from Bowker & Pearson 2020)

Consider the following passages:

1. “Lymphoma is a group of blood and lymph tumors that develop from lymphocytes (a type of white blood cell). In current usage the name usually refers to just the cancerous versions rather than all such tumours. Signs and symptoms may include enlarged lymph nodes, fever, drenching sweats, unintended weight loss, itching, and constantly feeling tired. The enlarged lymph nodes are usually painless. The sweats are most common at night. » (Wikipedia)

2. “Research on axicabtagenequiloleucel (axi-cel) shows its effectiveness as a first-line option in patients with high-risk large B-cell lymphoma (LBCL). In this multicenter single-arm ZUMA-12 study (NCT03761056), 40 patients with high-risk LBCL were enrolled and treated with axi-cel. Ninety-five percent had stage III/IV disease, 25% had double or triple-hit status per central assessment, and 78% had an IPI score of at least 3.” (Neeolapu SS, Dickinson M, Munoz J, et al. *Axicabtagenequiloleucel as first-line therapy in high-risk large B-cell lymphoma: the phase 2 ZUMA-12 trial. Nat Med. Published online March 21, 2022. doi:10.1038/s41591-022-01731-4*)

Both passages above tackle the same topic; lymphoma. However, the level of technicality is different in the sense that the first one, taken from Wikipedia, is addressed to laypersons, hence fewer terms are used and simplification is adopted, the second excerpt was published in a scientific journal, the receivers are also experts in medical field (haematology and oncology) the style is more technical and terms are used in abundance.

7. Specialized Translation

In light of the above, technical translation can be defined as the transmission of special languages from one language into another taking into account LSP rules and norms of the target language. Gouadec (2006: P.166) states that: “*Technical translation can be defined as the translation of materials, in all forms and on all media, relating to the hyper-specialized concepts, methods, and "actions" of any discipline and any field, regardless of the status of this discipline. or this area. It thus encompasses very high-level publications, advanced analyses, documentation of complex equipment and prototype*“

8. Specialized translation Problems

Though lexical problems are the most challenging in scientific discourse such as terminology, phraseology, lexical representations, neology... there are other aspects that make this type of translation gruelling; syntactic issues (like legal discourse in which sentences are longer and redundant), textual issues (such as coherence and

cohesion of technical texts), and pragmatic issues (implicature, speech act, cultural and contextual considerations). In the following, a scheme adapted from Scarpa (2020) portrays the main difficulties of translating specialized discourse

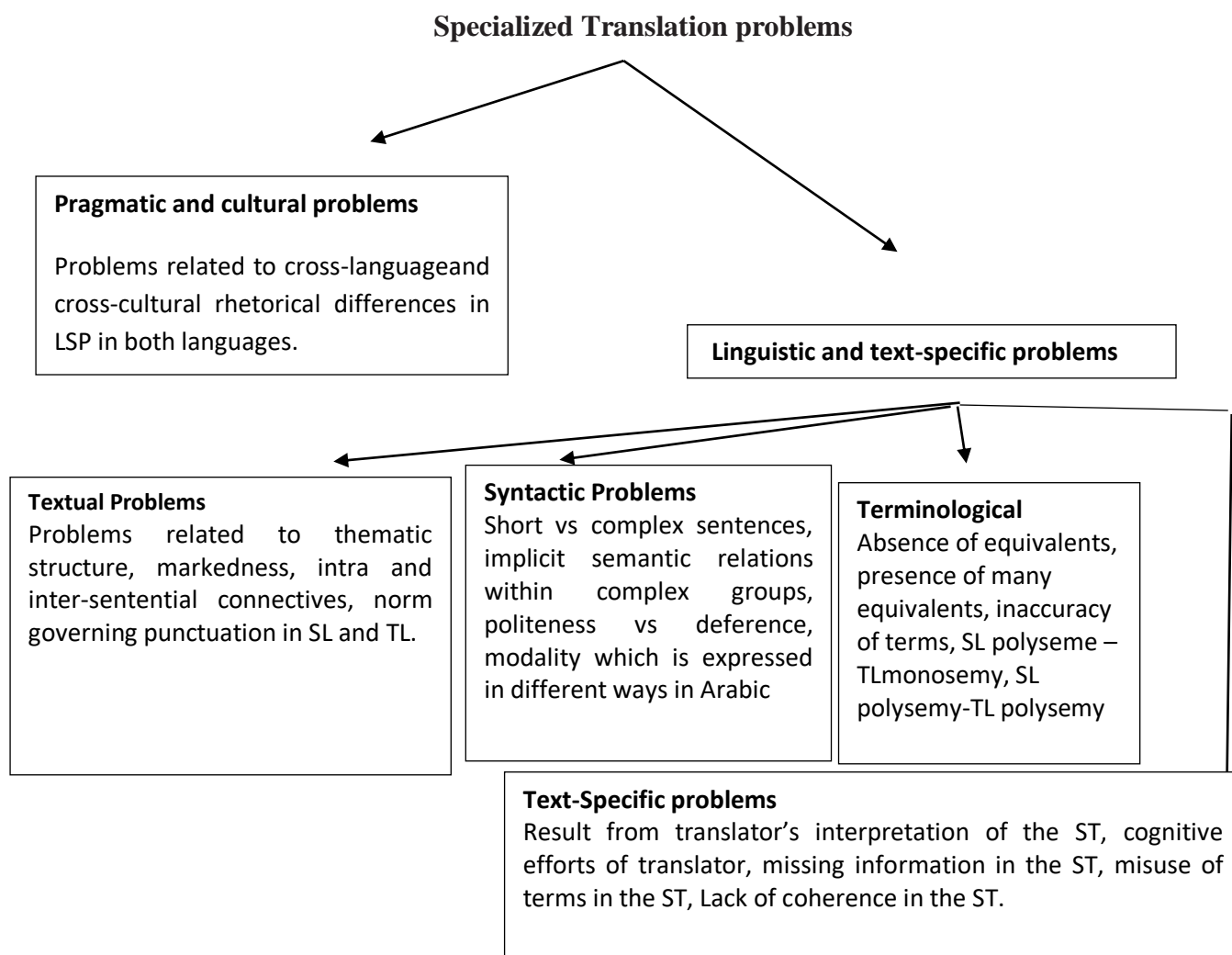


Figure.02. Specialized translation problems, adapted from Scarpa (2020)

9. Exercises

a. Consider the following excerpt:

“Epithelia separate the internal environment from the external environment by forming sheets of polarized cells held together by specialized junctional complexes and cell adhesion molecules. Epithelial cells participate in embryo morphogenesis and organ development in response to intrinsic and extrinsic signaling by tailoring cell proliferation, differentiation and cell death. We address the structural characteristics of epithelial cells within a biochemical and molecular framework as an introduction to the transition from a

normal to a pathologic status. The epithelium is a tightly cohesive sheet of cells that covers or lines body surfaces (for example, skin, intestine, secretory ducts) and forms the functional units of secretory glands (for example, salivary glands, liver).”

Kierszenbaum, A, L & Tres, L, L. (2020). Histology and Cell Biology an Introduction to Pathology. Philadelphia, USA, Elsevier. PP 01-02.

- ❖ Pick up the main features of specialized discourse.
- ❖ Where lies the scientificity of the text?
- ❖ Underline what you consider a constraint to the comprehension of the text
- ❖ Provide the gist of the text in Arabic.
- ❖ Make documentary research about the terms.

b. Make research about “uranium enrichment”, then in your own words try to write about it respecting scientific discourse requirements. Do it in both languages.

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Lecture N 03: Terminology and Specialized Translation

Outline

5. Terminology: definition, Key-notions, history, Lexicology, terminography, theoretical issues, rules, methods, dimensions, etc.
6. Term: term formation, conditions of term formation, standardization.
7. Terminology and translation studies: specialized translation, terminological resources.

1. Definition of Terminology

Terminology, as a discipline, is concerned with the formation, collection, description, organization and standardization of terms that belong to a given field (Sager 1990). It aims at analysing concepts, finding appropriate designations to these concepts, and unifying these designations in glossaries and databases (Cabr  2010). It goes without saying that the word “terminology” bears three meanings:

- a) “The set of practices and methods used for the collection, description and presentation of terms;
- b) a theory, i.e., the set of premises, arguments and conclusions required for explaining the relationships between concepts and terms which are fundamental for a coherent activity;
- c) a vocabulary of a special subject field. In its first two meanings the word is a non-countable noun; in its third it is countable and can have a plural form” (Sager 1990: P03).

The first meaning refers to the discipline itself, the second to the set of techniques and hypotheses that terminologists rely on while forming new terms, whereas the third meaning refers to the specialized vocabulary used in a given field such medical terminology, legal terminology, financial terminology, etc.

2. Key-notions of Terminology

There are three key-notions that must be tackled when dealing with terminology; **concept**, **definition** and **term**. A concept is an idea that people have about a given phenomenon, it is a unit of thought. Concepts are understood through their relation to other concepts. A definition is an explanation of the concept, it is the basis on which a term is constructed. A term is the linguistic designation of the concept (Bowker 2020). Let's consider the following examples:

Concept	Definition	Term	Field
An orbit that deviates from its ordinary path	The measure of how much an orbit deviates from being circular.	Eccentricity التباعد المركزي	Astronomy
A cell that is different in the sense that it can change its shape	A type of cell characterised by its ability to change its shape.	Amoeba متموريات الحركة	Biology
The fact of removing the lens for a cataract problem	Surgical removal of the lens	Lensectomy إستئصال العدسة	Medical Science (Ophthalmology)

Table.01 Examples of the relationship between concept, definition and term

3. Historical Overview

Though it is considered as a new discipline, terminology knew different important events before becoming the field we know nowadays. Rey (1995) reckons that the first text about terminology goes back to Plato's *Cratylus* in which Plato imagines a dialogue that takes place between Socrates and his two men Cratylus and Hermogenes. Among the main points discussed in the dialogue the debate whether language signs

are arbitrary or they have an intrinsic relationship to their signified. It is seen as the first basic reference about terminology though the word, as it is, was not used yet. It goes without saying that in the 16th century, the word *nomenclature* was used to refer to a set of concepts or terms, it is regarded as the ancient name of the word “terminology. In 1690, French novelist Antoine Furetière published “*DictionnaireUniversel*” which collected the majority of terms used in both technical and social sciences. Moreover, in England, Chambers’s work *Cyclopaedia or Universal Dictionary of Arts and Science* (1728) was of paramount importance in the sense that it offered the main terms used in sciences, humanities, religion, philosophy in addition to illustrations and pictures (Rey 1995). Diderot’s *Encyclopédie* (1772) is another crucial historical publication in terminology. The “science of terms” became acknowledged as an independent field in the second half of the eighteenth century in the writings of the German Professor Christian Gottfried Schutz (Rey 1995). The modern significance of “term” has been developed in England in 1837 by William Whewell who gave the first scientific definition of the word “term”. Hence, people started to replace the word “nomenclature” by “terminology” (Rey 1995). The main contribution to terminology was done by the Austrian engineer Eugen Wuster who developed the General Theory of Terminology (GTT) in 1931 (Bowker 2020). Wuster’s theory can be summed up as follows:

- Onomasiological (starting with the concept to get to term) approach must be applied in terminology;
- Concepts must be studied in relationship to other close concepts (concept networks);
- Univocity (one term refers always to one concept) is necessary in terminology;
- Concepts and terms must be studied synchronically.

4. Terminology VS Lexicology

Lexicology is a subdiscipline of linguistics. It refers to the study of the meaning of the lexical units (words) and their relationships to other units, it may seem similar to terminology in the sense that both deal with meaning of lexical units. Hence, in order

to avoid confusion between lexicology and terminology, Kageura (In Bowker 2020), argues that both fields are different at seven levels:

	Lexicology	Terminology
Practitioners	Lexicographer	Terminologist
Object of study	Word	Term
Domain	General Language	Specialized Language
Orientation	Descriptive	Prescriptive
Product	Dictionary	Gloassary (or term bank)
Approach	Semasiological (Word-oriented)	Onomasiological (Word-oriented)
Target users	Lay persons	Experts and Language professionals

Table.02 The difference between terminology and lexicology. Adapted from Bowker(2020)

5. Terminology vs Terminography

Terminography is defined as the applied part of terminology. While terminology is concerned with term formation and coinage, terminography aims at classifying and organizing terms in glossaries and databases. The main task of terminographers is to ensure the diffusion and management of terms (Gouadec 1990).

6. The Interdisciplinarity of Terminology

Like translation studies, terminology is an interdisciplinary field of study. It has been developed through investing studies and theories from other disciplines; linguistics, lexicography, information processing, translation, didactics and language teaching,

document analysis studies, etc. (Rey 1995). Terminology overlaps with the following fields:

- Philosophy: ontology (the study of concept formation), the structure of knowledge, the notion of definition, etc.
- Linguistics: lexicon, coinage norms and rules
- Applied linguistics: LSP, term usage, specialized discourse
- Translation studies: specialized translation, terminology translation, terminology management, CAT tools, etc
- Psychology: Perception, cognition, and understanding models and theories

7. Terminology Approaches

There are a set of approaches that were developed in terminology. Bowker (2020) distinguishes between five main approaches: the General theory of Terminology, socio-terminological, socio-cognitive, communicative, and frame-based approach

- GTT approach: it relies on the onomasiological method, concepts are analyzed first, then a designation is attributed.
- Socio-terminology: developed by Gaudin. This approach tends to invest the sociological implications to terminology. It adopts a descriptive approach through the study of polysemy and synonymy, and is more diachronic than synchronic-oriented.
- Socio-cognitive theory of terminology: represented by Temmerman, it starts from the hypothesis that terms are not absolute and overwhelming naming of concepts but merely a part of reality. Hence, it advocates that terminologists must suggest different degrees of what, they think, could represent reality. (Bowker 2020)
- Communicative approach: developed by Cabré, it argues that terminology must take three dimensions: linguistic, cognitive, and communicative into account. It is situated between the two previous approaches in addition to the communicative dimension which is the main function of term.

