ENGLISH-ARABIC TRANSLATIONS OF SELECTED BUSINESS AND ECONOMIC TEXTS: A DISCOURSE ANALYSIS

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by

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TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

ASP	Arabic for Specific Purposes
CA	Classical Arabic
DA	Discourse Analysis
MSA	Modern Standard Arabic
SL	Source language
TL	Target language
TSs	Translation Studies
GE	General English
SFL	Systematic Functional Grammar
F& D	Finance and Development Magazine

TERJEM AHAN BAHASA INGGERIS-ARAB TEKS PERNIGAAAN DAN EKONOMI PILIHAN: SATU ANALISIS WACANA

ABSTRAK

Kajian ini merupakan kajian deskriptif yang bertujuan untuk menerangkan hubungan antara makrostruktur dan mikrostruktur dalam teks perniagaan dan ekonomi Inggeris serta terjemahannya dalam bahasa Arab. Ia juga bertujuan untuk mencari persamaan dan perbezaan makrostruktur dan mikrostruktur antara bahasa Inggeris dan Arab dalam sektor perniagaan dan ekonomi. Ia menghubungkan empat peranti linguistik termasuk kala, suara, modaliti dan kohesi kepada ciri situasi mereka yang diwakilkan dengan model Hallydian (1979). Di ikuti dengan kaedah kualitatif deskriptif di mana konsepsi struktur makro dan mikro oleh Van Dijk (1977) yang digunakan sebagai parameter. Sampel diambil dari dua laman web; iaitu blog World Bank dan Majalah Kewangan dan Pembangunan di mana 20 teks dalam talian telah dipilih daripada setiap laman web berserta terjemahannya dalam bahasa Arab. Dapatan kajian menunjukkan bahawa fungsi semantik tenses dan modaliti dipengaruhi oleh pilihan terjemahan dan norma bahasa Arab yang seterusnya mempengaruhi fungsi ideasional (bidang) dan interpersonal (tenor) teks Arab. Suara dan kohesi tidak menunjukkan kesan yang ketara kerana penterjemah menterjemahkannya mengikut norma bahasa dalam bahasa Arab. Kajian ini membuktikan kepentingan menghubungkan peranti linguistik dengan ciri situasinya dan bagaimana definisinya mempengaruhi peranti linguistik tersebut. Kajian itu mengesyorkan penyelidik untuk menyesuaikan pendekatan ini kepada peranti linguistik lain yang terbukti kurang dalam keadaan seperti mood dan struktur.

ENGLISH-ARABIC TRANSLATIONS OF SELECTED BUSINESS AND ECONOMIC TEXTS: A DISCOURSE ANALYSIS

ABSTRACT

This study is a descriptive study which aims at describing the relation between macrostructures and microstructures in English business and economic texts and their translations in Arabic. It also aims to find the similarities and differences of English and Arabic macrostructures and microstructures in business and economic language. It links four linguistic devices including tenses, voices, modality and cohesion to their situational features represented in the Hallydian model (1979). It follows a descriptive qualitative method where Van Dijk's (1977) conceptions of macrostructures and microstructures were used as the parameters. The sample was taken from two websites; namely World Bank blogs and Finance and Development Magazine where 20 online texts were selected from each website along with their translations in Arabic. The findings show that the semantic function of tenses and modalities are affected by the translation choices and the Arabic language norms which in turn affect the ideational (field) and interpersonal functions (tenor) of the Arabic texts. Voices and cohesion show no significant effect as translators translated them according to language norms in Arabic. The study substantiates the importance of linking linguistic devices to their situational features and how the meanings are affecting the latter. The study recommends researchers to adapt this approach to other linguistic devices that prove to be lacking in this genre such as mood and structures.

CHAPTER 1

INTRODUCTION

This chapter addresses the rationale of this study and locates the gap within the excited literature. It also highlights the issues of importance, objectives/questions, the corpus, and the key terms that underlie the data to be investigated in the analysis.

1.1 Overview of the Study

The current study is a type of product-oriented studies that aims at conducting a descriptive-analytical approach to macrostructures and microstructures of technical translated texts from English into Arabic. In translation research, a unit of data may pertain to the macro or micro level (Matthews and Ross, 2010). To Saldanha and O'Brien (2014), macro data can include organizations, countries, systems, and social entities while micro data pertain to words, texts, or any finer linguistic categories. This study follows Halliday's (1979) model of discourse analysis where the macrostructures which are represented in the register analysis followed by the microstructures (tenses, voices, modality, and cohesion) are analyzed and compared to see the effect of the latter on the former.

