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Submitted by:

- Safia SEDDIKI
- Imen TOUATI

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President	Ms. Benzoukh Halima	UKM-Ouargla
Supervisor:	Dr. Koudded Mohamed	UKM-Ouargla
Examiner:	Ms. Yahiaoui Leila	UKM-Ouargla

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Dedication

All praises to Allah, who helped me finish this work.

To my family, I dedicate this dissertation.

Safia

Dedication

First and foremost, I thank Allah the most Graceful for giving me the Strength and Patience to undertake and complete this work.

I would like to dedicate my work:
To the memory of my grandfather Saleh, and my uncle Karim. May their souls rest in peace.

To my grandfather, Mohamed, who was and will always be my model for hardwork and persistence. May God keep him from any harm.

To my wonderful parents and my caring grandmother. Thank you for all the unconditional love, care and support that you have always given me, I love you!

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Abstract

One of the most challenging issues in the realm of translation is translating idioms. the study reviews the main problems encountered when dealing with the translation of business idioms and the extent to which idiomaticity is retained, distorted or lost; and why, and solutions and strategies may be available to keep loses to a minimum. The research uses a corpus-based study to show that literal translation is not valid with idioms, however, in business texts, it may be the only solution for the translator to convey the idiomaticity of these idioms with respect to the characteristics of business discourse.

Keyterms: idiomatic expressions, translation, business discourse, business idioms

List of Abbreviations

FDI: Foreign Direct Investment   الاستثمار الأجنبي المباشر

GL: General Language   اللغة العامة

GNP: Gross National Product   الناتج المحلي الإجمالي

GBP: British Pound   الجنيه الاسترليني

IE: Idiomatic Expression   عبارة اصطلاحية

LSP: Language for Specific Purposes   اللغة لأغراض خاصة

ME: Middle East   الشرق الأوسط

NA: North Africa   شمال إفريقيا

OIC: Organization of the Islamic Conference   منظمة المؤتمر الاسلامي

SESRIC: Statistical, Economic and Social Research and Training Centre for Islamic Countries

مركز الأبحاث الإحصائية والاقتصادية والاجتماعية والتدريب للدول الاسلامية

SL: Source Language   اللغة المصدر

ST: Source Text   النص المصدر

TL: Target Language   اللغة الهدف

TT: Target Text   النص الهدف

WTO: World Trade Organization   منظمة التجارة العالمية

Table of Contents

Dedications

Acknowledgements

Abstract

List of Abbreviations

Table of Contents

Chapter One: Translation, Business, and Idioms

I.3 Business Idioms and Translation

Chapter Two: Analytical and Comparative Study of the Translated Corpus

Bibliography

Appendices

Introduction

Idiomaticity constitutes a common factor in all living languages. The surface meaning of idioms deserves interpretation before being conveyed into a different language. The complexity involved in the translation of idioms requires convenient strategies. Translation of business idioms is no exception since this field is rich of figurative idioms that need to be investigated in depth.

The present study aims to discuss the phenomenon of idiomaticity inside business language along with the main difficulties faced while translating business idioms from English into Arabic.

Statement of the Problem

Semantic, syntactic and pragmatic complexity of idiomatic expressions combined with the special characteristics of business language poses a great deal of challenges for translators when dealing with business idioms. In order to deal with these problems, translator uses strategies that aim to convey the idiomaticity of the source language. This is not an easy task due to the absence of similar situation in the target language.

Aims of the Study

This research aims to explore the main obstacles faced in the process of translating business idioms by identifying the characteristics of business discourse, and analyzing idiomaticity in this field in both English and Arabic. The study also aims to discuss the different translation strategies, and to what extent these strategies are useful to transfer the idiomaticity of business idioms.

Research Questions

- ➢ How can business idioms be translated into Arabic?
- ➢ What strategies to adopt in order to naturalize them in Arabic?

Hypotheses

- ➢ Translating business idioms on the surface leads to inconvenient translation, i.e. using indirect procedures is a must.
- ➢ Invasion or finding an equivalent match in the TL is the ultimate translation solution to face difficulties idioms pose.

The Method Adopted

In this study we will use an analytical and comparative study of the corpus that consists of two different texts: the first is a report, the second is the first chapter of a book. In which we analyze the two different samples in order to recognize business idioms in each of them. We will then compare idioms in the source text with their translations in the target text. This method helps to identify the non-equivalence problem posed in translating business idioms into Arabic.

Structure of the Study

This study consists of two main chapters, theoretical and practical. The first chapter is built upon three sections. The first one is devoted to idioms in general, and it aims to discuss the various definitions of idiom, its types and characteristics. It compares then idiomaticity in both English and Arabic. The second part highlights the main obstacles faced while translating business idioms, and then it presents several strategies suggested by leading figures in the field of translation. The final part focuses on the translation of business idioms. For this purpose, it starts with an overview of the main features of business discourse. It debates then the existence

of idiomatic expressions inside the language of business and it concludes by discussing the main problems of business idioms translation. The second chapter or the practical part is an analytical and comparative study of our chosen corpus. It starts with a brief presentation of the sample of the study, and then it moves into the analysis of the patterns to conclude with the main findings.

Chapter one

Translation, Business, and Idioms

Introduction

Every language has phrases that cannot be understood literally. Even if you know the meaning of all the words in such a phrase and you understand the grammar completely, the total meaning may still be confusing. This is the reason why translating idioms is one of the most intricate topics in the field of translation.

In this chapter, we attempt to shed some light on idioms. Thus, the first part will be devoted to discuss the notion of idiomaticity in both English and Arabic. In the second part, we move into the problems of translating idioms and the strategies suggested to facilitate the work of translator. As this study focuses mainly on business idioms, the last part discusses the features of business discourse; it investigates as well the existence of idiomaticity in business language and its impacts on translation.

I.1 Idioms

Being as inseparable component of language, idioms have a special position within it. They have been defined in various ways by English linguists, grammarians, lexicographers, and pedagogues. The following part attempts first to go through few of these definitions. Additionally, it highlights idioms' main characteristics and categorization to finally coming up with a comprehensive and clear idea of this figure.