- Frame-based approach: developed by Faber, it relies on the study of the multidimensional aspect of concept-term unit. It considers conceptualization as a goal-oriented process.

8. Rules of terminology

There are many rules to be respected in the field of terminology such as standardization, univocity and technicality. In this context, Cabré (2010) states the main terminology rules:

- Terminology is different than translation in the sense that it merely deals with finding equivalents of terms in the target language. Translation consists in finding these equivalents when moving from one language to another.
- Terms formation must respect rules and norms of forming lexical units peculiar to each language. E.g., Arabic is basically a derivative language, thus the first the method to be applied is derivation. In case it does not work, terminologist moves to the other methods (metaphor, borrowing, blending, etc)
- Terminologist should not dissociate terms from their concepts and definition. The three entities are important, they all form the term.
- Terms must be used univocally and must refer to the reality they aim to designate.
- Terms are restricted to a specific domain (medical, financial, legal etc). Otherwise, they are just lexical units.
- Terminological data should have a source. i.e. they must be taken from real specialized discourse made by experts in a given field.

9. Terminological methods

There are mainly two methods of term formation; the traditional method consisting in starting from the concept to get to the name, hence onomasiological, and the lexicographical method consisting in starting from the term to look for its concept, hence semasiological. Sager (1990) argues that the onomasiological method is merely

applicable by the scientist who wants to name a specific new phenomenon, however the semasiological one is the most frequent in the field of terminology and lexicology in the sense that terminologists generally start with a collection of terms that already exist and tend to organize and select the appropriate ones.

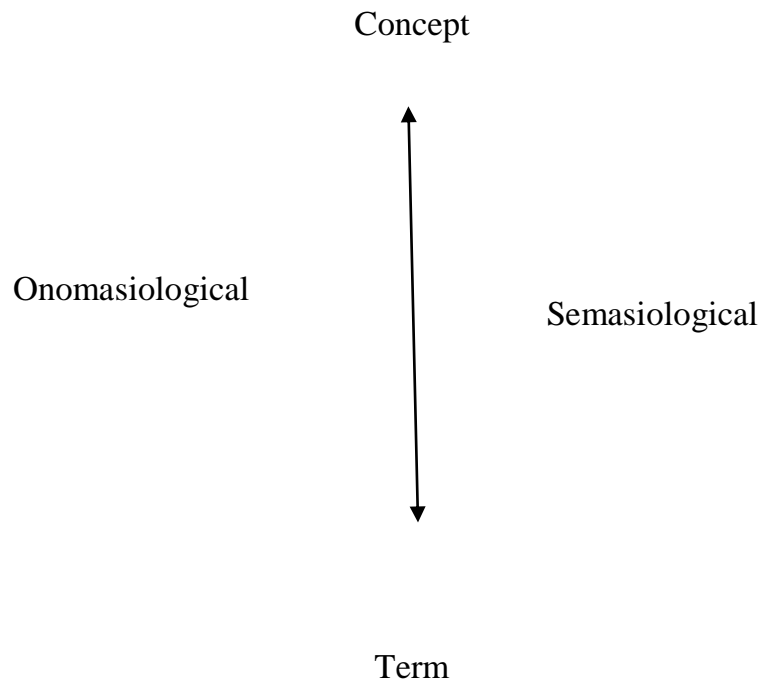


Figure.01. Terminological methods

10. Terminological dimensions

It goes without saying that terminology has three main dimensions; cognitive, linguistic and communicative (Sager 1990).

- The **cognitive** dimension: represented by the strict relationship between the linguistic form of the term and its concept, this is known as the reference.
- The **linguistic** dimension: represented by the linguistic features of term: lexical units, term formation rules, linguistic form, etc
- The **communicative** dimension: represented by the acceptability of term by users, the models of communication theory adopted, standardization, compilation and collection of terms, etc.

11. Terminology management

Terminology management refers to any manipulation of terminology (Delisle 1995). It contains term formation, extraction, search, documentation, etc. the aim of terminology management is to construct a termbase which allows the translator to find the appropriate term in the appropriate time. The process is made up of a series of steps:



Figure 0.1. Translation Management Process

12. Definition of Term

Terms are lexical units used in a specialized field to refer to a specialized phenomenon, tool, technique, or a theory. While words are made up of signified and signifier, terms encompass a third element; the referent (the field they refer to). Delisle (1995) puts forward that a term can be a single word (e.g., biopsy) or a group of words (e.g., mesenteric artery aneurysm). Cabré (2010) tackles term from cognitive, terminological, translational, and communicative perspectives:

*“From the **cognitive** point of view, terms constitute conceptual units representing nodes of knowledge which are necessary and relevant in the content structure of a field of specialty and which are projected linguistically through lexical units. All the conceptual nodes together constitute the conceptual structure of a field. For specialists, the concept is the starting point for **terminology** work, while for **translators** the concept is the intermediate point between the original term and its*

equivalent...from the communicative perspective, terms are discourse units that identify individuals as members of a professional group and allow them not only to communicate and interact, but also to transfer their knowledge with a didactic purpose to train new experts, or simply spread special knowledge”(Cabré 2010: P.357)

Indeed, in translation, terms are of paramount importance since quality of the translation depends, among others, on the appropriateness of terms in the target language.

In Arabic, the following definitions might be useful:

يعرف الجرجاني "الاصطلاح:" على أنه: "عبارة عن اتفاق قوم على تسمية الشيء باسم ما يُنقل عن موضعه الأول وإخراج اللفظ من معنى لغوي إلى آخر لمناسبة بينهما. وقيل الاصطلاح اتفاق طائفة على وضع اللفظ بإزاء المعنى. وقيل الاصطلاح إخراج الشيء عن معنى لغوي إلى معنى آخر لبيان المراد. وقيل الاصطلاح لفظ معين بين قوم معيني (الجرجاني ص14)

وقد أودع علي القاسمي تعريفه للمصطلح على النحو الآتي: "المصطلح هو كل وحدة (لغوية) دالة مؤلفة من كلمة (مصطلح بسيط) أو من كلمات متعددة (مصطلح مركب) وتسمي مفهوماً محدداً بشكل وحيد الوجهة داخل ميدان ما («القاسمي 1987: ص 25)

As mentioned above, Terms and words are similar in that they both contain two parts; the signification (signifier) and the concept (signified). While they differ in the fact that terms are used in LSP settings unlike words which are used in all types of languages.

13. Term formation

How a lexical unit is used to refer to a specific phenomenon? In fact, languages use different methods of term formation. English coins terms through **derivation** and **compounding** relying on the **function** or the **specification** of the concept. Consider the following examples taken from Sager (1990: P.65):

OBJECT	FUNCTION	NEW TERM
hammer	locking	hammerlock
ribbon	shifting	ribbonshift
forms	stacking	form stacker
forms	feeding	Form feed
carriage	control	Carriage control

Table.03. Term formation (taken from Sager 1990: P.65)

أما في اللغة العربية، فإن أهم آليات توليد المصطلح العلمي: الإشتقاق، والمجاز، والنحت والتعريب. وفيما يلي عرض مختصر لهذه الآليات:

1. الإشتقاق:

وهو أول آلية من آليات توليد المصطلح، يعرفه الجرجاني على أنه: "نزع لفظ من آخر بشرط مناسبتها معنىً وتركيباً ومغايرتهما في الصيغة." (الجرجاني 1983: ص.14)

نستنتج من هذا التعريف بأن الإشتقاق:

• يجب أن يكون بين لفظتين، الأولى بمثابة الأصل أو الجذر، والثانية هي اللفظة المولدة أو المشتقة، نحو: دَرَسَ (فَعَلَ) دارس (فاعل) مدرّس (مفعول)،.....

• يجب أن يتناسب اللفظ المشتق مع الأصل في المعنى والتركيب، واختلافهما في الصيغة، نحو: جلس – جالس – جلوس – مجلس،... فكلها تنطوي على معنى "ج-ل -س" إلا أن الصيغة تختلف.

• يكون نتيجة الجمع بين جذر وصيغة صرفية معينة: جالس = "ج + ل + س" + الصيغة الصرفية " فاعل".

وينقسم الاشتقاق إلى ثلاثة أنواع:

أ- الاشتقاق الصغير: حيث يكون بين اللفظتين الجذر والمشتقة تماثل في عدد الحروف وترتيبها أو تركيبها نحو: تلا- يتلو- تلاوة .

ب- الاشتقاق الكبير: ويُسمى أيضاً "القلب"، وهو نزع كلمة من كلمة أخرى بحيث يكون بين الكلمتين تشابه في المعنى لكن ترتيب الحروف مغاير، نحو: جَبَدَ من الجذب.

ج- الاشتقاق الأكبر: أو "الإبدال"، ويعني تماثل الكلمتين في المعنى والمخرج وتباينهما في ترتيب الحروف، نحو: نعق ونهق.

فالاشتقاق – إذن – هو عملية نزع كلمة من كلمة أخرى تُعتبر بمثابة أصل لها، شريطة أن في مجال الطب، مثلاً، قد تم الاعتماد على آلية الاشتقاق لتوليد عدد كبير من المصطلحات، وفي الجدول الآتي عينة منها:

المصطلح:	الصيغة الصرفية :	الصيغة الأصلية:	نوع الاشتقاق :	المكافئ الفرنسي- الانجليزي:
مبضع	مِفْعَل	بَضَع – فَعَلَ	اشتقاق صغير	Bistouri-

Scalpel				
Nausée- Nausea	اشتقاق كبير	غثا - فعل	فَعْلَان	غثيان
Phase prodromique - prodrome	اشتقاق صغير	بادر - فاعل	فَاعِلَةٌ	بادرة
Céphalée - Headache	اشتقاق صغير	صدع - فَعَلَ	فُعَال	صُدَاع
Dépression - Major depressive disorder	اشتقاق صغير	اكتئب - اِفْتَعَلَ	اِفْتَعَال	اِكْتِنَاب
Epistaxis - Nosebleed	اشتقاق صغير	رفع - فَعَلَ	فُعَال	رُعَاف
Psoriasis	اشتقاق صغير	صدف - فَعَلَ	فُعَال	صُدَاف
Favisme - Glucose6 phosphate deficiency	اشتقاق كبير	فال - فَعَلَ	فُعَال	فُوال

فيما يخص المجال الطبي، نلاحظ أن العرب قد نسبوا كل وزن صرفي للاسم الدال عليه:

فصاغوا أسماء الأمراض على وزن "فَعَال"، نحو: صُدَاع، رُكَام، رُعَاف، صُدَاف، فُوال، فُواق، دُهان، فُصال،...

في حين اعتمدوا على "إفْتَعَال" و "اسْتَفْعَال" للدلالة على العمليات المتعلقة بالطب، من مثال: اكتئاب، ابيضاض، انخفاض، انصمام، انسداد، استئصال، التهاب،...
أما أسماء الأدوات والمعدات الطبية، فصاغوها على وزن "مفعال" أو "مَفْعَل"، مثل ذلك: محرار، منظار، مبضع، مسبار، مقبض،...

2- المجاز:

المجاز هو استعمال الكلمة في غير موضعها، أي أن الكلمة المستعملة لا تدل على معناها الأصلي، وإنما تدل على معنى أرادها لها المتكلم، مع وجود قرينة ثابتة.
وقد لجأت العرب في العصر الحديث إلى المجاز للدلالة على مختلف الظواهر والمخترعات الجديدة، فسموا "السيارة" التي تعني في الأصل قافلة الإبل للدلالة على وسيلة النقل الجديدة، و"القطار"، وهو في الأصل مجموعة من الأيدي يشد بعضها ببعض، و"الذرة" (Atome)، وهي في الأصل نملة صغيرة جداً، و"الجريدة"، التي تعني أساساً سعة النخل، و"البخيرة" من البخار الذي يسيرها، وغيرها.

وقد كان للمجاز أثر كبير في توليد المصطلح العلمي، فيُطلق على الطفل الذي وُلد قبل أوانه بالطفل الخدج (premature infant)، وكلمة خدج في الأصل من النقص والقلّة، كما سُمي الشخص الذي تراكمت أسنانه بـ"الأثعل"، والثعل لغة هو كثرة الشيء وازدحامه.

3- النحت:

يُعرّف النحت على أنه دمج عدة كلمات متداولة في كلمة واحدة، ثم يشتق فعلاً، كقولنا: "البسملّة" من بسم الله الرحمن الرحيم، و "الحوقلة" من قولنا لا حول ولا قوة إلا بالله، و"الحمدة" من قولنا الحمد لله، و"الهيلة" من قولنا لا إله إلا الله، وغير ذلك من الاستعمالات التي اعتمد فيها العرب على آلية النحت. إلا أن أسلوب النحت لم يتم استثماره في الميدان العلمي، باستثناء بعض الاستعمالات النادرة.