Research in the field of translation studies can accommodate differently or according to the orientations of researchers. Although there is a consensus on the notion that translation studies as a field of research is interdisciplinary in terms of borrowing from a wide range of disciplines, it embodies wide areas of practices in terms of genres (Saldanha & O'Brien, 2014). This view goes in tandem with Holmes' map on translation studies, which was outlined by Toury (1995, p.10) divisions of translation studies which were divided into Pure and Applied Translation. Pure translation studies deal with theoretical and descriptive studies, whereas applied translation studies deal with translation training, translation aids, and translation criticism. Holmes (ibid.) stresses the importance of maintaining pure studies independent from applied studies. Descriptive translation studies have prospered significantly in recent years according to Liu (2021) wherein this study is subsumed.

Descriptive translation studies consist of (1) product-oriented studies, (2) process-oriented studies and (3) function-oriented studies. The first branch focuses on the existing translation by doing the analysis of source texts (henceforth STs) and the target texts (henceforth TTs) or analyzing multiple translations of ST into other languages. The second branch (process-oriented) has to do with the psychological component of translation where researchers have imported methodologies from experimental and cognitive psychology. The last category relates to studying the sociocultural context of the translations rather than the texts themselves (Jiménez-Crespo, 2013).

1.2 Background of the Study

Translation or 'translation studies' is an academic discipline that focuses on transferring knowledge between different languages and cultures. This field as Munday (2013) describes it “by nature is multilingual and also interdisciplinary, encompassing languages, linguistics, communication studies, philosophy and a range of types of cultural studies" (p. 1). From this definition, one can evaluate the big role, which translation plays in different sciences and how research in this field contributes to the global literature of the languages included. Baker (1992) emphasizes the importance of linking knowledge and experience in developing new approaches to translation by adopting linguistic knowledge and by offering practical knowledge to translators, which will enable them to use the suitable equivalence.

Cheung (2012) states that even though in the early twenty-first century no single book gives translation its justice, the research on translation is still continuous. A paper presented by James Holmes in 1972 entitled ' *Name and Nature of Translation Studies*' has laid the map of translation studies routes. He classifies the branches in this discipline into two categories and their multiple sub-categories. His classification was illustrated by **Gideon Toury in 1971**; Toury has given a graphical form of Holmes' mapping, which consists of two branches of translation studies: (1) pure branch, which embodies both theoretical and descriptive approaches, and (2) applied branch Holmes (2000), as presented in Figure 1 below. The first branch is concerned with generalizing frameworks about theories and description, whose main aim is to theorize and describe translation phenomena and translator's choices; whereas the latter has to do with translation practice "craft". Rabadán (2010) defines it as:

> The performative branch of translation studies (TS), which is concerned with translation activities that address a particular goal and a specific (group of) final user(s) and that imply doing something with, for or about translation according to some standard of quality (p. 7).

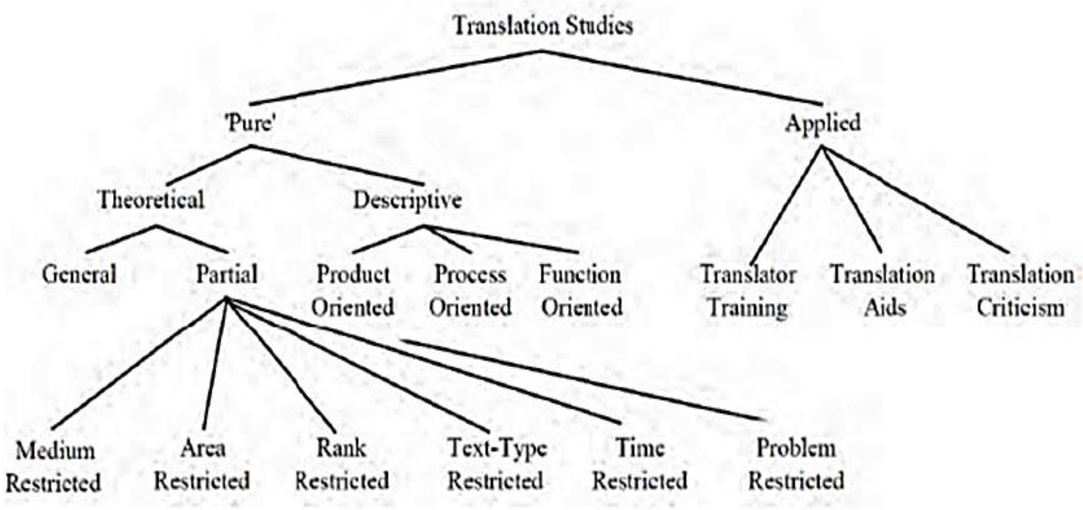

Figure 1.1 Holmes's Mapping of Translation Studies
Taken from Holmes (2000, p. 176).