I.1.1 Definition of Idioms

Webster's new world college dictionary defines idiom as 'a phrase, construction or expression that is recognized as a unit in the usage of a given language and either differs from the usual syntactic patterns or has a meaning that differs from the literal meaning of its parts taken together'. An idiom is, 'a phrase whose meaning is different from the meaning of each of its words considered separately' (Cambridge dictionary of American idioms).

Lipka (2013) 'An idiom also is a conventionalized expression whose meaning cannot be determined from the meaning of its part' (p. 01). According to Lipka, it is hard to give an accurate definition of idioms; since 'the definition cited above stands in opposition to the compositional approach to idioms in which individual words greatly contribute to the overall meaning of an idiom and might also suggest its figurative meaning'. Mona Baker (1992) in her book *In Other Words* defines idioms as 'Frozen patterns of language which allow little or no variation in form and often carry meanings which cannot be deducted from their individual components' (p. 63).

Most of idiom's definitions share several similarities: according to Ghazala (2003), there are five common points in almost all idiom's definitions:

1. 'Idioms are all in all metaphorical and cannot be understood directly.

2. They should not be taken literally; in the sense that their meaning are not the outcome of the individual meanings of their constituent words taken collectively.

3. Their syntactic form is usually fixed and cannot be changed or described as ungrammatical. Moreover, no word can be added, deleted or replaced.

4. Their meanings are also invariable.

5. They are mainly cultural and informal'(p. 204).

We can conclude by giving Oxford advanced learner's dictionary's definition of an idiom as 'a formally complex linguistic expression established by usage as having a meaning not deducible from those of the individual words'. Their importance in all living languages, including English, cannot be doubted, and as mentioned by John and Smithback (as cited in Aldahesh, 2013), they are 'vivid, verbal images which add life and verve to speech and writing. Without them language would be very bland and unexciting'(p.24).

I.1.2 Characteristics of Idioms

As seen in the previous part, Ball defines idioms as 'the use of familiar words in unfamiliar sense' (as cited in Bouarroudj, 2010, p. 20). Almost all definitions of idioms provided above show common features of this specific part of English vocabulary. It is important to highlight those features before starting to discuss the translation process of idioms.

According to Baker (1992), to avoid any loss in sense, idioms accept no:

▪ Changing in word order: the idiom *the long and short of it* cannot change into *the short and long of it*.

▪ Deletion from their component words like saying: *spill beans* instead of *spill the beans*.

▪ Addition to their component parts: saying *the very long and short of it* instead of *the short and long of it*.

▪ Replacement in their individual word as *bury a hatchet* instead of *bury the hatchet*.

▪ Grammatical change in their structure: *the music was faced* instead of *face the music*.

In addition to the previous features, Glasser (as cited in Bouarroudj, 2010) asserts that idioms accept none of the following changes, since this will affect the initial idiomatic meaning:

• Prediction: Like saying, *partner **is** sleeping* instead of *sleeping partner*.

• Comparative: ***wetter** blanket* instead of *wet blanket*.

• Nominalization: like in ***the playing** of the waiting game* instead of *play of the waiting game*.

• Passive: ***beans were spilled*** instead of *they spilled the beans*

Seven other features were put forward by Ball (as cited in Bouarroudj, 2010) as necessary to the recognition of idioms:

1. Idioms do not conform to the ordinary grammatical usage as in: *it is time we **went** home* (the use of the past to mean a future action).

2. Derivation from grammatical rules, like in ***it's ages*** *since we met* (using singular with a plural noun).

3. Idioms are allusive expressions whose meaning is different from the straightforward interpretation like in: *Let's call it a day* means *Let's stop work now*.

4. Idioms are conventional phrases which have a ready-made expressions used by native speakers such as: *Every now and then* (sometimes).

5. The common type of idioms in English comes in the form of phrasal verbs whose meaning cannot be understood unless the phrase is previously known like in: *She took him in* (to deceive).

6. Idioms do not respect English order, for instance: *It may well be ahead of time* instead of *It may be well ahead of time* (normal word order).

7. Idioms have a picturesque and metaphorical meaning like in the expression: *Kick the bucket*, neither the syntactic nor the semantic meaning of this idiom would come to the meaning *to die*.

Other linguists and scholars point out to some characteristics of English idioms, among them:

▪ **Lexical item:** this means 'a ready-made utterance which has been conventionally established by the native speakers of English to fulfil particular social purposes' (Bouarroudj, 2010, p. 11). Idioms are viewed as a special kind of lexical item due to their restricted structure and fixed function. Since idioms have a semantic unity, integrity in meaning, as well as rigidity in structure, they are considered as special kind of lexical nature that is different from the other classes of lexical items such as words.

▪ **Collocation:** linguist view idioms as a subset of collocations. This latter means 'a tendency of a certain words to collocate with other words consistently in particular contexts'(Bouarroudj, 2010, p.11). They can be free or restricted collocations. Idioms are considered as restricted collocations because their form does not tolerate a variation in structure.

Furthermore, some scholars define idioms as a set of words that collocate together and happen to become fixed over time and develop a special meaning.

- **Figurative meaning:** figurativeness is a common quality of idiomatic expressions. Every expression communicates a literal as well as a figurative meaning, where the words are used in their non-literal meaning. The use of different kind of figures of speech such as similes, proverbs, and metaphors contributes to the figurativeness of idioms. The meaning of idioms cannot be understood in terms of the compositional meanings of their individual words, like in the idiom *Skate on thin ice* (take a risk). Thus, words in idioms have meaning only when they considered as a whole (some idioms may have a literal and figurative meaning), otherwise, they are meaningless.

- **Social character:** the meaning of idioms is not the result of their grammatical rules; it is supplied exclusively by customs of society. Idioms are originally established by native speakers over time. They use different idioms in specific areas in every aspect of their daily life. Therefore, each society has its own classification of idioms, (idioms for food, animals, money, religion…etc.). In some cases, we find idiom that conveys the same meaning which an idiom does in another language despite the differences in linguistic structure; For instance, the idiom *it is raining cats and dogs* in English has the same meaning of saying *it is raining old women and sticks* in Welsh, which is *it is raining heavily*. Hence, idioms are part of people's heritage. They show the influence of social and cultural features on language.