4- التعريب:

وهو أخذ المصطلح الأجنبي كما هو وإدراجه في الاستعمال العربي، في الطب نلفي مثلاً:

Estrogène	إيستروجين
Magnésium	المغنزيوم
Amoxicilline	أموكسيسيلين
Allopinurol	ألوبورينول
Sodium	الصوديوم

14. Conditions of Term Formation

It goes without saying that term formation must be guided by a set of rules and conditions so that the process would not be aberrant and arbitrary. ISO document R 704 stated the following conditions:

- Terms should be created systematically with respect to their morphological, syntactic, semantic and pragmatic characteristics.
- A term should conform to the morphology, spelling and pronunciation conventions of the language for which it is intended.
- Once a term has gained wide acceptance it should not be changed without compelling reasons and a strong certainty that the new term will become accepted as a full substitute.
- If a new term succeeds only partially in replacing an existing term, the confusion may become worse as this would amount to deliberate synonym creation. In this case it is preferable to introduce a new term.” (In Sager 1990: P. 88-89)

في العربية، يجب أن يكون المصطلح واضحاً وأن يعبر عن الحقيقة العلمية كاملةً. في هذا الصدد، يذكر محمد الديداوي:

" ومن اللازم توخي البيان الكامل للمصطلح، بحيث يكون واضحاً مختصراً معبراً، وليس المطلوب سد ثغرة مفهومية مع التصعيب والإغراب. فعلى سبيل المثال، يُعرَّب مصطلح Chorea بـ "داء الرقص". وهذا مقابل مثير للضحك والسخرية ومضلل، على وضوحه، ذلك أن أول ما يتبادر إلى الذهن أن المصاب به مولع بالرقص شغوف به وبالتردد على المراقص، بينما المقصود هو: "خلل عصبي يظهر كجزء من أعراض تعقب عدوى أو خللاً وظيفياً عضوياً، وتتميز بحركات جسدية غير منتظمة وخاصة في الوجه والأطراف." (الديداوي 2007: ص93)

In order to avoid confusion and anarchy, a term must be used by all users of a given language in the same way and to refer to the same meaning. This requires **standardization** which means the process of making a term widely used and adopted by users.

15. Terminology and specialized translation

Terminology is omnipresent in specialized translation. Translators find themselves facing on of the three situations; terms with equivalents in the TL, terms without equivalents in the TL, terms with multiple equivalents in the TL. The first situation is the deal one where no translational problem is raised, however, in the second and the third one translator tries to come up with a solution that fits the context as well as the target audience. Talavan (2016) states the knowledge translators must know when it comes to terminology:

1. We must be aware of the conceptual organization of the area in both languages.
2. We should know the Terminology used by specialists (in both languages) and understand how it is used in the TL (word order, collocations, specific grammar rules, etc).
3. We have to be capable of finding solutions for Terminology gaps in the TL.
4. We need to be able to choose the best translation solution when there is more than one equivalent available in the TL.

5. We must identify good and reliable terminological resources and use them correctly. » (Talavan 2016: P.20)

Why do translators need terminology? Bowker (2020) argues that translators: “need to apply it in order to carry out tasks such as establishing identity among concepts, dealing with instances where concepts are similar rather than identical, creating target-language terms for new concepts and finding terms that correspond to the same concept in two languages; the latter sometimes involves selecting one term from among a number of possible alternative expressions. As is the case in translation, there are a number of different theoretical approaches to terminology. » (P. 579)

16. Terminological resources for translators

In order to find the appropriate equivalent in the TL, there are many resources that translators can refer to:

- Encyclopedias, such as Britannica, Wikipedia, etc.
- Monolingual references and books tackling the same topic;
- Bilingual references;
- Dictionaries and databases;
- Parallel corpora;
- Journals and academic publications (Cabré 2010)

Exercise

1. Take the following terms, make an **etymological** research and find the strategy adopted by each language to form these terms:

Smallpox	La variole	الجدري
Malaria	Paludisme	الْبُرْدَاء
Lymphatic Filariasis	Filarioselymhatique	داء الفيل
Measles	La rougeole	الحصبة
Conjunctivitis	La conjonctivite	إلتهاب الملتحمة

Hepatitis	Hépatite	إلتهاب الكبد
Dysentery	dysenterie	الزحار
Hematemesis	Hématémèse	القيء الدموي

2. Choose a specific field (medical, legal, biological, economic, Astronomic, etc), pick up 20 terms being used in that field, then try to find equivalents in Arabic. Justify your choices.
3. Out of many suggestions, if you were asked to choose one Arabic equivalent for the following terms, which one you prefer. Justify your choice:

Trachoma (medical)	تراخوما، الحثار، الحثر، الرمذ الحبيبي
Typhoid (medical)	الحمى التيفية، البتفويد، حمى التيفونيد
Accretion Disk (astronomy)	القرص المزود، القرص التراكمي
Accounting Constraints (finance)	القيود المحاسبية - المحددات المحاسبية
Gross margin	هامش الربح، إجمالي الهامش الربحي

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Legal Translation

Outline

1. Definition of Legal translation
2. Types of legal discourse
3. Lexical features of legal discourse.
4. Syntactic features of legal discourse
5. Practice.

1. Definition of Legal Translation

Legal translation refer to the specialized kind of translation that deals with the rendering of legal documents (leases, wills, contracts, international laws, traits, law textbooks, etc) from one language into another. It is an umbrella term referring to a wide range of text types. Legal translation is perceived as a difficult type of translation regarding its linguistic and cultural specificity. Cao (2010) puts forward a number of sources of difficulties of legal translation:

- Legal Translation is, certainly, a technical translation but it differs from the other technical texts in the sense that it is not **universal**. I.e. each legal system has its own terminology and proper conception of legal phenomena and issues.
- There are different **law families and sources of legal systems**, e.g. Romano-Germanic law, Common Law. Algerian family law is inspired from Islamic jurisprudence and Quran's instructions. Translating a legal text from English into Arabic or the opposite requires a strong knowledge about the source and the culture of each system.
- **The absence of equivalent terms**; there are not always equivalent for terms between languages.
- **Cultural-bound terms** are of paramount importance and difficulty. Each legal system comprises some terms and concepts that are taken from the cultural evolution of the society. Hence, translating them becomes a gruelling task.

2. Types of Legal Texts

Legal texts have been classified on the basis of different criteria; the function, the target audience, the style, etc. one of the major works on legal translation is Cao's (2007) contribution. She divided legal texts into four main types: **Legislative texts**(domestic statutes, international treaties, multilingual laws), **judicial texts** (which are produced in courtroom such as judgements), **legal scholarly texts** (legal textbooks, academic books, articles, etc), and **private legal texts** (leases, contracts, wills, witness statements, etc). (Cao 2007: P.9-10).

3. Lexical Features of Legal discourse

According to Hanem El-Farahaty (2010), the lexis of legal discourse can be divided into: **technical terms** (acquittal, affidavit, barrister, etc); **semi-technical terms** (e.g. compensation, act, etc.) **everyday vocabulary** (e.g. report, judge, examine, assume, etc). Here are some lexical features of legal discourse:

- **Archaic words:** e.g. Ab initio (Latin: from the beginning), ad hoc (for a specific purpose), hereby (with regard to what is said), prior to (before) (El-Farahaty 2010)
- **Foreign words and terms:** English legal discourse borrows some foreign words as the following “French” originated words: appeal, claim, verdict, adjacent, etc. (Veteran-Chiriac 2012)
- **Formality:** legal discourse is a formal one (El-Farahaty 2010); it reflects a certain authority and rigour. Consider the Article 56 from UN Charter: “All Members pledge themselves to take joint and separate action in co-operation with the Organization for the achievement of the purposes set forth in Article 55.”

يتعهد جميع الأعضاء بأن يقوموا، منفردين أو مشتركين، بما يجب عليهم من عمل بالتعاون مع الهيئة لإدراك المقاصد المنصوص عليها في المادة 55.

Cultural and religious specific concepts: as mentioned in the definition of legal translation, legal terms are characterized by their cultural and religious aspect (El-Farahaty 2010). Examples are multiple: خلع، فدية، عدة، تمتعةetc. Look at Wikipedia translation of the term العدة : “iddah or iddat (Arabic: العدة; period of waiting) is the period a woman must observe after the death of her husband or after a divorce, during which she may not marry another man.[1]:472[2] One of its main purposes is to remove any doubt as to the paternity of a child born after the divorce or death of the prior husband.”

Shortenings (clippings): some terms are used by lawyers in their short form (Veteran-Chiriac 2012) Such as: *depo* (deposition), *in pro per* (in proper persona), *rogs* (interrogatories).

Synonymy: legal English uses various synonyms in to refer to the same phenomenon. E.g. *act and deed, will and testament, legal and valid, clause – paragraph – provision –article*. Etc.

Gender-biased terms: especially in Arabic legal discourse. They names and titles are given in the masculine form (El-Farahaty 2010). Terms like المؤجر، المستأجر، البائع، الوريث are always used in masculine. Consider the following passage:

اتفق المؤجر والمستأجر بموجب هذا العقد على ما يلي:

The Lessor and the Lessee hereby agree to the following

4. Syntactic Features of legal discourse

- **Long sentences:** is one of the main features of legal discourse. Complex sentences and compound complex sentences are frequently used. Since nothing must remain “unsaid” or implicit, legal discourse tends to say everything no matter how sentence are long. E.g. *Recognizing that the launching in March 2007 of the Global Initiative to Fight Human Trafficking by the United Nations Office on Drugs and Crime, in partnership with the International Labour Organization, the Office of the United Nations High Commissioner for Human Rights, the United Nations Children’s Fund, the Organization for Security and*

Cooperation in Europe and the International Organization for Migration, and the Vienna Forum to Fight Human Trafficking, held from 13 to 15 February 2008, provided all anti-trafficking actors, including the United Nations, Governments and civil society organizations with a global forum to share respective experiences and further highlighted the need collectively to address human trafficking in a multifaceted and holistic manner” (General Assembly 64th session).

- **Passivization:** the use of passive voice aims at focusing on a specific part of the sentence instead of focusing on the doer (active voice). Passivization is widely used in legal discourse. E.g. *it has been verified that, it was concluded that, it was recommended, etc.* (El-Farahaty 2010)
- **Nominalization:** the use of noun phrases.(El-Farahaty 2010). Here is an example from Lease (عقد ايجار) : « Algerian national possessing national identity card No. _____ issued in the city of _____, on _____, businessman by profession, whose address is P.O. Box _____, _____, The Hashemite Kingdom of Jordan (hereinafter referred to as the “Lessor”)»
- **Doublets and Triplets:** refer to phrases that consist in two or three words belonging to the same class and used at the same syntactic and structural level. Doublets and triplets are also known as binomial expressions, word-pairs, conjoined phrases (El-Farahaty 2010). E.g. *acknowledge and confess* (يقر (ويعترف), *null and void* (باطل وملغى), *Societies or solitaires* (مجتمعين أو منفردين), *way, shape and form* (الطريقة، الآلية والشكل)
- **Wh-deletion:** words starting with wh are omitted. E.g. agreement which is contained or implied/ risks which had been assumed.
- **Absolute object:** which is frequent in Arabic legal discourse. The main function of absolute object (المفعول المطلق) is to focus more on the action. E.g.

– operating it effectively إدارتها إدارة فعالة

Exercises

1. Consider the following passage, taken from UN Resolution 2629 (2022):

“Adopted by the Security Council at its 9025th meeting, on 29 April 2022

The Security Council,

Recalling its resolution 1970 (2011) and all its subsequent resolutions on Libya, including resolutions 2259 (2015), 2510 (2020), 2542 (2020) and 2570 (2021),

Reaffirming its strong commitment to a Libyan-led and Libyan-owned political process, facilitated by the United Nations, to create a path to hold free, fair and inclusive national Presidential and Parliamentary elections in Libya as soon as possible, in this regard, expressing support for the ongoing facilitation of intra-Libyan consultations to create the conditions and circumstances for elections on a constitutional and legal basis, and recalling the timeline elaborated in the Libyan Political Dialogue Forum (LPDF) roadmap and the role of all relevant institutions in delivering elections,

Recalling its determination in its resolution 2213 (2015) that the situation in Libya continues to constitute a threat to international peace and security,

Decides to extend until 31 July 2022 the mandate of the United Nations Support Mission in Libya (UNSMIL), as an integrated special political mission to carry out its mandate, as set out in resolution 2542 (2020) and paragraph 16 of resolution 2570 (2021)”-

- Analyse the style and show the manifestation of legal features in this passage.
- Try to translate into Arabic.
- Go back to UN website (Arabic version) and compare your translation to UN’s official resolution.

2. Translate the following text into English

تصريح بيع

ما بين الموقعين أسفله:

السيدة:.....، المولودة بتاريخ:.....\..\... والسكاننة ببلدية.....ولاية.....

البائعة من جهة

والسيدة:.....، زوجة.....، المولودة في..\..\... بلدية، والجاملة لبطاقة التعريف الوطنية رقم:.....الصادرة عن دائرة..... في:..\..\...