Dividing texts into types is not done haphazardly. Reiss (1976) suggests a variation of translation methods that differ according to text types. Shaheen (1991) contends that having a text typological model of translation ensures objectivity and systematicity of translation procedures to attain TT equivalences from ST. Reiss (1971) also stresses that the translator should first determine the type of text at hand; she points out that "if we have done this, then since the text type co-determines the appropriate translation method we can begin by investigating whether the translator has correctly followed the hierarchy of what must be preserved" (p. 53).

The researcher in this study questions a kind of product-oriented texts; it is a branch off from the descriptive translation studies (DTS) in terms of the functions of some semantic devices. Concerning product-oriented studies, Cheung (2012) states that the translation researchers attempt describing existed texts and can do comparative surveys and corpora analysis of the STs and TTs. The researcher who investigate product-oriented DTSs first describes individual translations or text-focused translation description and then performs a comparative analysis of the various translations of the same text. The importance of these comparative and individual descriptions lies in providing literature for bigger corpora such as corpora of an annotated period like diachronic and synchronic surveys and, may be aiming at a general history of translations (Hatim & Munday, 2004).

The comparison in this study is led by all modes of meaning; be they ideational, interpersonal or textual. Each of these metafunctional meanings (as Halliday terms them) establishes resources of meanings pouring in the overall interpretations of the discourse. The need for engaging all these metafunctions is the possible difficulty that arises from the different set of systems for each metafunction used in every language (Munday, 2016). Under the terms of discourse analysis (henceforth, DA), it is made possible to investigate if the translators shift meanings from one metafunction to another or if they prioritize one kind over the other. DA gives the full account of meanings interwoven as a result of interaction between the context and the language where the latter combines the context of culture and the context of situation (Halliday and Hasan, 1989). Context of culture and context of situation could be grouped under the term macro data and the linguistic devices that construct the text are named the micro data as Matthews and Ross (2010) called them. The importance of DA lies in establishing the connection of meanings that these two parameters knit together.

It is axiomatic in this respect to say that the languages involved in this research pose many problematic issues; this may be attributed to their remote origins. Arabic language, on one extreme, is a descendant of the Semitic languages whereas English is one of the Indo-European languages. Mainly, the Semitic languages existed, to a high degree, in the same geographical areas like Syria/ Palestine, Mesopotamia and the Arabian Dessert were spoken in neighboring regions. Unlike Semitic languages, Indo-European Languages appeared in widely different areas and were characterized by their isolated areas (Versteegh, 2001). Versteegh (2001) also pointed out that there was a possibility of borrowing words between these two collective types which made it difficult to track the original correspondence between the subordinate languages and definitely for the two languages in hand; namely, Arabic and English.

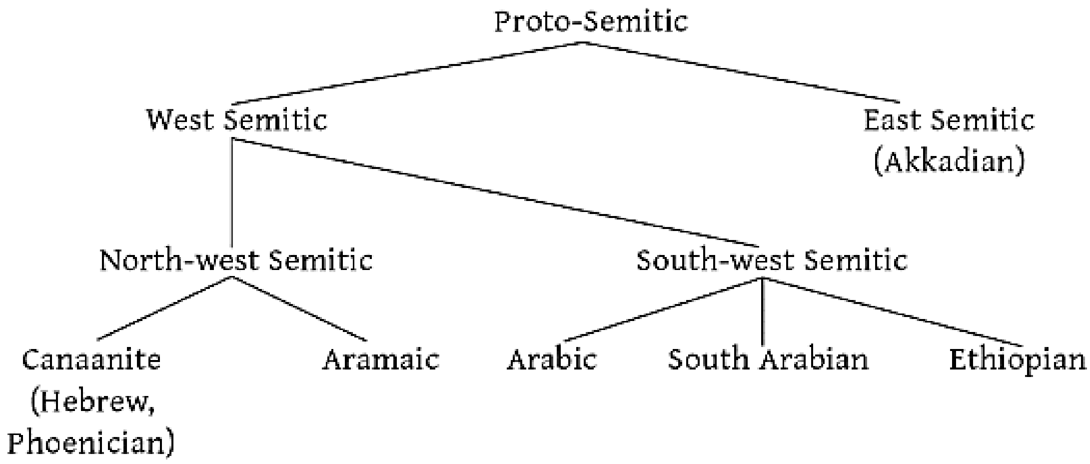

Figure 1.2 Traditional Classification of the Semitic languages.
(Versteegh, 2001, p. 11).

Versteegh (2001) stated that the Semitic languages have more transparent features in common compared to the Indo-European languages despite being the latter more affinitive. Although these features could not be conclusive in determining the boundaries of the classifying of the Semitic languages, their relative checklist is reasonable. Arabic, in particular, is well-known for " a preference for elaborate, long-winded forms of expression, repetition, and exaggeration, in contrast to anglophones' supposed preferences for brevity and understatement" (Paulston et al., 2012, p. 234). Versteegh (2001) mentions some of the features that characterize Semitic languages, he mentions:

> …, presence of emphatic/glottalized consonants, consonantal root structure, and a system of morphological templates, paratactic constructions, verbal system with a prefix and a suffix conjugation, as well as a large number of lexical correspondences. (p. 13).