- **Stylistic value:** idioms are a vital manifestation of language in producing images. They are not exclusively used by a particular kind of people; we may find idioms in popular speech as well as in literary expressions. In fact, many idioms find their origins in mythologies, fables, novels and poetry. They were later on included in language as fixed expressions. For instance, *A milk of human kindness* (Shakespeare's Macbeth); *Keep your temper* (Lewis Carroll's Alice in Wonderland); *Every cloud has a silver lining* (John Milton).

▪ **Ambiguity:** as seen before, linguistic ambiguity is a major characteristic of idioms. Their meaning goes beyond the surface structure. Some idioms have an idiomatic (figurative) meaning as well as a literal one, and it depends on the context to disambiguate the intended sense. Other idioms have more than one idiomatic meaning such as in Break the ice. When used in social interaction, this expression means *Break up awkwardness*, in sport; it means *Score for the first time in a game*. Thus, we have to refer to the context to grasp the real meaning. (Bouarroudj, 2010).

To sum up, idioms are fixed expressions used spontaneously and frequently by native speakers. Idioms use language in non - literal – metaphorical – way, and they share several features as lexical complexity and semantic simplicity, fixed form or invariability and figurativeness.

I.1.3 Types of Idioms

A great deal of attempts has been made by writers and standard reference books to classify idioms. According to Ghazala (2003), the fact that idioms are categorized under different types reflects the diversity and complexity of English (British or American) idioms. However, he (ibid) notices that there are several types in common between all classifications, and all of them recognize idioms as fixed, invariable and metaphorical.

Fernando (as cited in Strakšienė, 2009) distinguishes three sub-classes of idioms:

➢ **Pure idioms:** they are 'a type of conventionalized, non-literal multiword expressions' (Strakšienė, 2009, p.14). Pure idioms are always non-literal, they may be either invariable or may have a little variation. Fernando also calls them *opaque idioms* to show that the meaning of these idioms has nothing to do with their literal components. For instance, the meaning of *To spill the beans* has nothing to do with beans.

➢ **Semi-idioms:** they are idioms with one or more literal constituent and one with non-literal sub sense. Fernando call them *partially opaque idioms*. For example, *Foot the bill* to say pay the bill.

➢ **Literal idioms:** they are also either invariable or allow little variation. Literal idioms are also called *transparent idioms* as they can be interpreted based on of their parts. For example, *of course, in any case, for certain*.

Ghazala (2003) asserts that other idioms' classifications such as the classification of *the Oxford Dictionary of Current Idiomatic English*, and the classification of *Longman's Dictionary of English Idioms*, and the categorization introduced by Carter (1987); they all lack systematicity and consistency especially those which confuse grammar and semantics.   Additionally, they are vague and confusing in terms of the criteria of labeling idioms; the same expressions are randomly classified under different categories.

We are not going through the above mentioned classifications. However, we point out to the only categorization that is described by Ghazala (2003) as the shortest, simplest and most transparent of all in terms of the criteria of classification (grammar), which is the classification of the Dictionary of American Idioms. Idioms are categorized into five sub-classes:

1) 'Lexemic idioms: they are idioms that correlate with the familiar parts of speech (i.e. verbs, nouns, adjectives, etc.):

✓ Verbal (phrasal verbs): get away with; pass away; write off; pull one's socks up; etc.

✓ Nominal: cold feet; rat race; change of heart; etc.

✓ Adjectival: pepper and salt; alive and kicking; spick and span; etc.

✓ Adverbial: like blazes; heart and soul; hammer and tongs; etc.

2) Phraseological idioms: invariable longer idioms that do not correlate with a certain grammatical part of speech: e.g. kick the bucket; be up in the cheek; etc.

3) Well-established proverbs and sayings: e.g. boys will be boys; on pins and needles; etc.

4) Set phrases: e.g. just in case; how about a drink?, just to be on the safe side; etc.

5) One-word idioms: individual words used with surprisingly different meaning : e.g. bottleneck (overcrowded traffic/ big crisis); dig (like); dog(disappointing date, or tough exam); etc' (Ghazala, 2003, p.206-207).

Based on his critics of other classifications of idioms; and in order to simplify such complex categorization, Ghazala (2003) says that idioms can be re-categorized into five main types:

1. Full/pure idioms;

2. Semi-idioms;

3. Proverbs, popular sayings and semi-proverbial expressions;

4. Phrasal verbs;

5. Metaphorical catchphrases and popular expressions

To complete this categorization, we have to mention that Aldahesh (2013) confirms that 'all phrasal verbs (verb + particle, e.g. take off, give up etc.) constitute an integral part of English idiomatic expressions. Additional categories also were suggested by Mona Baker (1992); according to her 'some idioms are easily more recognizable than others' (p.65). This category of idioms includes: expressions which violate truth conditions, such as *it's raining cats and dogs*, *Storm in a tea cup*, *Throw caution to the winds*, *Jump down someone's throat*. Expressions which seem ill-formed because they do not follow the grammatical rules of the language, like *Trip the light fantastic*, *blow someone to kingdom come*, *the world and his friend*. Expressions which take the form of a simile; they start always with like, e.g. *like a bat out of hell*, *like water off a duck's back*. Thus, as Baker put it 'the more difficult an expression is to understand and the less sense it makes in a given context, the more likely a translator will recognize it as an idiom'. (Baker, 1992, p. 65).

As conclusion to what has been discussed so far, we can say that idioms' categorizations show the richness and abundance of idiomatic expressions in language that the

translator must be aware of to understand properly so that he can translate properly. This brings us to talk about idiomaticity in both English and Arabic.

I.1.4 Idiomaticity in Language

Ghazala (2003) defines idiomaticity as idioms' 'most special and essential component, namely, their metaphorical aspect' (p. 204). Ghazala describes idiomaticity as 'the heart of the matter of any idiomatic expression' (p. 208). According to Palmer (as cited in Aldahesh, 2013, p. 25) it is 'a lexical feature i.e. something to be dealt with in the lexicon or dictionary rather than the grammar'. Warren (as cited in Aldahesh, 2013, p. 25) offers the following two definitions of idiomaticity:

- Nativelike selection of expression;
- That which one has to know over and above rules and words;

Kaveka and Zybert (as cited in Aldahesh, 2013, p. 25) point out that the terms idiomatology, idiomaticity, idiomatic and phraseology are used to refer to one and the same area that is idiomaticity.