الشارية من جهة أخرى

صرحت الحاضرة من الجة الأولى وهي تتمتع كامل قواها العقلية والجسمية بأنها قد باعت للحاضرة من الجهة الثانية العقار الآتي بيانه:

التعيين: قطعة أرض مساحتها أربعة آر، تدعى..... كائنة بـ.....بلدية..... دائرة.....ولاية.....، من أجل تشييد مسكن فوقها.

حدودها: من الجهة الأولى: ومن جهة ثانية.....ومن جهة ثالثة طريق وطني ومن جهة رابعة.....

أصل الملكية: صرحت البائعة المذكورة أعلاه بأنها قد اكتسبت هذا العقار المباع عن طريق الإرث من المرحوم أبيها.... المتوفى منذ حوالي 04 سنوات.

الثمن: اتفق الطرفان على مبلغ البيع وهو: مائة ألف دينار (100000,00 دج)

الملكية والاستغلال: تصبح المشتري مالكة لهذا العقار والانتفاع المطلق به ابتداء من تاريخ اليوم 10 أكتوبر

2020

حرر هذا التصريح بالبيع بحضور الشاهدين الآتيين:

الشاهد الأول: السيد.....ولد.....المولود بتاريخ..\..\... معسكر، والحال لرخصة السياقة رقم.....الصادرة عن دائرة..... في..\..\... والساكن شارع.....معسكر

الشاهد الثاني: السيد.....ولد.....، المولود بتاريخ:.....\.....\..... والحامل لبطاقة التعريف الوطنية رقم.....الصادرة عن.....والساكن شارع.....

حرر بمعسكر في: 10 أكتوبر 2020

الشارية

الشاهد الثاني

الشاهد الأول

البائعة

3. Translate the following text into English

الجمهورية الجزائرية الديمقراطية الشعبية

باسم الشعب الجزائري

ح ك م

مجلس قضاء
محكمة
القسم

رقم الجدول:

رقم الفهرس:

تاريخ الحكم:

مبلغ الرسم / 300 دج

بين

وبين /

بالجلسة العلنية العتمة العتمة بـ محكمة

بتاريخ: الحادي عشر من شهر أفريل سنة ألفين وتسعة

برئاسة السيد (ة):

و بمساعدة السيد (ة):

وبحضور السيد(ة):

قاضي

أمين ضبط

وكيل الجمهورية

صدر الحكم الاتي بيته

بين السيد (ة):

(1

مدعي

العنوان:

المباشر للخصام بواسطة الأستاذ (ة):

ضد /

(1

مدعي عليه

العنوان:

المباشر للخصومة بنفسه

* بيان وقائع الدعوى *

و صرح بأنهما تزوجا بتاريخ 2008/07/07 تحت رقم وسجل بوهران
حيث أن الطرفين امتثلا أمام المحكمة لاجراء محاولة صلح بينهما ولكنهما صمما على حل
الرابطة بسبب سوء التقاهم المستمر بينهما التمس الاشهاد لهما على طلباتهما المتضامنة:

** وعليه فإن المحكمة **

- بعد الاطلاع على العريضة المشتركة بين الطرفين والرامية الى طلب الطلاق بالتراضي .

- بعد الاطلاع على المواد: 8 - 12 - 13 - 22 - 225 - 459 من قانون الاجراءات المدنية .

- بعد الاطلاع على المواد: 47 - 48 - 49 - 64 من قانون الاسرة .

- بعد الإطلاع على محضر عدم الصلح

- بعد المداولة قانونا .

من حيث الشكل:

حيث أن الدعوى المطروحة أمام المحكمة قد استوفت شروطها القانونية مما وجب قبولها شكلا .

من حيث الموضوع:

- حيث أن الطرفين قدما بارادتهما المنفردة أمام المحكمة والتمسا الحكم لهما بالطلاق بالتراضي

صحة 1 من 2

رقم الجدول: 07

رقم الفهرس: 141

دون قيد أو شرط .
- حيث أنه لايسع المحكمة في هذه الحالة سوى الاستجابة لارادتهما المشتركة .
- حيث أن المصاريف القضائية تبقى على من سبقها .

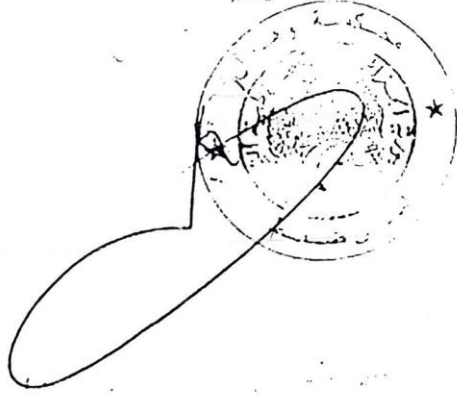
وللهذه الأسباب

حكمت المحكمة الاصله في قضيته شؤون الاسرة علينا حضوريا نهائيا فيما يخص بالطلاق
في الشكل: بقبول الدعوى شكلا
وفي الموضوع: الحكم بفك الرابطة الزوجية بالتراضي قبل الدخول نبياً
في
لأبيه ولأمه
ولأمها
ولأبيها
- أمر بضابط الحالة المدنية المختص/ بتسجيل هذا الطلاق بدفاتر الحالة المدنية المعدة لهذا
الغرض والتأشير به على هامش عقدي ميلاد الطرفين وعقد زواجهما .
- الإشهاد بأن المطلقة قد مكنت مطلقها من مبلغ 100.000 دج (مائة ألف دينار) مبلغ الصداق
المدفوع.
- الإشهاد بعدم الدخول بالمطلقة طبقاً للشهادة الطبية المؤرخة في
تحميل الطرفين المصاريف القضائية مناصفة والمقدرة ب 300 دج .
صدر الحكم والنطق به جهاراً بالتاريخ المذكور أعلاه وأمضاه الرئيس وكاتب الضبط .

أمين الضبط

الرئيس (5)

تم نسخة طبق الأصل
في تاريخ 10/05/2018
بمكتبه الأستاذ
.....



4. Translate the following text into English

الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي
معلمة معسكر
شعبة الآداب واللغويات والعلوم الاجتماعية والإنسانية
قسم اللغة والأدب الإنجليزي

الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي
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قسم اللغة والأدب الإنجليزي

شهادة نجاح مؤقتة
Attestation de Réussite Provisoire
الرقم : 12/16 N°

Le Recteur de l'université de Mascara et conformément à l'arrêté N° 172 du 12 Septembre 2005 certifie que,
M/Mme,Melle :
Né (e) le :
A : Wilaya :
A achevé avec succès les études en vue de l'obtention du :
Diplôme de licence en Traduction et Interprétariat
Option : Arabe _ Anglais _ Français
A la session :
Mascara le : 01 جويلية 2012 مصعمر في :
في دورة : جوان

يشهد مدير جامعة معسكر الموقع أسفله و طبقاً للقرار رقم 172 المؤرخ في 12 سبتمبر 2005 بأن، السيد (ة) :
المولود (ة) :
ولاية :
: قد أنهى (ت) بنجاح الدراسة لتأهل :
شهادة الليسانس في الترجمة
تخصص : العربية - الإنجليزية - الفرنسية
في دورة : جوان

عن المدير ويتفقد في معسكر في 01 جويلية 2012
نائب مدير التكوين العلمي، التكوين المهني والتكوين المستمر
عزنان

عميد الكلية
والعلوم الاجتماعية والإنسانية
الدكتور طيبي غماري

ملاحظة: لا تسلم إلا نسخة واحدة من هذه الشهادة.

5. Translate the following text into English

أمام الأستاذ.....موثق

التاريخ: 2015\02\12

124 شارع الشهداء

الفهرس: 2015\122

باسم الله والحمد لله

عقد إيجار

حضر

السيد: ولد.....، جراح أسنان، المولود في.....ب..... حسب شهادة ميلاده رقم الصادرة عن بلدية..... والسكان ب..... رقم.....، الحامل لبطاقة التعريف الوطنية رقم..... الصادرة عن في.....، وهو من جنسية جزائرية. الذي صرح بموجب هذا العقد أنه أجر لمدة سنة قابلة للتجديد ابتداء 2015\02\12 ملتزما بكافة الضمانات العادية والقانونية الجاري العمل بها في مثل هذا الشأن إلى.....

السيد: أستاذ، المولود في.....ب..... حسب شهادة ميلاده رقم الصادرة عن بلدية..... والسكان ب..... رقم.....، الحامل لجواز سفر رقم..... الصادرة عن في.....، وهو من جنسية جزائرية.

التعيين

محل ذو استعمال مهني كائن ببلدية نفس الدائرة.....، واقع بشارع..... تبلغ مساحته مائة متر مربع (100م²) المأخوذ على الشبوع من قطعة أرض صالحة لبناء سكن مساحتها الإجمالية مائتين وثمانية وستين (268 م²) منفكة عن طريق قسمة من قطعة رقم 128 قسم من مخطط وسط المدينة يحدها من الجهات الأربعة ما يلي:

- من الجهات الثلاثة: امتداد القطعة المذكورة أعلاه رقم 128 قسم.....
- من الجهة الرابعة: شارع عرضه 10 متر.....

أصل الملكية

إن العقار المؤجر هو ملك للسيد..... اكتسبه عن طريق الشراء من السيد..... بموجب عقد بيع محرر من طرف الأستاذ في.....\.....\..... مسجل بمصلحة التسجيل في.....، الرسوم..... دج ومشهر بالمحافظة العقارية بتاريخ.....، حجم 104، رقم 06.....

التأمين

المؤجر أمن محله المشار إليه أعلاه، كما يتجلى من وثيقة الوفاء بالزامية التأمين الصادرة بتاريخ... \... \... رقم..... الصادرة عن الشركة الوطنية للتأمين وكالة عملا بمقتضيات المادة 4 من الأمر 03\12 المؤرخ في... \... \... المتعلق بالزامية التأمين على الكوارث الطبيعية وبتعويض الضحايا.....

الشروط والتكاليف

تم هذا الإيجار بالشروط والتكاليف القانونية والعادية في مثل هذا الشأن وخاصة الآتية التزم المستأجر بتنفيذها والامتثال لها على أحسن وجه دون أن يطلب أي تعويض أو نقص مقابل الإيجار المحدد فيما بعد.....

- يصون المحل المؤجر ويحافظ عليه بالترميمات الإيجابية وله الحرية في إحداث ما يبدو له صالحا من التحسينات غير أنه لا يسوغ له عند انتهاء الإيجار أن يرجع المحل على الحالة التي أخذه عليها.....

- لا يسوغ له إحداث أي تغيير ولا هدم ولا فتح جدار دون إذن كتابي من المؤجر.....

- يؤدي جميع الضرائب والإتاوات والرسوم التي يتحملها أو يخضع لها المستأجرون خاصة ويقوم بكافة تكاليف التنظيف والإنارة وغيرها للبلدية ويبرز ذلك للمؤجر يوم خروجه من المحل كما يلتزم بتسديد مصاريف ورسوم الماء والكهرباء

مقابل الإيجار

زيادة على الشروط المذكورة أعلاه، تم هذا الإيجار وقبل من الطرفين بمقابل أجرة شهرية قدرها ألف دينار
.....(1000.00دج).....

الموطن

اختار كل من الطرفين محل سكنه المذكور أعلاه موطننا لتنفيذ هذا العقد وتوابعه.....

التسجيل

تؤدي حقوق التسجيل طبقاً لقانون التسجيل المعدل والمتمم.....

إثباتاً لما سبق

حرر وانعقد هذا العقد بالمكتب العمومي
للتوثيق.....
في: الثاني عشر من
فيفري.....
سنة: ألفين وخمسة
عشر.....

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UN 64th General Assembly's website: <https://www.un.org/en/ga/64/>

Media Translation

Outline

1. Definition of media
2. Types of Newspapers
3. Parts of newspapers
4. Types of Articles
5. Newspapers Discourse: Features
6. Newspapers Headlines: Characteristics
7. Translation of Newspapers Articles
9. Practice

1. Definition of Media

From Latin “Medius” that means “middle ground or intermediate”(Oxford Dictionary). Media is the plural form of the word “medium”. it refers to all means of communication as radio and television, newspapers, magazines, and internet that reach or influence people widely. In this unit, we will focus on **newspapers translation** as case study.

2. Types of Newspapers

2.1. *Tabloid*: characterized by the use of shorter sentences and paragraphs, slangs, and basic vocabulary. News and reports are mainly focusing on celebrities and gossip. E.g. The Sun, Daily Mirror. Consider the following passage from The Sun:

“Cops are now probing whether the teen was lured to the beauty spot and are examining messages sent by teens on Snapchat hours before his death”. (January 6th , 2021).

2.2. *Broadsheet*: characterized by the use of more formal and serious language. They focus on important national and international events. E.g. The New York Times, The Guardian, etc.

3. Parts of Newspaper

3.1. Nameplate or masthead: refers to the name of the newspaper. Generally written in bold and appears in front page. E.g. The Telegraph, Independent, الخبر العربي الجديد, اليوم اليومي

3.2. *Headline*: title of a story or news. E.g. « Mogadishu attack: Somali troops end deadly siege at Elite Hotel”, "اتهام عضو سابق في سي آي إيه بالتجسس لصالح الصين"

3.3. *Lead*: the first sentences of a news story informing the reader of WHO, WHERE, WHAT, WHEN, HOW, and WHY.