Due to the differences in Arabic and English and the possible semantic differences, this study would like to attempt to describe some of the semantic notions in the business and economic language between Arabic and English taking into account textual and sociocultural interrelatedness

1.3 Statement of the Problem

Descriptive Translation Studies (DTSs) have long been under investigation in translation studies, and this kind of translation studies diverges in their taxonomy according to Reiss (1977- 1989, pp.108-109), who has linked three functions to their text types. According to her, text types differ in their main characteristics, namely, plain communication of facts, creative composition, or inducing behavioral response. These characteristics are related to informative, expressive, an operative kind of texts respectively. To further illustrate, technical translation, literary translation, and the translation of religious sermons are the best exemplifications of these text types.

The technical translation which is the focus of this research occupies a large place in the curriculum of study programs at bachelor's and master's programs and has its different definition as a sub-category of specialized language according to Pop (2017), who asserts that its 'technical content' which gives it its peculiarity as an informative kind of texts. Technical translation as a language for specific purposes covers many subject matters; legal translation, medical translation, economic translation and manual book translation and, much more genres can be subsumed under technical translations. Business and economic texts out of all these technical genres of translation contain more characteristics that are similar to literary texts, especially in their heavy dependence on figurative language in their terminologies such as *floating assets*, *hedge funds and*, *price freez*e (Backhouse, 1994, p. 343). This is why this genre has significant attention in technical text research.

Studies on the translation of economic and business texts between Arabic and English, inter alia, have focused on the semantic problems and the choice of procedures, yet many gaps in the literature prove that the textual realm is not studied sufficiently. To the best of the researcher's knowledge, the studies that dealt with economic text translation between Arabic and English are limited to the problems of translating metaphors in the economic texts whose findings assert the non-uniformity of the procedures adopted by the translators such as the calque translation which was found in the studies of Nader (2014) and Nazzal (2017). Another bulk of studies by Harahap et al (2019), Abdihakim (2019), Al Obaidani (2018) and, Mahamid (2016) focused specifically on the economic terminologies that are represented in the frequent use of metaphoric expressions and collocations in addition to the high level of formality which left little to interpretations. Another set of studies was specified to pinpoint the problems of translations which focus on lexical, cultural, metaphorical aspects, cohesion, and omission errors which are found in the studies done by Abdul-Fattah & Al-Saleh (2004), Mohamed (2022), Al-Obaidani (2015), Al Buloshi (2008), Awawdeh (1990) and Olteanu (2012). However, the literature review of this study reveals that no textual analysis has ever been done in this genre relating to the sociocultural context that surrounds it such as field, tenor or, mode. This study aims at giving a full account of the characteristics of the languages used in this study by investigating the semantic devices in relation to the context of situation and culture.

Meanings in a text cannot be established through interlinguistic relations only. Texts cohere through the correlation between extralinguistic factors (contextual variable) and interlinguistic elements as this has “enabled sociolinguistics to account quantitively for variability in language” (Hernández-Campoy, 2020, p. 29). Van Dijk (1981) has discussed this notion and termed these two influencing factors ‘macrostructures’ and ‘microstructures. Macrostructures are the global relationships that link the extra-linguistic factors whatever they are such as the generic and situational features of the text under study, and microstructures refer to the local linguistic devices in the text. Hence, studying the translators’ choices in translating the microstructures, following Halliday’s model may establish a full image of meaning when they are systematically connected to their macrostructures, and this, in turn, may describe the suitability of the translation choices.

Halliday assigns three variables that lend themselves to the study of situational features of the text (register) which are; field, tenor and, mode. Every variable realizes a strand of meaning; the field realizes the ideational meanings in the text, the tenor has to do with the interpersonal meanings in the text, and lastly, the mode realizes the textual meanings in the text. At the intertextual level, it is found that the semantic devices of tenses and voices represent the ideational meaning of discourse, modality is the token used for examining the interpersonal meanings and cohesive ties best construe the textual meanings (Halliday & Martin 1981). The researcher opts for tenses, voices, modality, and cohesion as the variables of the microstructure level because they have rarely been investigated in this genre, yet they altogether manifest to give a full account of interpretations in the texts under study.

The ways of analyzing texts in translation vary by the variables examined. Schäffner (2002) states that "a systematic text analysis, therefore, figures prominently in many textbooks about translation, but the actual methods suggested, and the concepts used vary" (p.2). In this regard, the researcher carries out a critical investigation of the macrostructures (field, register and, mode) and pertinent microstructures (tenses, modality, voices and cohesion) of business and economic translations of two websites, 'Finance and Development Journal' and 'International Bank Blogs', to investigate and describe the relatedness of macrostructures and microstructures in the selected corpora. These two websites share the same topics and address the same international readership besides their sole translated content to Arabic among other similar websites. To bridge this gap, the researcher is going to adapt the textual analysis model of Halliday (1981), Van Dijk (1981), and Toolan (1998) to describe the research problems.