Thus, understanding idioms and using them properly entails a degree of proficiency which is hard for the non-native speaker of a given language to acquire. When it comes to English language, learning and mastering idiomatic expressions are the most difficult task even for advanced learners.

In Arabic, idiomaticity is found in rhetoric (علم البيان). This later is defined by Arabic linguists as 'a science by which the stating of a single meaning in different ways, with a clear indication to it (the meaning)' (Aldahesh, 2013, p. 26). This science includes four rhetorical styles:

1) Figurative expression (المجاز)
2) Simile (التشبيه)
3) Metaphor (الاستعارة)

4) Antonomasia (الكناية)

Idiomaticity exists in all these types; it is represented by the lack of transparency in the meaning of each sentence if taken literally. (Aldahesh, 2013)

Thus, idiomatic expressions exist in Arabic as well. Arab people use them for two main reasons:

- To beautify their language and distinguish it through such stylistic phenomenon;

- To avoid mentioning a word that may cause embarrassment or annoyance.

In order to compare idiomaticity in both Arabic and English, we have highlighted the main characteristic of Arabic idioms. According to scholars:

1. Arabic idioms usually come in the following structural patterns:

a) A sentence which contains two or more words, e.g. *to put the car before the horse* (يضع العربة قبل الحصان).

b) A construction whose individual meanings are familiar, while the result of their combination is unfamiliar, e.g. *Noah's ark* (سفينة نوح), *the patience of Job* (صبر أيوب).

c) Individual idiomatic words, e.g. *he is an ear* (هو أذن).

2. Idioms in Arabic are influenced by certain linguistic phenomenon like :

a) Synonymy. (الترادف)

b) Homonymy. (التباين)

c) Antonymy. (التضاد)

3. In Arabic, idioms are related to proverbs. Thus, the more common the proverb the greater its chance of being an idiom.

4. Arabic idioms derive their figures from the environment.

Arabic is full of idiomatic expressions though there are more of them in Arabic dialects than in modern standard Arabic. (Aldahesh, 2013).

In his attempt to compare English idioms with their Arabic counterparts, Awwad (1990) asserts that what is said about English idioms also applies to Arabic idioms such as:

▪ Some Arabic idioms are easy to understand because their meanings are not that far from the sum total of their respective components. However, others just like in English, are difficult to understand because their meanings are far from the sum of their components, e.g. (يداك أوكتا وفوك نفخ) means (you are to blame) though the total meaning of its individual words adds up to (your two hands tied and you mouth blew). In this respect, Kharma and Hajjaj (as cited in Aldahesh, 2013, p. 27-8) divided Arabic idioms in terms of difficulty into three categories :

1. Arabic idioms that are easy to understand because the meaning of the whole sentence is not very far from the total sum of its components. e.g. (من صميم القلب) (from the bottom of the heart).

2. Arabic idioms that are difficult to understand especially for non-native speakers. e.g. (يلقي الحبل على الغارب) (give free reign to).

3. Arabic idioms that are very difficult to understand because they are culture-specific. e.g. (وافق شن طبقة) (the married couple are very suited to each other).

▪ Arabic and English idioms share almost the same semantic and syntactic restrictions, e.g. the Arabic idiom (عاد بخفي حنين) means (he returned empty-handed) although its literal meaning is (he returned with the slippers of Hunain). Observe that in this idiom we cannot substitute the verb (عاد) by another verb such as (وصل) or (سار) and still have an idiom.

▪ As mentioned earlier in the types of English idioms, Arabic idioms can also be lexemic as in (على عيني/ راسي) and proverbial as in (من سار على الدرب وصل), phraseological as in (شحم ونار) as in.

Like English, Arabic lexemic idioms can be verbal, nominal, adjectival, adverbial (see the earlier classification); with an exception according to Awwad (1990), is that Arabic verbal lexemic do not occur with particles. Awwad (1990) gives the following example: the Arabic equivalent for the idiom (he broke into the house) is (اقتحم البيت) or (دخل البيت عنوة) which means (he entered the house by force). Thus according to him (ibid), Arabic lexemic idioms are made up of either the verb alone or the verb followed by an adverbial nominal.

To sum up, idiomaticity is seen by Scholars as the essence of all idiomatic expressions in both English and Arabic. It is the reason why the meaning of idioms is not deductible from the meaning of their individual components. What adds also to their complexity is that idiomatic expressions are culture and language-specific.

I.1.5 Idioms and Culture

Both English and Arabic idioms are language and culture-specific. They have specific meanings which are, due to linguistic and/or cultural considerations, confined to the speakers of that particular language and cannot be easily understood by the speakers of other languages. Therefore, the intended meaning of idioms cannot be deduced without knowing the social, political or historical narrative behind it and the moral it may impart. (Aldahesh, 2013)

Most English and Arabic idioms are parts of proverbs, which poses the main difficulty to understand the meaning of idioms by learners as well for translators. Different examples can be cited here:

- *Jack is as good as his master* to say that men with power are not necessarily better than those without it (الناس سواسية)

- على نفسها جنت براقش to say that it was her own fault that she hurt herself. (Aldahesh, 2013)

To recapitulate, idioms are specific expressions that show a high semantic density and an abstract meaning, usually has nothing to do with the meanings of the separate words of which the idiom is composed. All these features have to be transferred into the target language. Thus, the translator must learn a lot about idioms to be able to deal with whatever problem arises during the process of translation. The following part is an examination and classification of strategies that may facilitate and help the translator when working with idioms.

I.2 Translating Idioms from English into Arabic: Techniques and Obstacles

We have talked above about idioms, their definition, characteristics and types. And, as they are one of the cultural aspects of language, they often carry metaphorical meanings which cannot be interpreted from their individual items. Thus, we learned that translating idioms requires certain skills from the translators in order to keep the meaning while translating from the SL into the TL.

The problem is then magnified when translators are required not only to understand and acquire the meaning of English idiomatic expressions, but also to render their meaning into Arabic.

I.2.1 On Translation

It is all about grasping the figurative meaning of English idiomatic expressions before translating them into Arabic. Our research work aims to first identify the problems and difficulties faced by the translators when translating from English into Arabic, and then find the adopted strategies proposed by a group of both English and Arabic linguists, lexicographers and translators.