3.4. *Jumplines*: a sentence that shows the reader the page in which the story is continued.

3.5. *Cutline*:(or caption) a sentence describing the picture.

3.6. *Cut*: a photo or illustration.

3.7 *Photo Credit*: the reference or the source of the picture.

3.8. *By-line*: name of the writer or the journalist appearing above the article.

3.9. *Deck*: a secondary headline providing additional information about the story.

4. Types of Articles: there are several types of newspapers articles; here are the most frequent ones:

4.1. News reports: articles that inform readers about news and events that happen around the world. They are characterized by objectivity and information-centrism. Much importance is given to dates, persons, numbers, and information.

4.2. Feature articles: they handle social stories such as kidnapping, suicides, weird stories, etc. they are more subjective and less formal than news reports.

4.3. Editorials, columns, and opinion pieces: the place where opinions, subjectivity and personal style are the most obvious features. Editorials express the newspapers' opinion vis-à-vis current events, columns and opinions pieces are contributions suggested by intellectuals, writers, artists, journalists, celebrities or politicians to express their own opinions and interpretation of what is going on. Editorials and opinion writers develop their own styles as sarcasm, rhetorical devices, code switching, play of word, etc.

5. Newspapers Discourse: Features

- Newspaper language is relatively **formal and impersonal**. Colloquial words and expressions are not found except in quotations. News articles use past tense, active form.
- The use of **inverted declarative sentence structure** (Van Dijk, 1988). Instead of saying; minister says: “Lebanon needs two-week lockdown after ‘shoking’ Covid19 rise. A newspapers’ headline would state: Lebanon needs two-week lockdown after ‘shoking’ Covid19 rise, minister says.
- **Passive Voice:** especially in news reports. E.g. *more than 200 medicinal products are affected / the message was received, loud and clear.*
- **Clichés:** cliché is an expression that has been used a lot. In newspapers discourse, some clichés are famous and widely used. E.g. *according to corroborative sources, it was announced, in this context, he presumed, estimated, etc.*
- **Infinitive phrases:** E.g. *the proposal appears to have the support of David Cameroun/ the aid is expected to include civilian vehicle/ the woman is said to have injured herself escaping from her first-floor room.*
- **Complex sentences:** are more common in English newspapers than compound ones. E.g. “ *While other parts of Biden’s policy agenda could still be addressed in some fashion through regulation, economic policy makers close to Biden acknowledge that reshaping a force as powerful as income inequality would require substantial fiscal action that takes the reins from officials at the Federal Reserve — whose actions have helped to widen inequality by goosing the stock market.*” – Politico 07/01/2021.
- **Phrasal verbs:** that are the features of colloquial speech: *come up, turn in, draw up, dry up, carry out, cash in, stand up, sum up, put off, get by, catch up, etc.*
- **Colloquial lexis:** *plonk, booze, gag, spoof, cool, dorky, soap, etc.*
- **Idioms:** e.g. *If the couple intended to keep w low profile, they succeeded.* (keep a low profile = to stay out of public notice) / *the sporting world seemed poised to give the cold shoulder to Oscar Pistorius after a court in South Africa allowed the Olympic and Paralympics star to return to international competition.* (to give the cold shoulder = to behave towards someone in an unfriendly way).

- **Terms:** Law, economics, medical, political terms are often mentioned in newspapers articles. E.g. *trafficking, misdemeanour, felony, defendant, inflation, bailout, stock market.*

To sum up, English newspapers articles have the following features: **lexical variety** (from colloquial to scientific terms), the use of stylistic figures and tropes which realize the influential function of newspaper texts. **The syntax** of the articles includes complex sentences, non-finite verbs. All the features of newspaper article are determined by the striving for shortness, quick delivery of information as well as influential function.

6. Newspapers Headlines: Characteristics

- **Omitted words:** headlines often do not include verbs and articles. E.g. *More MP resignations over expenses row.* An ordinary syntax of the sentence would be: *More MPs have resigned over the row about expenses.* Or this example: *New flood alert* instead of *Alert about new flood is being transmitted.*
- **Word play:** headlines use words to play with the style and get the attention of the reader. Words with different meanings or from different languages are used in a humoristic, sarcastic, and playful way. Puns are examples of the use of this phenomenon. E.g. *New Year's Leave* (The Sun) the newspaper refers to the British withdrawal from EU. The use of the greetings expression "happy new year" with the "new year leave" that refers to Britain's leaving the EU is an example of word play in headlines. Another example: *Heir's Baby!* (NZ Herald) the title refers to the birth of new child from the royal family in Britain (William and Kate) the journalist plays with the word "Heir". Instead of using "Here is the baby!" he used "heir" which refers to the future successor to the throne.
- **Noun strings:** a noun string means a succession of nouns without a verb or another part of speech. E.g. *Prime Minister's Traffic headache.* This means that the Prime Minister has problems with traffic.
- **Alliteration:** alliteration is a rhetoric device which consists in the repetition of a given sound. E.g. *Media makes Madonna mad.* The 'm' is repeated four times.

- **Ambiguity:** journalists make their headlines ambiguous in order to push the reader to read the whole article. E.g. *Police found drunk in the street*. This headline expects two interpretations; a police found a man drunk in the street, or a police was found drunk in the street. This ambiguity pushes the reader to read more so that he gets the real intended meaning.
- **Verb changes:** the use of tenses in headlines is quite intriguing. Simple tense is used instead of the continuous or perfect tense and the infinitive is used to refer to the future. E.g. *Brown resigns* (instead of brown has resigned). Another example: *PM to visit USA*. (instead of PM will visit US).
- **Register shift:** journalists tend to switch registers (from formal, informal, to slangs, etc.) as in the following example in which the journalist used Egyptian Arabic to refer to Egyptian legislatives election "الشورى شورتك يا سيسي" in reference to "انتخابات مجلس الشورى".
- **Intertextuality:** the fact of using other's text in new contexts. Following the blast of Beirut in 2020, a journalist titled his article as follows: "اغتيال بيروت متى نعترف أمام الله؟" which is taken from Nizzarkabani's poem :

نعترف أمام الله الواحد
نعترف انا كنا منك نغار
وكان جمالك يؤذينا

Another example is taken from the Algerian newspaper « EL Watan » : « *message in a bottle* » (which is also a title of a movie and a song.

- **The Use of reported speech:** in order to make reference to politicians, sport men, experts and celebrities own words. E.g. "we will win": *vast Belarus rally adamant Lukashenko must go / Lebanon needs two-week lockdown after 'shocking' Covid-19 rise, minister says*.
- **Neologism and portemanteau:** neologism is a new coined word and portemanteau is a linguistic blend of words in which parts of multiple words or their phonemes (sounds) are combined into a new word. E.g. *fearing a 'twindemic', health experts push urgently for Flu Shots* (two pandemics = twindemics) / *أسئلة لا بد منها في عتمة* / *Combienvaut un donar ? (dinar + dollar)* (بيروتشياما = هيروشياما + بيروت + هيروشياما)

- **Figures of speech:** as **personification:** كورونا تضرب عقارات دبي, **metonymy** : *why Germany would be happy to see the back of trump*, **oxymoron** : أخلاق الاستبداد وأخلاق الاستصلاح, **satire:** *Retour à l'anormal* / العم جو يتطلع للبيت الأبيض وقد يصبح الرئيس الأمريكي الأكبر سنا
- **Linguistic economy:** E.g. *Italy to shut nightclub* (instead of italy intends to shut nightclubs).
- **Question forms:** E.g. *Does the Trump administration really care about women's rights in Iran or are its motives for more alarming?* (in form of a question) / *how leaders reacted to Trump administration's Isreal-UAE deal?*
- **Suspense:** in order to invite readers to read the whole article, journalists do not give all information in the title. E.g. *هذا ما دار بين الرئيس تبون والسفير الأمريكي / وزير التعليم العالي: هذه تواريخ الالتحاق بالدراسات الحضورية بالجامعات.*
- **Proverbs and sayings are often used :** E.g. *Charity begins at home 'a lot of families in this country need help'* (The Guardian 03,19th 2013)
- **Mixed-coined words:** E.g. "AD10S !" (Cronica newspaper) to refer to the death of Maradona.

7. Translation of Newspapers Articles

News translation is a special form of translation performed by institutions of mass communication. The concept refers to the translation of newspapers' reports, special editions, quests, interviews, and documentaries as well as radio, magazines, internet and televisions from one language into another. The task is undertaken by translators working within media institutions or specialized companies. Luc Van Doorslaer points out that: "*Various aspects of translation can thus be found at several levels in the news process: during the initial news gathering stage (correspondents, news agencies), but also during the handling stage (editing and writing) at news agencies, (national or local) news organizations and newsrooms. Particularly the selection and de-selection principles adopted at the different stages are considerably influenced by language knowledge and (non-)translation. In many newsrooms all over the world, translation is not done by translators. But translation forms an integral part of journalistic work: a complex, integrated combination of information gathering,*

translating, selecting, reinterpreting, contextualizing and editing.” (2010, p.181)
Stteting (1989) called this process “transediting”, a *”pragmatic translation strategy which involves radical editing”* (p.371).

Liang Xia (2019) distinguishes between three characteristics of news translation:

- It varies from full translation to selective transition to trans-editing in terms of modes of dealing with sources;
- Timelines: clearly, news would lose its newsworthiness if it were not reported as soon as possible. News media stress current information and strive to report it ahead of their competitors. As for news translation institutions, they work hard to reduce the time gap between release from the source media and republication in a new language;
- Collective operation in the news production process. The production and circulation of translated news from the newspaper industry, broadcasting organisations, online sites, etc can serve the study of the news industry because news are generally a commercial product in a market.

Media Translation – Practice 1

Consider the following text:

Algeria to further relax coronavirus lockdown

ALGIERS (Reuters) - Algeria will further relax its coronavirus lockdown on Sunday, easing a curfew, allowing public transport to resume in the cities and reopening some more businesses, the government said on Saturday.

The government will end the curfew in 19 provinces and shorten it in the remaining 29, including in the capital Algiers, where it will run from 8 p.m. to 5 a.m. instead of 7 p.m.-7 a.m. currently, the prime minister’s office said.

It said buses and taxis in urban areas will also resume services with a limited number of passengers. Taxi drivers are ordered to take one client only.

Some businesses such as clothing and shoe shops, car rentals and hair salons will reopen. The government last week allowed the reopening of business such as men's barbershops and cattle markets.

(Source: Reuters, June 13, 2020/11:00PM)

1. Analyze the text focusing on: type of the article, lexical and syntactic features of the headline, the lead and the text.
2. State the difficulties of translating this text
3. Translate the text into Arabic.

Media Translation – Practice2

Cameron on Muslim Women: Shoddy and Shameful

Compare and contrast:

If you're not able to speak English, you're not able to integrate. You may find, therefore, that you have challenges understanding what your identity is and you could be more susceptible to the extremist message that comes from Daesh." - David Cameron, speaking on the *Today* programme, 18 January.

"The Liberal Jewish synagogue in St John's Wood has appointed a French rabbi for the Gallic part of its congregation, which has grown rapidly." - London *Evening Standard*, 19 January.

As you may have seen, Mr Cameron also said that immigrants who have been admitted to the UK on five-year spousal visas will be required to take a language proficiency test after two and a half years. If they fail, "they can't guarantee that they'll be able to stay. It is tough."

So let's see if I've got this right. Muslim women who are immigrants - which nearly half of them are not, having been born in the UK - are at risk of deportation unless they learn English. French Jews who have settled in London, on the other hand, get a French rabbi, because, presumably, they find it difficult to follow services in English. But no one says anything about deporting them unless they learn to speak English.

I find this - what's the polite word? - puzzling.

Of course immigrants to the UK, wherever they come from, should learn to speak English. Just as the 300,000-400,000 Brits who have settled in Spain should learn to speak Spanish. It does nothing for social cohesion if minorities are unable to communicate with majorities.

And I cannot think of a worse way to encourage Muslims - men and women - to feel that they are accepted as valuable members of a vibrant British society than by threatening to deport vulnerable women. Mr Cameron's remarks were crass, counter-productive, and damaging.

On the other hand, perhaps they will help persuade people who are suspicious of Muslims - and yes, that includes the bigots and the racists - that Mr Cameron is on their side. And that, as he gears up his campaign to keep the UK in the EU, may have been the point all along. It is shoddy, shameful politics.

Robin Lustig, Huffington Post, 22/11/2016, 16:22 GMT

Media Translation – Practice 3

Translate the following text into English

ارتفاع حصيلة ضحايا مبنى منهار في جنوب غربي إيران إلى 24 قتيلاً

انتشلت فرق الإنقاذ، اليوم الجمعة، في موقع انهيار مبنى مكون من 10 طوابق في جنوب غربي إيران، خمس جثث أخرى من تحت الأنقاض، ليرتفع عدد قتلى الكارثة إلى 24، بحسب التلفزيون الرسمي الإيراني.

ونقلت وكالة "إيسنا" عن حاكم عبادان، إحسان عباس بور، قوله الجمعة إن الحصيلة وصلت إلى 24 قتيلاً، بزيادة خمس ضحايا عن تلك التي أعلنت بالأمس.