1.4 Research Objectives

The objectives of this research are as follows:

1. To describe the relatedness of macrostructures and microstructures of informative texts translated from English to Arabic.

2. To explore the translatability between English and Arabic informative texts in terms of macrostructures and microstructures.

3. To investigate the semantic differences between English and Arabic in terms of tenses, voices, modality and, cohesion.

4. To investigate the semantic effect of microstructures on macrostructures in informative texts translated from English into Arabic.

1.5 Research Questions

This study seeks to answer the next four questions:

1. How are macrostructures and microstructures related to informative economic texts translated from English to Arabic?

2. To explore the translatability of macrostructures and microstructures in the business and economic texts?

3. What are the differences between Arabic and English in terms of tenses, voices, modality and, cohesion?

4. How do the microstructures affect the macrostructures in the translation of business and economic texts?

1.6 Significance of the Study

This study is about informative economic Arabic translations from English. It comes to highlight the functions of Van Dijk's (1981) macrostructures and microstructures which correspond to the semantic notions in the ideational, interpersonal and, textual meanings introduced by Halliday (1981) which are proven to be insufficiently covered in the literature of technical translation. More importantly, this language is challenging since it represents the rigorous form of business and economic language which differs from the business language that is featured in media. Furthermore, this study seeks to enrich the literature on Van Dijk's concepts of macrostructures and microstructures and their relatedness in terms of linking local structures of the text with the global meanings of the text, and how this relationship affects the linguistic choices of translators. Thus, Van Dijk’s (1981) concepts are found to match the systematic analysis of the Hallidayan model of discourse analysis.

The significance also stems from the lack of literature on the language of business and economics where users of this language may find difficulty in understanding some terms and metaphors like *bear market* and *bull market*. Translators can be more skilled if standardization of terms occurs as this can be attained if the language planners investigate the occurrences of the problematic terms. Literature is also lacking when it comes to Arabic language features in the genre as the researchers find little to no literature on many linguistic devices such as structures and neologisms. This study comes to draw attention to further research on these features.

Finally, this study aims to fill this gap of knowledge to make it profitable to linguists, translators, students of translation, language users and, language learners in their endeavor to convey the exact message in these texts. To speak it more clearly, all the previous literature on economic text translation between English and Arabic lacks linking the sociocultural of the text to its local structure. Many other linguistic devices still need investigation in this genre like coherence, styles, neologism, etc.

1.7 Limitations of the Study

This study limits itself to macrostructures (field, tenor, and mode) and microstructures (tenses, modality, voices and, cohesion) in business and economics texts written in Arabic and English. The Choice of the four microstructures is purposeful due to their realizing of the ideational, interpersonal and, textual functions of the samples besides being them lacking of investigating in this genre of language in the literature of English/Arabic translation. Despite many other linguistic devices such as mood and word choice lacking investigation but they are excluded due to the capacity of a thesis. The study also excludes other macrostructure variables such as the profiles of the translators due to their unavailability of them in both of the corpora. English and Arabic are only the targeted languages in this study.

The corpora are to be taken from two websites, namely, ' **Finance and Development Journal**' and ' **International Bank Blogs'**, which specialize in business and economics reporting. They deal with information and views of economic specialists and make this published content available in many languages. The former is a quarterly journal published by the International Monetary Fund (IMF) and the latter is a journal where financial analysts show their voices in different languages**.** These two magazines are the only two portals that make business and economic papers available in a wide variety of languages on the internet other than news websites. More specifically, the sample will be drawn from 40 published English content besides their Arabic translations where 20 articles are taken for each and dated in the past three years. These three years are characterized by their concentration on specific topics that can be found on both of the websites such as the COVID-19 pandemic. The data collection will be Qualitatively and quantitatively investigated and discussed.

1.8 Organization of the Thesis

This study consists of five chapters, the first chapter is concerned with highlighting the problem of the study along with the objectives, questions, significance and, limitations of the study and the translated texts, ending the definition of the key terms. Chapter two presents a review of the related literature, and synthesizes the studies which are related to the topic and variables of this study. Chapter Three describes the methodology adopted by the researcher. Chapter four consists of an empirical systematic analysis of the translations of the first website that is chosen by the researcher which is World Bank Blogs ensued by the second website which is called 'International Bank Blogs'. Finally, Chapter Five concludes the findings, whereby the research objectives and questions, and research contribution will be addressed in addition to the implications of the findings and the researcher's recommendations.