I.2.2 Translation of Idioms: Problems and Difficulties

In the previous part, we have attempted to identify the complex nature of idioms in relation to the linguistic as well as the cultural aspects of language. In the present part, we attempt to discuss idioms in relation to translation from English language into Arabic. Therefore, idioms can create a difficulty for translators.

Idioms belong more to the culture of language than to its systematic features. The translator must be sure of the meaning of the idiom before giving its natural equivalent. However, he may face many problems summarized as follows:

First, some idioms are to be recognized easily than others. This is why the translator may use literal translation to help him identify the idioms in case the literal meaning gives no sense.

Baker (1992) 'Generally speaking, the more difficult an expression is to understand and the less sense it makes in a given context, the more likely a translator will recognize it as an idiom'. (p. 65)

Second, an expression may have two meanings, a literal and an idiomatic one.

The main difficulties associated with idioms translation can be categorized as follows:

1- Lack of an equivalent expression in the TL.

2- A TL equivalent that has a different context of use.

3- Using the SL idiom in its idiomatic and its literal meanings for the purpose of producing a play on meaning.

4- Frequency of IE use in written texts varies from language to another. (Baker, 1992)

I.2.3 Translation Strategies Adopted

Translation in general, is not an easy task, and translating idioms in particular makes it an even more difficult task. To overcome this difficulty, strategies have been suggested by Baker and Ghazala to the translator enabling him to adopt the most suitable one.

The translator has two responsibilities laid on his shoulder. He should first have a good mastery of idioms in terms of meanings and cultural backgrounds. Then, he has to give equivalent idioms in the TL, taking into account the cultural differences that may arise between both languages.

When translators fail to deduce the figurative meaning of English idioms, they use literal translation as a strategy to translate them into Arabic. They may also use paraphrasing, omission, transliteration or use the exact same English expression.

I.2.3.1 Translation Strategies Proposed by Mona Baker

In other words examines various areas of language, ranging from the meaning of single words and expressions to grammatical categories and cultural contexts. If language were simply a nomenclature for a set of universal concepts, it would be easy to translate from one language to another. One would simply replace the French name for a concept with the English name. If language were like this, the task of learning a new language would also be much easier than it is.

But anyone who has attempted either of these tasks has acquired, alas, a vast amount of direct proof that languages are not nomenclatures, that the concepts of one language may differ radically from those of another. Each language articulates or organizes the world differently. Languages do not simply name existing categories; they articulate their own. (Mona Baker, 1992).

The main characteristics of idioms that contribute to their difficulty are their fixed structures in addition to their non-literal meanings (Baker, 1992; Fernando, 1996; Fromkin, Rodman, &Hyams, 2007).

Mona Baker (1992) outlines these four most commonly-used translation strategies:

1- Using a TL IE that has a similar form and meaning to the SL expression.

2- Using a TL IE that has a similar meaning to the SL expression, but a different form.

3- Paraphrasing the SL IE to render its meaning without adhering to its idiomatic form.

4- Omitting the TL IE.

I.2.3.2 Translation Strategies Proposed by Hassan Ghazala

Ghazala (2008) 'A translation problem is any difficulty we come across at translating, that invites us to stop translating in order to check, recheck, reconsider or rewrite

it, or use a dictionary, or a reference of some kind to help us overcome it and make sense of it. It is anything in the SL text which forces us to stop translating'. (p. 17).

Ghazala (2003) argues 'that two major procedures are overwhelmingly dominant in the translation of idioms, or more precisely, idiomaticity, the gist of any idiomatic phrase. That is, its translation ranges between evasion and invasion: evasion translating idiomaticity altogether by way of eliminating it for reasons of the translator's incompetence or simplification of the message for the TL readers; or invasion of idiomaticity by translating it unabashedly in a challenging spirit in an attempt not only to match it but also sometimes to supercede it. Both, I argue, are valid procedures on the right occasion for the right reason(s)'. (p. 209)

I.2.3.2.a Evasion of Idiomaticity According to Ghazala

According to Ghazala (2003), evasion is the elimination of the idiomaticity of the SL idiom when translating it into the TL with no compensation of any kind. This elimination is justified by two main sub-procedures:

1- Dissuasion from idiomaticity: due to the following:

a- The translator's incompetence:

Not all translators are competent in tackling idioms, some consider them as untranslatable, but which in reality are not so. As examples:

To jump the gun: Fascinated by standard collocations like يتعجل الأمور قبل الأوان; (to be in a hurry/ to be hasty) or favourable words like متعجل/ متسرع/ مستعجل (hasty), a translator might ignore any other idiomatic translation such as (لا طاقة له بالصبر) (no way to be patient), or (أبو خلق ضيق/ خلقه ضيق/ حمصته ضيقة), lit : to be of narrow mood (quite impatient). Although the last three versions are colloquial, and the former is religious and literary, they are as fully idiomatic and influential as the original, regardless of the difference between the image of the English 'jumping the gun' and the Arabic 'ill-temper/ impatience'. (p. 210)

28

b- Zero language equivalence in TL:

We cannot always blame the translator for non-idiomatic translation of the SL expression, since there is any in the TL. He rather has to provide a good sense with idiomaticity dropped not on purpose, and that will generate a considerable amount of loss. Here's some examples of English idioms that have no equivalence in Arabic:

To be given the sack: 'Sack' is probably a reference to the workman's tools bag that he used to bring with him when he was given a job. If dismissed from work, he would be given it on his leave. It still holds strongly in everyday English use. However, this tradition is not a part of any kind of employment in Arabic. Hence, to be understood well, the English idiom has to be translated into a non-idiom: "يطرد/ يفصل من العمل" (to be fired/ dismissed from work). (p. 212)

Bite the dust: this is an excellent idiomatic image of men killed in battle who fall to the ground with their faces in the dust. A compatible idiom does not exist in Arabic. However, a powerful standard collocation can be a perfect equivalent to the English original: "يخر صريعا" (to collapse dead), which is non-idiomatic yet quite an expressive image of the way a man who gets killed falls down, exactly as in the SL. Another good, well-established collocation that may translate this idiom is "يردى قتيلا" (get killed), which is equally accurate, effective and expressive.