انهار يوم الإثنين برج في مبنى متروبول، كان قيد الإنشاء في مدينة عبادان. وجرى إنقاذ 37 شخصاً، ما زال ثلاثة منهم يتلقون العلاج في المستشفى. ولم يتضح بعد عدد الأشخاص الذين دفنوا تحت الأنقاض.

وتوجه نائب الرئيس الإيراني محمد مخبر إلى عبادان، وزار موقع الحادث يوم الجمعة.

اعتقلت السلطات 11 مشتبهاً به في تحقيق واسع، منهم عمدة المدينة.

أثار الانهيار المميت تساؤلات حول سلامة المباني المماثلة في البلاد، وسلط الضوء على استمرار أزمة مشاريع البناء في البلاد التي شهدت كوارث أخرى مثلها، خاصة أنها من الدول المعرضة للزلازل.

المصدر: جريدة العربي الجديد.

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Economic Texts

Outline

1. Introduction
2. Features of Economic Discourse
3. Practice.

Introduction

Economics is the social discipline that aims at studying the production, commercialisation and consumption of goods and services. There are two main branches of economics; **microeconomics** dealing with the study of individual economic state such as consumption, market, foods, behaviour, etc and, **macroeconomics** dealing with economics of whole countries or international markets such as unemployment in a given country, inflation, preferences, purchasing power etc. It goes without saying that economic translation is “*required for marketing and commerce, banking and the investment sector, the insurance industry, accounting and auditing, and marketing research. It deals with various types of documents such as business plans, blocks of tender documents, invoices, account statements, consignment bills, offers, credit requests, guarantee letters, feasibility reports, audit reports, other financial reports and many other documents of economic use*” (Lahlai and Abu Hatab 2014).

2. Features of Economics Discourse

- **Terms and specialized lexis:** economic terminology requires special attention from translators as they constitute keys to texts' comprehension. E.g. deflation, net capital outflow, importa quota, etc
- **Figures of speech:** periphrasis e.g. le billet vert – العملة الخضراء; metaphors e.g. [اسماء أوربا ملبدة بالغيوم] 'economie a perdu le nord, personification e.g. the economy is agonizing, the Algerian market is in convalescence.
- **Variety of linguistic registers:** military e.g. تراجع حذر للأسواق, maritime e.g. vitesse de croisière, medical (le dinar se rafraichit, etc.
- **Collocations:** e.g. dynamiceconomy, vulnerablemarket, balanced budget, etc.
- **Multimodality:** economic discourse varies its models of infrmation transmission from verbal elements (texts) to the use of pictures, tables, charts, graphs, etc they all must be taken into account during translation process since they all contribute in the constitution of text's information.
- **Acronyms:** a striking feature of economic texts. Acronym is a word formed from the initial letters of a combination of words. Unlike English, Arabic economic discourse does not prefer the use of acronyms. E.g. GDP (Gross Domestic Product), PI (Personal Income), GVA (Gross Value Added).
- **Neologism:** like the term *gig economy* referring to freelancers who work via a platform or software.

Economic text– practice 01

Uranium prices slump 14% on slowdown in purchases by Canadian trust

“The yellow material on the conveyor belt at a processing facility in India is called yellowcake, an intermediate form of uranium after mining. The Sprott Physical Uranium Trust issues shares and purchases uranium when its share price is at a premium, or above its net asset value. But its net asset value has been at a discount since April 5.

Uranium spot prices dropped precipitously in the week ended April 22 as one of the largest buyers of uranium on the spot market pulled back and global economic outlooks remained weak due to the war in Europe, inflation and an energy shortage.

The S&P Global Platts assessed uranium spot price fell to \$55.17 per pound April 22, dropping 13.8% week over week. The price fell as Canadian hedge fund Sprott Asset Management LP, which has been a major player in increasing uranium prices, cut back its own purchasing amid shrinking cash on hand.”

Source: <https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/uranium-prices-slump-14-on-slowdown-in-purchases-by-canadian-trust-69966241>

Questions

1. Read the text carefully, what are the main difficulties of translating the text?
2. Pick up the features of economic discourse.
3. Make research about the topic discussed in the text, then give an overview in Arabic.
4. Make research about the underlined words, then suggest equivalents in Arabic
5. Translate the text in Arabic.

Economic text – practice 02

Speculators cut net long US dollar bets

May 27 (Reuters) - Speculators cut their net long U.S. dollar positions in the latest week, according to calculations by Reuters and U.S. Commodity Futures Trading Commission data released on Friday. The value of the net long dollar was \$17.65 billion in the week ended May 24, compared with a net long of \$19.75 billion the previous week.

The Reuters calculation for the aggregate U.S. dollar position is derived from net positions in the yen, euro, British pound, Swiss franc, and Canadian and Australian dollars.

Source: <https://www.reuters.com/markets/stocks/speculators-cut-net-long-us-dollar-bets-2022-05-27/>

Questions

1. Give the gist of the text in Arabic.
2. To which economic subfield does the text belong?
3. What are the lexical difficulties of the text?
4. Translate the text into Arabic

Economic text – practice 03

Global growth is slowing, but not stopping—yet Chinese technology shares jump as Alibaba sales exceed forecasts

E-commerce company's revenues rise 9% to 204bn yuan despite weakening economy

Chinese technology shares jumped after strong results from internet companies, including better-than-expected sales at the e-commerce firm [Alibaba](#) despite an economic slowdown driven by Beijing's Covid-19 lockdowns. The Hangzhou-based company beat analysts' forecasts with its sales and profit figures for the first quarter despite a weakening economy, and it did better than local rivals such as Tencent. Revenues rose 9% to 204bn yuan (£24bn) in the first three months of the year.

Hong Kong-listed shares of Alibaba leaped almost 12%, a day after its New York-listed shares soared more than 14% to close at \$92.48. Its resilient performance boosted confidence in the sector, which has been battered by a regulatory crackdown over the past year. Hong Kong's Hang Seng Tech index of the 30 largest technology firms rose 3.6%, while the wider Hang Seng index climbed 2.8%.

Source: <https://www.theguardian.com/business/2022/may/27/chinese-technology-shares-jump-as-alibaba-sales-exceed-forecasts>

Questions

1. Pick up from the text the elements that must be known by translator so that he could translate the passage.
2. Analyse economic discourse on the basis of what we have tackled in the lecture.
3. Sum up the text in Arabic.
4. Translate the whole text in Arabic

Economic text – practice 04

Terra Luna stablecoin collapse explained: Is this the 2008 financial crash moment of cryptocurrency?

So-called stablecoins are sending shockwaves through the cryptocurrency markets, wiping billions off their value, causing liquid cryptos such as Bitcoin to crash and people to lose their savings. The two main stablecoins from the crypto project Terra have gone into free fall with some calling the incident a Ponzi scheme akin to collapse of Lehman Brothers which precipitated the 2008 financial crisis.

Stablecoins claim to be a relatively safe haven in the highly volatile crypto market. They are meant to be tied to a fiat currency and usually maintain a 1-to-1 peg with the US dollar. But recent events have proven that they are just as volatile as other cryptocurrencies.

Source: <https://www.euronews.com/next/2022/05/12/terra-luna-stablecoin-collapse-is-this-the-2008-financial-crash-moment-of-cryptocurrency>

Questions

1. To which economic subfield does the text belong?
2. Give an explanation about cryptocurrency in Arabic.
3. What does Ponzi scheme mean? Consider its translation into Arabic.
4. What are the possible aerobic equivalents to “cryptocurrency”?
5. Give the technique used in the translation of the following terms:

English	Arabic	Translation technique
cryptocurrency	العملة المعماة
Stablecoins	العملة الثابئة
Peg	سعر الصرف الثابء
Fiat money	نقد إلزامي
Bitcoin	بءءكوءن

Economic text – practice 05

Question

Take an economic field (finance, marketing, banking, management, etc), gather 20 of the most frequent terms used in that field, then fill in the following table:

Term	Definition	Concept	Arabic Equivalent	Translation Technique
.....

Economic text – Practice 06

Question

Acronyms are of paramount importance in the Economic discourse, consider the following acronyms, make research about their definition, then suggest Arabic translation. **P.S: here is a hint: you can refer World Trade Organization Website!**

AVE, BIT, BTA, C.I.F, CAP, EMS, ex ante, ex post, G15, QRs.

List of references

S&P Global Market Intelligence Website:

<https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/uranium-prices-slump-14-on-slowdown-in-purchases-by-canadian-trust-69966241>

Reuters Website:

<https://www.reuters.com/markets/stocks/speculators-cut-net-long-us-dollar-bets-2022-05-27/>

The guardian website:

<https://www.theguardian.com/business/2022/may/27/chinese-technology-shares-jump-as-alibaba-sales-exceed-forecasts>

Euronews website:

<https://www.euronews.com/next/2022/05/12/terra-luna-stablecoin-collapse-is-this-the-2008-financial-crash-moment-of-cryptocurrency>

Advertising Discourse

Outline

- 1. Introduction**
- 2. Features of advertising Discourse**
- 3. Functions of advertisement.**
- 4. Translating advertisement.**
- 5. Strategies of translating advertisements.**
- 6. Practice.**

1. Introduction

Advertising is the art of selling products and services. It depends on the advertiser's tact and skills to encourage the target consumer to buy or to change his behaviour vis-à-vis something. Advertising's discourse is a special one; it relies on a set of features and linguistic strategies that are peculiar to this kind of discourse. In translation studies, advertisements have been the subject of numerous studies and research projects. Translating such a specialized discourse requires creativity and art of doing since translators are facing semiotic, linguistic, cultural, and, sometimes, ideological

implications. In the following points, we are going to delve into the main features and translational issues of advertisements.

2. Features of Advertising Discourse

Mathieu Guidère (2000) distinguishes between internal and external features of advertising discourse. The internal features comprise:

- **Scriptural feature:** mainly related to the way advertisement has been presented to the public; this feature is concerned with the writing skills and devices used by advertisers to make their advertisement attractive;
- **Iconographic feature:** advertisement is above all a visual message, the relationship between image and text is a relationship of interpretive cooperation;
- **Semiotic feature:** the use of colours, the gestures, the use of body language, etc

Besides, the external characteristics are as follow:

- **Intertextuality:** the use of another's text meaning, allusion or insinuation in one's text. E.g. Guinness' slogan: "*Good things come to those who wait*" which refers to the famous proverb "*all things come to those who wait*". Or Dollar Shave Club (razors product) which uses: "*shave time, shave money*" instead of the famous expression (save time, save money).
- **Argumentation:** it is one of the most obvious features of advertisements. It is quite clear that advertising aims at convincing the consumer to buy products. Hence, it uses various argumentation techniques and hints.
- **Poetics:** for aesthetic reasons, advertisement uses figures of speech like hyperbole, metonymy, play of words, rhyme, etc. For example: "*Quand on aime lire, on aime Lire!*", "*Jaguar Grace, space, pace*", "*Old Spice, Smell like a man, Man!*"
- **Optimism of language:** advertisement is optimistic because it always tends to send the most beautiful feelings and impressions. E.g. *ديما مهني starlight مع*
- **Breaking linguistic rules:** "*Mc Donalds I'm Lovin' it*" / "*vers قع les réseaux* »

3. Functions of Advertisements

Advertising has a set of pragmatic functions. They can be summed up as follows:

- **The identifying function:** advertisement identifies the product and distinguishes it from the others.
- **Laudatory Function (المدح):** it tends to enumerate the qualities and advantages of the product. E.g. “*le champoing numéro un dans le monde: Head and Shoulders*”.
- **Prosodic function (وظيفة التنغيم والمجاز):** the advertiser uses certain procedures to play with words and rhymes. E.g. *BMW: le plaisir de conduire !*
- **Mnemonic function (الوظيفة التذكيرية):** the use of slogans that are easy to memorize and that stick in the receiver’s brain. E.g. واش جاب لجاب.

4. Advertising components

Advertisement is made up of three main elements: names, slogan, and body copy (Bonhomme & Adam: 2010).

- 4.1. **Names:** also known as “the minimal constituent” (Bonhomme & Adam: 2010), they contain two types of names brand name, and product name.
- 4.2. **Slogan:** also known as the “condensed Constituent” is of paramount importance for its argumentation strength. The Slogan has two main parts; the headline (the first catchphrase in bold) and the baseline (a second more detailed sentence)
- 4.3. **Body copy:** is the whole text or paragraph that defines and explains the product.

5. Translating Advertisements

In translation studies, the main challenge is to leave in the target cultural audience the same effect that the original advertisement left in its audience. It is not an easy task with regard to all the linguistic, cultural and ideological aspects of advertisements (discussed above). Guidère (2001) sheds light on three types of effects of translating advertising:

- **Zero effect:** when the translation does not alter the original discourse, it does not affect selling neither positively nor negatively;
- **Positive effect:** when the translation increases the success of the product in the new market;

- **Negative effect:** when the translation makes the product less successful in the target market.