1.9 Definition of Key Terms

The following are the definitions that are related to topics of this study:

Coherence: The network of conceptual relations which underlie the surface text (Baker, 1992, p. 218).

Cohesion: "The network of surface relations which link words and expressions to other words and expressions in a text". (Baker, 1992, p. 218)

Corpus: "It is a new approach to language study. It supplies samples and linguistics information for all the branches of linguistics. To achieve its goals, it faithfully collects samples of natural text from various fields of language use in a scientific and systematic way." (Dash & Arulmozi, 2018 p. 4).

Field: "… that which is 'going on', and is recognizable meaning in the social system; typically a complex of acts in some ordered configuration, and in which the text is playing some part, and including 'subject matter' as one special aspect. "(Halliday, 1978a, p. 142-143). It is associated with the ideational meaning of the text. It almost refers to the subject matter in the text.

Ideological Function: This word describes one of the metafunctions that subsumes under the discourse semantics of a text and is represented by the Field of the situation.

Interpersonal Function: Represents one strand of meanings that form the discourse semantics. It is realized through the patterns of modality (modal verbs and the other adverbs such as possibly, definitely and, the like). It is “what participants in the literacy event are trying to do or for each other” (Goodman & Goodman, 2014)

Macrostructures: "Includes phonological, graphological, and lexico-grammatical patterning, refers to the largest-scale patterns, which are the means whereby texts can be classified into different text types, such as narrative, exposition, lyric poem, and so on". (Bussmann, 2006, p. 715).

Microstructures: "Microstructures are the actual and directly ‘expressed’ structures of the discourse" (viz., words, phrases, clauses, sentences, and connections between sentences). (Van Dijk, 2019, p. 28).

Modality: It refers to the area of meaning that lies between yes and no — the intermediate ground between positive and negative polarity (Halliday & Matthiessen 2004, p. 617)

Mode: Is associated with the textual meaning of the text and is realized through thematic structures and cohesion of the text and is related to information flow across media. (Martin, 2005, p. 45)

CHAPTER 2

LITERATURE REVIEW

This chapter reviews the central concepts that establish the basis of this study. It aims to review related literature of translation in general technical translation as well as related studies. Therefore, it reviews text types, translation and its relation to discourse analysis, the peculiarities of economic and business languages under investigation, the conceptual theories, besides the application of these concepts.

2.1 Translation and Culture

Newmark (1988) points out to the relation between language and culture in his definition which says that culture "is the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression" (p. 94). Lotman (1978) states that "no language can exist unless it is steeped in the context of culture; and no culture can exist which does not have at its center, the structure of natural language" (pp. 211-232). Thus, language is the verbal expression by which people express their culture and convey it to other people. Moreover, people relate their cultural value to the use of their language. In this vein, Kramsch (1998) says that "Language is a system of signs that is seen as having itself a cultural value" (p. 3). This is maybe why the Western culture dominates internationally.

Newmark (1988) distinguished three kinds of language as much as translation is concerned; cultural, universal and personal. These three extremes vary in their difficulty on the translation scale. Cultural words such as 'monsoon' and 'dacha' are proved to be the most difficult unless the ST culture and TT culture have some overlaps in between. Universal words are words that are used in all cultures like ubiquitous objects such as 'mirror' and 'table'; these almost show no difficulty in translation. Personal language including cultural words that characterize an authors' way of writing, on the other hand, show difficulty because the translator should know well the idiolect of the author and the culture. In fact, cultural words, inter alia, still constitute big hindrances that the translator faces especially in the case of translating between two culturally remote languages like Arabic and English.

One of the reasons why Arabic and English are remote in their cultures is that Arabs mostly are Muslims while English speakers have Christianity as their faith (Jaspal & Coyle, 2010). Therefore, religious translation is a fertile area of translation obstacles. Language of science, on the other hand, is expressed in English and Arabs tend to use the borrowings rather than their translated substitutions like '**كمبيوتر**' (computer) instead of '**حاسب**' (Dweik & Shakra, 2010). Cultural embedding in LSP texts is also valid on all levels; from words and concepts to sentences and structures till pragmatics (Stolze, 2009). Informative texts like the language of economics shows a great deal of figures of speech that are culturally bound (Herrera-Soler & White, 2012).

Kastberg (2007) acknowledges that a great deal of cultural concepts in technical communications are standardized but this standardization is not universally reached. He elaborates on this by saying that total uniformity cannot be achieved because the number of technical concepts is increasing formidably and that the technical sub-disciplines are ever growing as well.

Some scholars show the translation procedures pertaining to cultural aspects in technical translation. Ijioma and Ezeafulukwe (2015) in their paper use borrowing, naturalization, composition and description as the representatives of the reproduced cultural aspects. This study proves that technical texts are laden with cultural words and these words must be taken into accounts in finding the suitable equivalents.