c- Avoidance of taboos:

As standard Arabic monolingual and bilingual dictionaries have generally no entries for taboo terms because of sociocultural and religious reasons. Some translators also evade giving the idiomaticity of an English idiom for it is taboo either in meaning or implication. Here are examples of that:

When the shit hits the fan: this taboo idiom means 'when the expected misfortune actually takes place'. Its bad language is expressive of the unpleasant disposition of the speaker for the misfortune that befell him. Yet, this type of language

is dismissed by translators as well as Arab readers as inept and, therefore, should be disregarded and replaced by more decent language such as: عندما /حينما يحصل ما كان متوقعا" يحدث ما كان في الحسبان" (when the expected misfortune happens). Similar to this are three more idioms 'tough shit' (bad luck), 'shoot the shit' (to speak of oneself), and 'shit hot' (very good). They would be euphemized (i.e. made polite), normalized, or neutralized when translated into Arabic, as illustrated by the following versions: حظ تعس (عاثر)" ، "يمدح نفسه", and "جيد جدا" consecutively. These translations confirm that taboo idiomaticity is sacrificed for the sake of decency and politeness of language for the reasons just pointed to.

To treat someone like dirt: this is another example of the taboo idioms that should be evaded when translating into Arabic for the same reasons mentioned in the previous paragraph. Normal language is the better solution for an Arab readership. Hence, the following versions: يعامل أحدهم معاملة سيئة (بقسوة/باحتقار) يهين (يذل)/ يحتقر(يحقر)/" ينقص من قدر أحدهم" (to maltreat/ humiliate/ despise/ disparage somebody). (p.

2- Preference of insensible sense :

Ghazala (2003) sees that the translator's intentional revulsion to translate result in the evasion of idiomaticity, wether it has an equivalent in the TL or not. He explained it by the fact that the general readers' are inapt to grasp idiomaticity, assuming that idiomaticity is untranslatable. Here are examples:

Still waters run deep: A lifeless, destructive translation of this expressive English idiom might be something like "كن حذرا من الهادئين" (beware of cool people). Compare well-known and highly agreeable idiomatic versions like: (يا ما) تحت السواهي" دواهي/ لا تخف إلا من المياه الراكدة/ القط بياكل عشاه (عا)" (many cool-looking people can be wicked inside ; fear nothing more than stegnant water ; the cat eats his dinner). Although they are rather colloquial, they translate and match the original perfectly and effectively. (p. 216)

I.2.3.2.b Invasion of Idiomaticity According to Ghazala

Ghazala (2003) means by invasion the translator's deliberate use in the TL of an idiom that matches, if not supersedes, the original.its main goal is to retain idiomaticity , the essence of any idiom, which makes it the appropriate creative procedure for the translation of idioms, as the three types of invasion demonstrate.

1- Equivalent idiomaticity:

A translator should begin by finding an idiomatic equivalence in the TL when translating idioms. We can find many English idioms that have perfect equivalents in Arabic, despite of the cultural, religious and political differences between the two languages. Here are some examples:

Ghazala (2003) *Cleanliness is next to Godliness:* This idiom is a strong religious invitation to be clean all the time for cleanliness is God's epithet. The same applies to the religion-based popular adage: (النظافة من الإيمان) (cleanliness is a part and parcel of faith). Also, it is derived from a tradition by the Prophet Muhammad (peace be to him), a part of which means: (إن الله... نظيف يحب النظافة) (God is… clean and loves cleanliness). This is again a part of the common grounds between Islam and Christianity, that the translator should be aware of in translation so that he can transfer not only the message but also idiomaticity and religious implications. (p. 218)

A little bird told me: (قالت لي العصفورة/ العصفورة قالت لي): This idiom is obviously a light lie used to hide the source of information about something in both cultures, though with a slight difference. Although in English, it can be used seriously and humorously by adults, it is used humorously in Arabic for children exclusively, since they might believe the speaker, or at least may not care much about the real source, whereas adults will not believe him and will be curious to know it. (p. 219)

2- Enforced idiomaticity:

In this procedure, the translator attempts to translate idiomatic English into idiomatic Arabic referring to those having no recognized equivalent in Arabic. It leads to an enforced and artificial idiomaticity in the TL. The words enforced and artificial refer to the translator's courageous and determined attempt to strike an idiomatic translation in the TL, to compensate for the original's idiomaticity to some extent. Therefore, enforced idiomaticity is a creative procedure of invasion that has to be carefully used by translators. As an example:

To pull one's socks: Socks are not pulled in Arabic, only in English. However, spirit and energy can be pulled in Arabic, instead, namely: (يشد الهمة). Better than this is a well-established idiom: (يشمر عن ساعديه/ عن ساعد الجد) which is usually identified with another standard English idiom : 'roll up one's sleeves', but which translates this example equally well.

3- Abortive idiomaticity:

This third translation procedure of invasion is inadvisable since it loses the idiomaticity of an idiom in the TL. The literal translation illustrates this procedure. However when an English idiom has a counterpart in Arabic, it is preferable to use it. While in case the SL idiom has no direct equivalent in the TL, we can translate it literally. Here are some examples of idiomatic expressions having recently invaded Arabic to become standardized as adapted expressions:

- To put the cart before the horse: (يضع العربة أمام الحصان)

- Those who live in glass houses should not throw stones : (من كان بيته من زجاج فلا يرشق الناس بالحجارة)

- All roads lead to Rome : (كل الطرق تؤدي إلى روما)

I.2.3.3 Other Translation Strategies (Ali Derwish, Vinay & Darbelnet, Peter Newmark)

According to Ali Derwish, translation has been classified into types: word-for-word, literal, faithful, semantic, adaptive, idiomatic, communicative and so on. All of these types are employed at various levels within the same translation by the translator. 'An effective translation is a translation that communicates the original message successfully. Your translation is deemed effective when you have succeeded in optimally approximating between the source and TL within the communicative situation of the TL to achieve the desired goal or intended or expected result of your translation' (2003).

Derwish (2003) classifies the effective translation to seven standards to ensure a high reliability: Accuracy, precision, correctness, completeness, consistency, clarity and finally fitness for purpose.