The international agency of translating advertisement “Planete Lingua” suggests five steps of the process of advertising translation:

- **The analysis of the document:** it aims at exploring the difficulties of translating the document as well as the volume of the discourse and its characteristics.
- **The process of translation:** which is translation itself, generally assisted by computer;
- **Proofreading:** the revision of the product by translator-proofreader;
- **The insertion of the translation in its original form:** which means recreating harmony between the translated text and the image;
- **Final revision and commercializing.**

6. Strategies of Translating Advertisements

Among other strategies, Guidere(2000) suggests the following strategies:

- **Profilization (التميط):** the fact of keeping the same slogan in a different language. One example of this strategy is the company of Apple which kept the same advertisement in all markets: Apple “Think different” or the German slogan of Volks Wagon: “Das Auto”.
- **Literal Translation:** translating the slogan without any change in the target language. E.g. “Ford: vous allez regarder Ford autrement – L’important ce n’est pas ce que l’on dit, c’est ce que l’on fait.

فورد: ستغيرون نظرتكم لفورد – الأهم ليس ما يقال لم ما ينجز.

- **Transcreation:** the target text is still having a link with the original but with some changes such as the code switching in this translation: take a break take a kit-kat – خذ لك كيت كات break خذ لك – kit-kat
- **Adaptation:** translators may opt for adaptation to change the whole text with regard to the target culture. The example of Ford above has been translated as تول القيادة.

Translating Advertisement – Practice 01

1. Analyze the following translations

iPhone 12

Blast past fast.

5G speed. A14 Bionic, the fastest chip in a smartphone. An edge-to-edge OLED display. Ceramic Shield with four times better drop performance. And Night mode on every camera. iPhone 12 has it all — in two perfect sizes.

iPhone 12

السرعة تتأهب له.

سرعة 5G. شريحة A14 Bionic، أسرع شريحة في هاتف ذكي. شاشة بتكنولوجيا OLED تغطي الواجهة بالكامل. واجهة Ceramic Shield توفر حماية للجهاز أفضل بأربع مرات في حال سقوطه. نمط الليل في الكاميرات جميعها. iPhone 12 كامل الأوصاف، بمقاسين مثاليين.

Toyota RAV4

ONWARD AND UPWARD

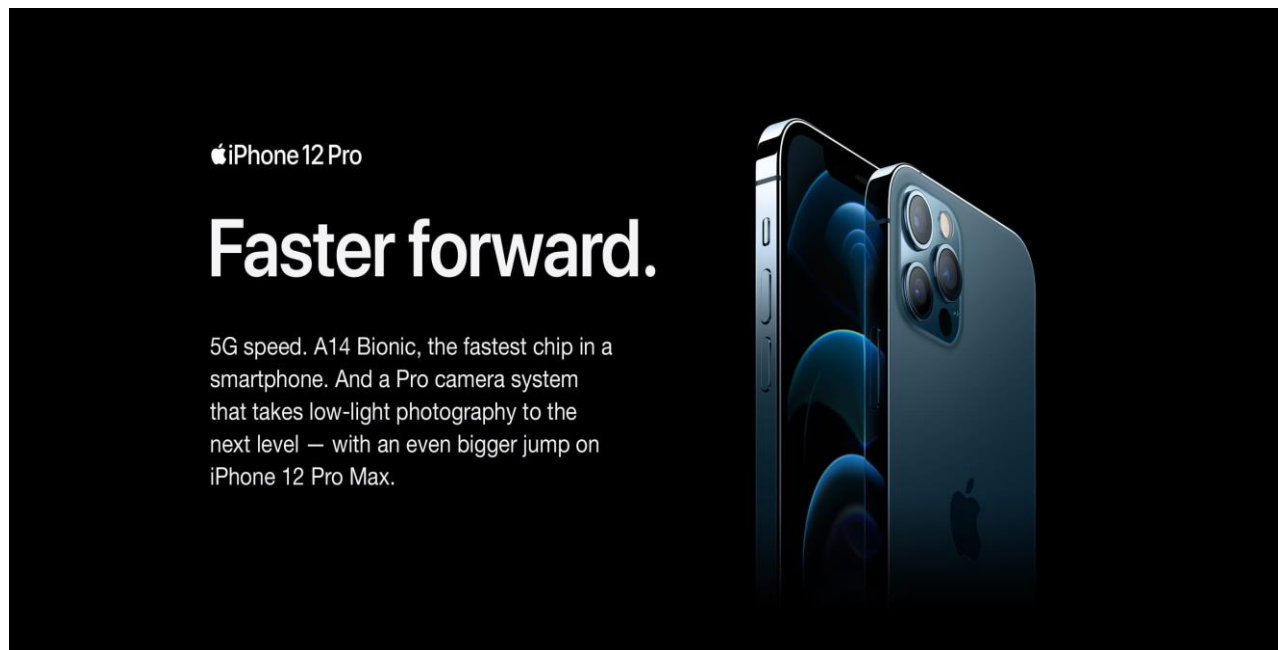
تويوتا راف 4 امض قدماً

تقدم لكسيار راف 4 الجديدة كل ما تجر به ديناميكية للقيادة لتتخذ

The all-new RAV4 offers a dynamic driving experience that just keeps going the way you like, for as long as you like, and as far as you like.

المسار الذي تشاء، قدر ما تشاء وإلّا بعد ما تشاء.

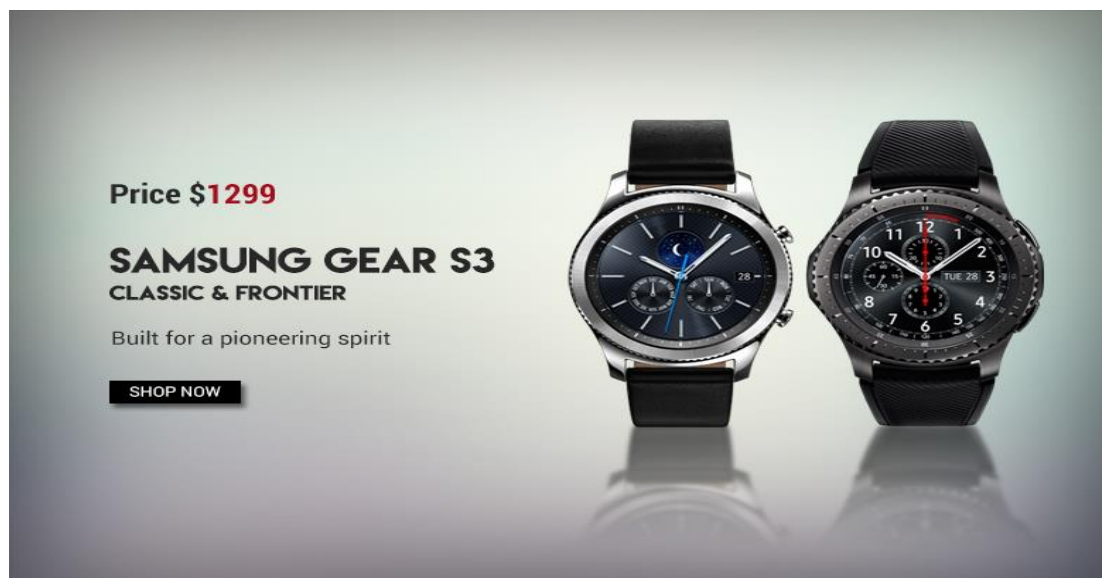
Translating Advertisement – Practice 02

An advertisement for the iPhone 12 Pro. The background is black. On the right side, there is a close-up, angled view of the iPhone 12 Pro, showing its blue finish, the camera system with three lenses and a LiDAR scanner, and the side buttons. On the left side, the text is white. At the top left, it says 'iPhone 12 Pro' with the Apple logo. Below that, in a larger font, is 'Faster forward.' Underneath that, in a smaller font, is a paragraph of text: '5G speed. A14 Bionic, the fastest chip in a smartphone. And a Pro camera system that takes low-light photography to the next level — with an even bigger jump on iPhone 12 Pro Max.'

Questions

1. What are the main difficulties that you may face when dealing with this advertisement?
2. Analyse the linguistic and semiotic aspects of this advertisement
3. Translate the linguistic aspect into Arabic.


Translating Advertisement – Practice 03



Questions

1. What are the main difficulties that you may face when dealing with this advertisement?
2. Analyse the linguistic and semiotic aspects of this advertisement
3. Translate the linguistic aspect into Arabic.

4. Translating Advertisement – Practice 03



**Pre-Order
Exclusive**

Free Galaxy Watch Strap worth
RRP RM109

Pre-Order begins from 1st Oct to 4th Oct

Questions

1. What are the main difficulties that you may face when dealing with this advertisement?
2. Analyse the linguistic and semiotic aspects of this advertisement
3. Translate the linguistic aspect into Arabic.

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<https://www.planetlingua.com/>

Medical Discourse

Outline

1. Medical Translation
2. Terminological and Discursive Features.
3. Practice.

1. Medical Translation

Karwacka (2015) defines medical translation as the one that: “concerns a number of subject areas, including pharmacology, medical rescue system, surgery, obstetrics,

paediatrics, psychiatry, internal medicine, oncology, cardiology and other fields of specialty, as well as other disciplines, such as law or administration” (P.272). it refers to the transmission of all sort of texts that belong to the medical field from language into another.

Needless to say, medical translation is one of the oldest types of translation. Montalt et al argue that in Sumerian, Ugaritic, Akkadian and Hurrian dating from around 1300 BCE containing medical information. The House of Wisdom in Baghdad played key role in disseminating Greek and Indian medicine into Arabic, Hunayn ibn Ishaq translated “De materia medica” of the Greek physician Pedanius Dioscorides and Galen’s “On the Anatomy of the Veins and Arteries”. In the Andalusian Era, Arabs brought with them their translations of ancient Greek, roman, Persian, Indian and Syriac medicine. Their contribution to the modern western medicine is of paramount importance.

2. Terminological and Discursive Features

- Fage-Butler and Nisbeth Jensen (2016) distinguish between five types of medical terminology: dictionary-defined medical terms, co-text-defined medical terms, medical initialisms, medication brand names and colloquial technical terms.
- **Affixation:** prefixes and suffixes are an omnipresent fact in medical terminology. They generally have meanings. E.g. “hypo” means “low” hyperthermia (too low blood temperature), hypoglycaemia (too low blood glucose), hypocalcaemia (too low serum calcium) / “itis” means ‘inflammation’; bronchitis (inflammation in the lining of the bronchi), dermatitis (inflammation of the skin), gastritis (inflammation of the lining of the stomach), hepatitis (inflammation of the liver).
- **Compound terms:** e.g. medical terms are composed of many words/roots such as thrombophlebitis: “phlebitis” means inflammation of the vein; “thrombo” is related to “thrombus” which is the blood clot or the final state of blood coagulation. The whole term refers to the inflammation of the vein that is cause/or related to thrombus (التهاب الوريد الخثاري).

- **Latin and Greek origins:** such as *sinus* (Lat. pocket), *epidemias* (Greek. Over-skin).
- **Acronyms:** such as: DVT (deep vein thrombosis خثار وردي عميق), ECG (electrocardiogram تخطيط كهربائية القلب), AIDS (acquired immunodeficiency syndrome نقص المناعة المكتسبة), etc. It goes without saying that the use of acronyms in Arabic is not that natural. Hence, they must be explained in Arabic.
- **Nominalization;** e.g. anti-spasmodique (مضاد للتشنج), antalgique (مسكن للألم)
- **The use of passive voice:** such as: reaction have been noted – des réactions ont été enregistrées – لوحظت ردود فعل حساسية
- **The use of the third person (المبني للمجهول):** *il a été conçu de façon complémentaire au maintien des résultats obtenus, en particulier pendant l'été, moment où d'autres agents anti-acnéiques ne sont pas sans risque* – قد تم تصميمه بطريقة مكملة للحصول على أفضل النتائج، وخصوصا خلال فصل الصيف، في حين أن المنتجات الأخرى المضادة لحب الشباب لا تخلو من المخاطر.
- **Synonymy:** very frequent in medical English. The term *arm* may refer to a structure, a region, or a group in a clinical trial (Karwacka 2015)
- **Eponyms:** the fact of naming an invention or phenomenon after the name of its inventor. Examples are multiple. E.g. Fallopian tube, Adam's apple, names of diseases (Alzheimer, Parkinson), parts of the body (Giacomini vein, Darwin's Tubercle, Achilles tendon), symptoms and signs (Cullen's sign, Ewart's sign, etc). Eponym can also be inspired from fictitious characters (e.g. Othello's syndrome) (حالة غير مرضية) , or historical figures E.g. caesarean section – ولادة قيصرية
- **Historical vs scientific names of diseases.** E.g. Consumption (tuberculosis), Quinsy (Peritonsillar abscess), Saint Vitus' dance (chorea), Apoplexy (stroke), dropsy (oedema), lockjaw (tetanus),
- **American vs British variations:** e.g. acetaminophen (Paracetamol),
- **American vs British spelling:** anemia (anaemia), cesarean (caesarean), pediatric (paediatric), esophagus (oesophagus), tumor (tumour), analyze (analyse), leukocyte (leucocyte)

- **Doublet phenomenon:** which means that some terms take different forms especially from noun to adjective form. Doublet phenomenon is the result of the Latin and Greek origins of English medical discourse. Here are some examples:

Noun	Adjective
Bone	Osseous (Lat.)
Eye	Optic (Lat.)
Stomach	Gastric (Greek.)
Teeth	Dental (Lat.)
Ear	Auditory (Lat.)
Brain	Cerebral (Lat.)
Heart	Cardiac (Greek.)