2.2 Equivalence in Translation

The concept 'equivalence' resonates every time a research of translation is carried on. Its main focus is whether translators have to preserve as possible as the message of the SL, however how much the message is faithful makes it debatable. Equivalence is a moot question that perplexed either translation theorists or linguists as a matured notion of whether faithfulness could be achieved in terms of word-for-word or sense-for sense in the twentieth century (Connelly et al., 2021). This yielded differences in its type on the levels of scope or focus. In this regard, Hartmann and Stroke (1972) made this clear, they stated that:

> texts in different languages may be equivalents in different degrees (fully or partially equivalent), in respect of different levels of presentation (equivalent in respect of context, of semantics, of grammar, of lexis, etc.) and at different ranks (word for-word, phrase-for-phrase, sentence-for sentence. (p. 713)

In what follows, the conceptualization of equivalence will be envisaged according to the pioneer scholars; Vinay and Darbelnet (1958), Jakobson (1959), Nida and Taber (1969), Catford (1965), House (1997), Koller (1979), Newmark (1981), and finally, Baker (1992). These concepts help the researcher to pinpoint the equivalences made by the translators of the economic articles investigated in this study and opt for what are the most convenient ones to convey the message.

Jean-Paul Vinay and Jean Darbelnet (1958) differentiate between direct and oblique translation; as the former represents the literal translation and the latter represents free translation. They hypothesized seven translation procedures;

borrowing, calque, literal translation subsumed under literal translation and transposition, modulation, equivalence and adaptation are procedures enveloped under oblique translation. They thought of dictionary meanings and collections of idiomatic expressions as non-exhaustive yet sufficient, since the situational meanings of these are the final determiners of their real meanings (ibid.).

Similar to the views of Vinay and Darbelnet's theory of translation, Jakobson (1959) posits that there does not exist a full equivalence between two words. He exemplifies on this by indicating to the English word *cheese* as having not all the shades of meaning of its counterpart Russian word *syr*; the English hyponym *cottage cheese* is not found in Russian. It is a fact that both of them hinge to stylistics to bridge translation gaps. Besides, Jakobson sees that translation is to be divided into three types; namely, *intralingual* translation which includes the paraphrasing or rewording within the same language, *interlingual* translation which is the conveying of the message between languages, and finally the *intersemiotic* which is the transfer of the signs into different systems.

Shifts may take place during the search for equivalence. This phenomenon is pinpointed by Catford (1965) and defined as departures from formal correspondence when establishing the equivalence between the SL and TL.

Baker (1992) discussed this phenomenon where translators may over-translate or under-translate words when they choose a hyponym for a subordinate word in the other language or vice versa as a possible technique for non-equivalent words. Following Vinay and Darbelnet (1958), and Jakobson (1959), she also denotes other factors that play a key role in translation process other than the role of linguistics which is interference of the writer of the SL as long as the producer of the TL and their ability to manipulate the equivalence in question.

Moreover, Mona Baker's famous book, which is titled *In Other Words,* is well-structured concerning the different types of equivalences. Mainly, she concentrated on equivalences at word level and above word level. Moreover, she stresses on the number, gender and tense parameters (Baker, 1992). Furthermore, she elaborated on the equivalences at the level of grammar including differing grammatical structures, the level of textuality including coherence and cohesion rules and lastly at the level of pragmatics including the implicatures adopting Grices's maxims.

Following Chomsky’s generative-transformational grammar, Nida (1964) has arrived at two basic conceptions of equivalence, that is, *formal equivalence* and *dynamic equivalence*. In the former conception, the translator tries to preserve as much the form and content of the original text while the attention in the second is highlighted on the production of a natural message. He is in favor of the dynamic equivalence for it exceeds the correct communication of the message to achive the same influence of the SL (Nida & Taber, 1969).

Catford (1965) pointed out a notion which entails that the translator departs from the formal correspondence while performing the translation which is called *translation shifts* (ibid.). These shifts are divided into two types; namely, the first type is called ‘level shift’ which entails that the item in the SL at the grammar level takes a TL equivalent at the lexes level. The second type has to do with categories of items, and these are grouped into; ‘unit-shifts’, ‘structure-shifts’, ‘class-shifts’, and ‘intra-system shifts’. His point of view on translational equivalences were merely linguistics without any mention for other factors like situations and culture.

House (1997) looks at equivalence from a pragmatic viewpoint. He carried out a discourse analysis contrastively between German and English. As a result, he was able to distinguish between two new types of equivalences in terms of their visibility to the readership; *overt* and *covert* translations. Munday (2001) in his explanation maintain that in overt translation the translator seeks to produce a text having the features of the origin, thus, the audience can figure out that it is a translation after all. Covert translation, on the other hand, does not appear to be a translation at all; it seems to be written in the TL firsthand.