While Vinay and Darbelnet classify the translation procedures into two types:

1- Direct translation:

1.1 Borrowing   (الاقتراض)

1.2 Calque   (النسخ)

1.3 Literal Translation   (الترجمة الحرفية)

2- Oblique translation:

2.1 Transposition   (الإبدال)

2.2 Equivalence   (التكافؤ)

2.3 Modulation   (التطويع)

2.4 Adaptation   (التكييف)

Newmark (2003) defines translation as, 'rendering the meaning of a text into another language in the way that the author intended the text' (p. 5). Thus, the differences

that exist between languages make it difficult and sometimes even impossible to grasp the exact intended meaning in the ST and render it in the TT.

Throughout this part, we tried to shed light on the different strategies adopted by translators to solve the problems and surpass the difficulties faced while translating idiomatic expressions from English language into Arabic. Since the translators have to not only understand the meaning of the idiomatic expressions in English but also to render their meaning into the TL which is Arabic.

I.3 Business Idioms and Translation

As seen earlier, the phenomenon of idiomaticity constitutes a common factor between English and Arabic. The complexity of idioms poses a great deal of challenges to translators to render their meaning into Arabic. The following part investigates idiomatcity inside business language, and discusses the obstacles and solutions related to the translation of business idioms. For this reason, we have to understand first the main features of business writing.

I.3.1 Characteristics of Business Discourse

Economic texts like any other scientific or technical texts use a specialized language. This latter constitutes a pragmatic set of the General Language (GL). Language for Specific Purposes (LSP) is different from the common language due to the scientific prose style that marks various scientific reports and essays, and in which we notice the use of terminology, objectivity, accuracy and expert knowledge. (zábelková, 2009)

According to Vicente (2007) LSP 'is built upon sub codes, partially coincident with that of the common language, and it is characterized by some specific features such as the subject matter involved, the level of abstraction of the message, the type of user, his or her intention, the communicative situation, the discourse linguistic particularities…etc' (p. 66).

LSPs entail several branches; among them, we find the language for business. Therefore, what is said about LSP applies completely on business language; and understanding the nature and characteristics of LSP will definitely help to clarify the nature of business writing. In this regard, Vicente (2007) highlights the main elements to consider when dealing with an LSP as follows:

- Any specialized field (including business) is characterized by a conceptual structure that is the sum of all its terminological units connected by a specific relationship (cause-effect, whole-part, contiguity…etc.).

- The level of abstraction of the text will determine the terminology to use: the more abstract the message, the more precise the terms; the grammatical, syntactical and semantic selection will be more rigid; the number of users more restricted and the lexical units and rules more international.

- Terms with higher or lower degree of specificity are employed depending on the type of user. While expert-to-expert communication involves the precise use of highly specialized terms, and paraphrase are reserved to explain neologism or redefine existing concepts; expert to initiate communication shows a lower density of specialized terms, whose meaning is frequently explained in an accessible and sometimes imprecise way. Hence, LSP's vocabulary varies from a technical to a semi-technical.

- The large use of an intermediate lexical category between the general and the technical one, or as it is called the sub-technical, semi technical or nontechnical vocabulary.

- LSP fulfils mainly a communicative function, thus, it chooses the more economical expression and make use of linguistic resources that transmit information objectively and impersonally: textual formulas such as description, definition, classification, enumeration, argumentation, citation, reference; together with the use of verbs in the present tense, the first person of the plural, short sentences, passive verbs and noun phrases.

Nevertheless, LSP shows also a poetic function, the specialized texts can be redundant, emotive, metaphorical and ambiguous.

- The transfer of a specialized text requires knowledge of its composition rules, typical structures and more suitable terminological resources. A specialized text is a sum up of units of knowledge pertaining to different levels of lexicalization (terminological units, phraseological units and specialized context), that present an important index of formal variation. In fact, the higher the specialization of text, the more opaque, dense and precise the terminology. (Vicente, 2007)

Based on these elements, we can deduce that business discourse is a subdivision of technical texts. Its main feature is the use of a scientific or non-literary style, along with business terminology that is accessible only for specialists with a certain background and expertise in this field. Therefore, business language is supposed to be free of all stylistic features such as metaphors, simile and idioms because the use of such figurative images introduces ambiguity as seen before, and this is the opposite purpose of scientific style that focuses on objectivity and transferring the message in a direct way with maximum accuracy and precision.

Nevertheless, in reality, the analysis of business text shows a high frequency of idioms and metaphors used in this field sometimes even unconsciously by specialists. Since our research deals directly with the translation of business idioms, obviously, we have to ask first about the existence of this figurative image in business writing.

I.3.2 Idioms in Business Discourse

As another characteristic, special language can have a poetic function. Vicente (2008) goes further and asserts that business discourse unlike other LSPs 'shows a high degree of emotive meaning, abstract processes like metaphor, which bring about the great number of idioms used in business English'. (p. 133). however, scientifically minded economists refuse the use of metaphors (and idioms since they are defined as metaphorical expressions) arguing that '…we, as scientists, write down in a precise way what we mean. Precision is one of the standard

by which we measure science. And by that standard, metaphors are nonscientific' (Klamer & Thomas, 1994, p. 20-21).

These two points of view reveal the existence of a debate on the use of figurative images mainly metaphors in business discourse. From one part, we find the conviction that economic discourse should be free of metaphors, and 'if metaphor occurs in economics, so what? - Its existence is incidental to the business of doing economics' (Klamer & Thomas, 1994, p.21). From the other part, scholars defend the importance of metaphor in economics. Some of them go even further to say that 'economics is metaphorical'.

Deirdre McCloskey (1983) firstly initiated this debate in his article 'the rhetoric of economics', in which he calls to take metaphor seriously. Before this article the notion of metaphor was virtually absent from economic discourse. Other authors like Robert Solow (1988) have tries to answer the skeptical question of scientists (so what? If metaphor occurs).

Klamer & Thomas (1994) discuss the two sides of debate; if they affirm the importance of metaphor in economics by saying that '…a careful attention to metaphor in economic discourse will deliver unexpected insights. Metaphor proves to be a window for surprising and refreshing vistas of economists and their work' (p. 21). They agree with the other opinion by admitting that 'not all of economics' metaphors matter' (p. 21). As far to what is related to this study, our aim is to demonstrate the existence of idioms in business English texts to be able later on to discuss their translatability into Arabic.