Table 03. Doublet phenomenon in medical terminology (Taken from Karwacka 2015).

- **Irregular plural:** some terms and concepts take different plural forms e.g., vertebra- vertebrae, varix – varices, metastasis – metastases, ganglion – ganglia, ovum – ova, nucleus – nuclei, thorax – thoraces, etc.
- **Confusing similar terms:** abduction (moving away from) vs adduction (moving toward), auxiliary (giving assistance or support) vs axillary (pertaining to the armpit), absorption (taking up) vs adsorption (attracting and holding substance at the surface) (Chabner 2017: P.117).

Medical Discourse – Practice 01

1. Suggest more medical terms that are characterized by doublet phenomenon.
2. Analyse the main difficulties of translating medical texts into Arabic.

3. Provide more examples about confusing similar terms in the medical field.
4. How can British and American variations of medical terminology be a challenge to the translator?

Medical Discourse – Practice 02

Osteoarthritis Is Still a Global Public Health Concern, Study Says

According to data from the Global Burden of Disease study 2019, osteoarthritis (OA) is still globally prevalent and is expected to increase due to rising obesity and the aging of populations. Osteoarthritis (OA) is still prevalent globally and remains a major public health concern, according to research published in *Arthritis & Rheumatology*. Age-standardized prevalence rates (ASRs) and secular trends of OA are expected to continually increase, the report said.

To come to this finding, the authors collected data from the Global Burden of Disease study 2019 and used ASRs and their estimated annual percentage changes (EAPCs) to understand the secular trends of OA based on age group, sex, region, country, territory, and the joints involved—knee, hip, hand, and other joints, not including spine.

The data on site-specific OA came from 204 countries and territories between 1990 and 2019. According to the authors, this was the first time these data were used to analyze the secular trends of OA prevalence. The authors found that prevalent cases of OA increased globally by 113.25% in nearly 3 decades, more than doubling from 247.51 million cases in 1990 to 527.81 million cases in 2019.

Questions

1. Analyse the lexical aspect of the text.
2. What is the gist of the text?
3. Translate the excerpt into Arabic.

Medical Discourse – Practice 03

Epithelium

Epithelia separate the internal environment from the external environment by forming sheets of polarized cells held together by specialized junctional complexes and cell adhesion molecules. Epithelial cells participate in embryonic morphogenesis and organ development in

response to intrinsic and extrinsic signaling by tailoring cell proliferation, differentiation and cell death. We address the structural characteristics of epithelial cells within a biochemical and molecular framework as an introduction to the transition from a normal to a pathologic status. The epithelium is a tightly cohesive sheet of cells that covers or lines body surfaces (for example, skin, intestine, secretory ducts) and forms the functional units of secretory glands (for example, salivary glands, liver).

Questions

1. Conduct documentary research about the topic and the main terms used in the text.
2. Give the gist of the text in Arabic.
3. Translate the text into Arabic.

Medical Discourse – Practice 04

Ebola virus disease

Ebola virus disease (EVD), formerly known as Ebola haemorrhagic fever, is a severe, often fatal illness affecting humans and other primates. The virus is transmitted to people from wild animals (such as fruit bats, porcupines and non-human primates) and then spreads in the human population through direct contact with the blood, secretions, organs or other bodily fluids of infected people, and with surfaces and materials (e.g., bedding, clothing) contaminated with these fluids. The average EVD case fatality rate is around 50%. Case fatality rates have varied from 25% to 90% in past outbreaks.

The first EVD outbreaks occurred in remote villages in Central Africa, near tropical rainforests. The 2014–2016 outbreak in West Africa was the largest and most complex Ebola outbreak since the virus was first discovered in 1976. There were more cases and deaths in this outbreak than all others combined. It also spread between countries, starting in Guinea then moving across land borders to Sierra Leone and Liberia.

Source : https://www.who.int/health-topics/ebola/#tab=tab_1

Questions

1. Analyze the lexical level of the text: terminology, phraseology, eponyms, etc.
2. Summarise the text in Arabic
3. In groups of four, translate collectively the text into Arabic.

4. Medical Discourse – Practice 05

Hepatitis is an inflammation of the liver that is caused by a variety of infectious viruses and noninfectious agents leading to a range of health problems, some of which can be fatal. There are five main strains of the hepatitis virus, referred to as types A, B, C, D and E. While they all cause liver disease, they differ in important ways including modes of transmission, severity of the illness, geographical distribution and prevention methods. In particular, types B and C lead to chronic disease in hundreds of millions of people and together are the most common cause of liver cirrhosis, liver cancer and viral hepatitis-related deaths. An estimated 354 million people worldwide live with hepatitis B or C, and for most, testing and treatment remain beyond reach. Some types of hepatitis are preventable through vaccination. A WHO study found that an estimated 4.5 million premature deaths could be prevented in low- and middle-income countries by 2030 through vaccination, diagnostic tests, medicines and education campaigns.

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Political Discourse

Outline

1. Definition of political discourse
2. Common features.
3. Practice

1. Definition of Political Discourse

Political discourse is a diverse set of genres and texts that include political debates, parliaments' decisions diplomatic and presidential speeches, press conferences, political parties' discourses, government communication, electoral narratives, etc. Chilton and Shaffner (1999) reckon that political discourse is any discourse that involves power and resistance in its linguistic construction. Moreno (2008) points out that the most striking feature of political discourse is its focus on evoking audience's emotions and feelings. Political discourse has been the subject of critical discourse analysis. Scholars as Van Dijk, Fairclough, and Wodak have thoroughly tackled the issue from different perspectives. Fairclough (2012) tackled political discourse through the application of CDA and argumentative theory since argumentation is a key feature of political texts. Translation scholars study political discourse through questions which are mainly related to the task of rendering the same effect: how to translate the implicit meanings of political discourse? What role do translators play in the political sphere? What are the main strategies used by translators? How must rhetorical and stylistics features of political discourse be translated?

2. Features of Political Discourse

- **Rhetorical:** political discourse is a tactfully elaborated discourse in the sense that politicians use diverse stylistics devices and strategies to convince their receivers. Consider the aesthetic dimension of the following excerpt from Kennedy' speech on January 20th, 1961: *“my fellow Americans: ask not what your country can do for you, ask what you can do for your country. My fellow citizens of the world: ask not what America can do for you, but what together can do for the freedom of man.”* (source: www.artofmanliness.com).
- **Figures of speech:** rhetoric means the use of figures of speech which are regarded as an important feature of political discourse. E.g. anaphora: *“Go back to Mississippi, go back to Alabama, go back to South Carolina, go back to Louisiana, go back to the slums and ghettos of our northern cities, knowing that somehow this situation can and will be changed.”* (Luther King); personification: *“the Arab states have spoken with a united voice on behalf of a just peace.”* (King Abdellah),

- **Idioms and fixed expressions:**e.g. “Michelle and I, we’ve been milking this goodbye thinkg, so it behoves me to be very brief.” (Obama.B)
- **Emotiveness:** political speeches focus on the emotions and beliefs of the audience since they aim at convincing people. E.g. "

وإننا نطلب منكم أن تستشهدوا في المعركة أو ترجعوا ضافرين وعلى رؤوسكم راية النصر حاملين مجد
وسمعة وتاريخ الشعب

ونطلب منكم باسم الأمهات والمجاهدين والشعب الجزائري إما النصر أو الاستشهاد وهذه هي طريقة جيش
التحرير، فإلى الأمام

فقلوب شعبنا معكم والنصر لنا والله أكبر" (هواري بومدين).

- **Quotations and intertextuality:**intertextuality is the way texts are related on the basis of interpretation and representation. e.g.” *when I’m asked for a detailed forecast of what will happen in the coming months or years, I remember Sam Goldwyn’s advice: “Never prophesy, especially about the future”* (Tchatcher)
- **Propaganda:** political discourse relies on mass media and communication to spread its ideology. Propaganda is of paramount importance in any political discourse. it is defined as the “*dissemination of information, facts, arguments, rumours, half-truths, or lies to influence public opinion*” (Britannica)
- **Abstract-conceptual terms:** Newmark (1991) distinguishes between two types of abstract conceptual terms: value-laden (capitalism, communism, feminism, ecology, democracy, etc); and cultural-bound ones (rodeo, etc). ان شاء الله ، الزكاة،)

Political Discourse – Practice 01

Consider the following passage, then answer the question:

1. What are the main features of political discourse?
2. How can the text be approached in order to reach a good translation?

3. Which parts of the text are the most difficult to handle from translational point of view? Why?
4. What are the resources that may help the translator to deal with this text?
5. Consider the lexical and rhetorical features of the text.
6. Translate the text into Arabic.

Obama's Farwell Speech

“Hello, Chicago! (Applause.) It's good to be home! (Applause.) Thank you, everybody. Thank you. (Applause.) Thank you so much. Thank you. (Applause.) All right, everybody sit down. (Applause.) We're on live TV here. I've got to move. (Applause.) You can tell that I'm a lame duck because nobody is following instructions. (Laughter.) Everybody have a seat. (Applause.)

My fellow Americans — (applause) — Michelle and I have been so touched by all the well wishes that we've received over the past few weeks. But tonight, it's my turn to say thanks. (Applause.) Whether we have seen eye-to-eye or rarely agreed at all, my conversations with you, the American people, in living rooms and in schools, at farms, on factory floors, at diners and on distant military outposts — those conversations are what have kept me honest, and kept me inspired, and kept me going. And every day, I have learned from you. You made me a better President, and you made me a better man. (Applause.)

So I first came to Chicago when I was in my early 20s. And I was still trying to figure out who I was, still searching for a purpose in my life. And it was a neighborhood not far from here where I began working with church groups in the shadows of closed steel mills. It was on these streets where I witnessed the power of faith, and the quiet dignity of working people in the face of struggle and loss. This is where I learned that change only happens when ordinary people get involved and they get engaged, and they come together to demand it.

After eight years as your President, I still believe that. And it's not just my belief. It's the beating heart of our American idea — our bold experiment in self-government.

It's the conviction that we are all created equal, endowed by our Creator with certain unalienable rights, among them life, liberty, and the pursuit of happiness. It's the insistence that these rights, while self-evident, have never been self-executing; that We, the People, through the instrument of our democracy, can form a more perfect union. What a radical idea. A great gift that our Founders gave to us: The freedom to chase our individual dreams through our sweat and toil and imagination, and the imperative to strive together, as well, to achieve a common good, a greater good.”

Source: <https://obamawhitehouse.archives.gov/farewell>

Political Discourse – Practice 02

Translate the following speech into Arabic.

الكلمة الافتتاحية التي ألقاها المدير العام في الدورة الحادية والخمسين بعد المائة للمجلس التنفيذي

سعادة الدكتورة كيرستن فيسنا بيتريش، رئيسة المجلس التنفيذي،

إن من دواعي سروري البالغ أن أهنئ الدكتورة بيتريش على انتخابها رئيسة للمجلس التنفيذي، متطلعاً إلى عملنا معاً خلال العام القادم من أجل المضي في تعزيز فعالية عمل المجلس التنفيذي. وأودّ كذلك أن أرحب بالأعضاء الجدد في المجلس، وهي: البرازيل وكندا والصين وإثيوبيا وملديف وولايات ميكرونيزيا المتحدة والمغرب وجمهورية مولدوفا والسنغال وسلوفاكيا والولايات المتحدة الأمريكية واليمن. وأشكر جميع أعضاء المجلس التنفيذي على ما بذلتموه من جهد في إعداد وتنفيذ جمعية صحة عالمية تكلفت بنجاح باهر في الأسبوع الماضي.

وكما تعلمون، فقد اعتمدت جمعية الصحة قراراً تاريخياً بإحداث زيادة في الاشتراكات المقدّرة لتغطي 50% من الميزانية الأساسية على مدار العقد القادم، مثلما ذكر الدكتور أموث في تقريره. وقد استمعت إلى دعوات واضحة من الدول الأعضاء لتعزيز الحوكمة والمساءلة والكفاءة.

إن إنشاء فرقة عمل مرنة للدول الأعضاء، وهو ما تنظرون فيه اليوم، سيشكّل خطوة هامة نحو تحليل التحديات وبلورة الحلول. وقد تطرقت إحدى المسائل الهامة التي نوقشت في جمعية الصحة إلى تعزيز قدرات المنظمة في مجال التأهب للطوارئ الصحية والاستجابة لها.

وكانت الدورة السابقة للمجلس التنفيذي قد اقترحت إنشاء لجنة دائمة معنية بالوقاية من الطوارئ الصحية والتأهب والاستجابة لها. وإني أشكر الدكتور كليمنس أوير من النمسا على دوره القيادي في عقد عدة مشاورات غير رسمية بشأن اختصاصات هذه اللجنة الدائمة، وهو ما سيُعرض اليوم أيضاً على نظركم.

وأعرب مجدداً عن شكري لجميع أعضاء المجلس على التزامكم بتعزيز فعالية هذه المنظمة وكفاءتها إلى أقصى حد ممكن. وأنطلع إلى مناقشاتنا وإلى توجيهاتكم.

المصدر: <https://www.who.int/ar/director-general/speeches/detail/director-general-s-opening-remarks-at-the-151st-session-of-the-executive-board>

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