Detailing equivalence cannot go without a mention in passing of Newmark contributions. Newmark (1988) when he addressed translation problems, he came up with new types of equivalence that ultimately replace Nida's (1960) formal and dynamic terms of equivalents. As a fact, these equivalents are termed semantic and communicative translations substituting Nida's ones. Strictly speaking, semantic translation has to do with transferring meaning while communicative translation' main concern is to render the effect (Newmark, 1988). Nevertheless, Newmark favors literal translation in both types of equivalences, and favors the latter at the expanse of the former. For example, when he has to opt for the semantic equivalent *dog that bite!* or the communicative equivalent as *beware of the dog!* For the French expression *chien méchant,* then, he chooses the communicative one.

2.3 Translation Procedures

Newmark (1988) labels the ways of translating whole texts 'methods' while he chooses the label 'procedures' for translating smaller units like sentences. Procedures for translating sentences are suggested by Vinay and Darbelnet (1960) in their '*stylistique comnparee du francais et de l'anglais'* (1958) as these procedures were influenced by Catford's (1960) shifts. They argue the change that takes place in the TT whether in the syntactic order or the lexis so as to fill the gap in the TT. Thus, they suggested two general strategies; direct translation and oblique translation; the former is used between languages that may share some features in common on the level of structures, concepts and the like, whereas the latter as they posit in Venuti literally (2000) that:

> … because of structural or metalinguistic differences, certain stylistic effects cannot be transposed into the TL without upsetting the syntactic order, or even the lexis. In this case, it is understood that more complex methods have to be used which at first may look unusual, but which nevertheless can permit translator a strict control over the reliability of their work. (p. 84).

These two translation types comprise seven procedures; to detail, direct translation is manifested through calque, borrowing, and literal translation whilst oblique translation is represented through modulation, transposition, equivalence and finally adaptation. The examples of these procedures are taken from a paper by Febiyani (2014) titled *The Techniques Used by JM Rodwell in Translating Some Defensive Verses of the Quran from Arabic into English.*

i. Borrowing

The translator transfers the SL word directly into TL one without translation for example English borrows the words 'hamburger' and 'kindergarten' from German.

Abdelaal (2020) maintains that the advantage of this strategy is represented in keeping the connotation of the SL, besides, its ability to adding the flavor of the SL to the TL; menu, sheik, café and Islam become part of the English language, though they basically come from different cultures and languages, similarily, **انترنت سوبرماركت**are borrowed to Arabic from the English language.

ii. Calque

The transference of SL into a literal translation at phrase level for example the English phrase ' normal school' is translated literally from French 'École normale'. Abdelaal (2020) sees it as a special kind of borrowing and, hence, is subdivided into 'structural' calque and 'lexical' calque. In the lexical calque, the SL lexis is transferred into the TL lexis without flouting the syntactic structures of the TT as in 'Secretary General' which is transferred into **الأمين العام** in Arabic; whereas in the structural calque, a new structure is transfused to the TL as in the French calqued expression 'science fiction' which is taken from English without any modification to the syntax of the expression. Abdelaal (2020) also maintains that instances of structural calques between Arabic and English rarely exist because they belong to different language families.

iii. Literal Translation:

Or word-for-word translation or as Newmark (1988, p.45) puts it as "the conversion of the SL grammatical constructions to their nearest TL equivalents wherein the lexical words are again translated singly, out of context.". For instance, the sentence ' I buy books' is translated into Arabic as '**انا اشتري الكتب**'. To Abdelaal (2020), it is regarded as the most common procedure between close languages such as

French and Italian, but for remote languages it is commonly preferable for didactic purposes as in *which* is rendered into Arabic as '**أحمد يكون طالب** **'.**

If the above-mentioned procedures of the direct or literal translation have not bring about acceptable equivalences, oblique translation is deemed the substitute. Unacceptability of translations is identified where it communicates another meaning, has no meaning, is structurally impossible, or no corresponding expression is found within the same register.

iv. Transposition

The translation of meaning at the expense of the part of speech i.e. where TL part of speech is different from that of SL, but the translation gives the same effect of the SL. For example, *blue ball* in English becomes *boule blue* in French. For instance, "She announced she would resign" can be transposed to "She announced her resignation.

v. Modulation

Here the phrase under translation is rendered into a different phrase in the TL that gives the same meaning or idea. Vinay and Darbelnet (1995) indicate that in this type the translated utterance is grammatically correct, yet, the translation results in unsuitable, unidiomatic or awkward equivalence in the TL. For instance, the most often form of it is when translators turn a negative expression into a positive one, for instance: '**...من السهل أن تعرض** **'as** translated to **'**it is not difficult to...'. This kind of procedures is best followed when literal translation or transposition can result in unidiomatic expression in the TT.