The survey of business metaphors conducted by some authors trying to prove the existence and importance of this image in business discourse reveals the high frequency of business idioms in English. Economic metaphors are everywhere. Some of them are used from a long time; this is why some economists are not even aware that what they are using in their daily lexicon are simply idioms.

The most famous business idiom used even by non-specialists is 'time is money'. This expression is obviously metaphorical because time is not money as the sentence literally claims. Other examples of idiomatic expressions can be found in different economic branches such as finance, accounting, marketing and management. McCloskey (1983, 1985) mentioned many of them (as cited in Klamer & Thomas, 1994, p. 23). For instance, the expression 'GNP (Gross National Product) is up'. We do not expect the audience to scan the horizon in search for ascending goods and services. We do not watch for bloating price tags when we hear the expression 'prices are inflated'. Likewise, do Alaskans have trouble keeping their 'liquid assets' from being frozen? When using expressions like 'price mechanism' 'transmission mechanism' 'policy instrument' we know that the intended meaning has nothing to do with machine.

Another important expression used unconsciously by economists is 'labor market'. When faced with it, newly learners of economics may associate the expression with something like an old-fashioned slave market with real buildings. However, they soon understand that this expression is meant to be figurative.

All these examples used constantly by economists demonstrate the importance of metaphorical expressions in business discourse; i.e. to explain the unfamiliar or the unknown (especially new concepts and ideas), scientists inevitably resort to the familiar, and this is the main function of a metaphor. McCloskey (1995) emphasizes its importance by saying that 'Metaphor is often a serious figure of argument, not an ornament. It is not merely pretty talk or poetic talk or all figures of speech' (p. 215).

However, not all metaphorical expressions have the same importance in scientific discourse including business. Some of them are indispensable; others serve only to clarify and explain unfamiliar concepts. This bring us to talk about the types of metaphorical expressions in economic discourse.

I.3.3 Types of Business Metaphors

Even though some philosophers acknowledge the importance of metaphor in scientific discourse such as Nietzsche who simply states that 'metaphors persist because we cannot think without them' (as cited in Klamer & Thomas,1994, p.26); the analysis of business idioms shows three types of expressions depending on their importance in the usage:

1. **Pedagogical Metaphors**

As described by Klamer & Thomas (1994), they are metaphors 'simply serve to illuminate and clarify an exposition and could be omitted without affecting the argumentation' (p. 31). The function of this type of metaphors is to enable the audience to visualize unknown or complicated phenomenon or concept. Among this type, we find Adam Smith's 'the invisible hand', famous metaphor that becomes a myth according to Gavin Kennedy (2009). This expression is used in economy (among other interpretations debated in Kennedy's article as not related to Smith's intention and theory) to explain the implicit mechanism resulting in the phenomenon that free markets lead to efficient outcomes as if by an 'invisible hand'(Kennedy, 2009).

Thus, pedagogical metaphors are visual, mental pictures made to facilitate the understanding. According to Klamer & Thomas (1994), perhaps pedagogical metaphors are what scientists or economists think of when metaphor is mentioned. If so, they are right to consider metaphors as incidental to science.

2. **Heuristic Metaphors**

Klamer & Thomas (1994) 'They are more influential classes of metaphors that serve to catalyze our thinking, helping to approach a phenomenon in a novel way' (p. 32). For example, using the expression 'human capital' to insinuate that human capabilities of learning and talent could be seen as physical capital. This metaphor connects two areas in

economics: the treatment of nonmaterial or intangible goods and everyday economic concept of physical capital.

3. Constitutive Metaphors

Klamer & Thomas (1994) 'They are those necessary conceptual schemes through which we interpret a world that is either unknowable or at least unknown' (p. 32). These metaphors work on a fundamental level. They determine the effectiveness of pedagogical and heuristic metaphors. The metaphor 'human capital' succeeded because it resonated with the neoclassical economic literature. In other words, constitutive metaphors answer the question "where do our heuristic metaphors come from?" For example, on what basis economists choose to use the word 'optimization', to describe the best equilibrium, over other words such as 'satisficing'?

To conclude, we may say that even though the unsettled debate on the use of metaphorical expressions in economic discourse, and even though some metaphors do not matter; we cannot ignore the high frequency of this figure in economics whether to explain an existing idea or to approach a new or unfamiliar concept. This is the reason why many scholars agree to say that economics is metaphorical.

I.3.4 The translation of Business Idioms: Problems and Solutions

Economics is a field of knowledge that has witnessed a major shift after the World War II and the Cold War. During the peaceful coexistence, economic theories and models in addition

to the daily lexicon benefited from the work of brilliant scientists in other scientific fields such as physics and mathematics whose efforts were initially directed to arms industry and space explorations. All these changes along with globalization, international trade and the expansion of

mass media and technology influenced English language resulting in a business terminology in accelerating progress; new terms, concepts and idioms appear every day.

In order to stay updated and to keep pace with the latest changes, specialists in the domain have to read and learn directly and quickly in the original language of publication that is to say English. This entails a dilemma that is associated with all other scientific branches: if a specialist in another language (Arabic language for instance) has to stay informed of latest publication, he is obliged to translate, however an economist has no translating experience. If this translation is carried out by professional translators and starting from a hypothesis that an effective business translation relies on translator's capacity to understand terminology; the translator of business text has to be an economist to succeed in his mission.

However, this is not the case most of the time. Professional translators are often unfamiliar with the vocabulary of business communication, which led to an economic language full of distorted meanings and unprecise jargon. This does not apply on Arabic language only; other languages also suffer from problems resulting from technical translation such as French. The increasing use of English neologism pushes the French Academy to replace many borrowed English words with a French equivalent in addition to other laws requiring that all government publications, advertisements and contacts to be in French exclusively.

As a profession, business translation is a poorly paid field comparing for example to legal translation. This may be one among other causes behind the problems faced in dealing with business texts in different languages.

Several features characterize business language in Arabic, among which we can find some elements that can be traced back directly to translation. Like other scientific fields, all inventions and theories are written in English. Translators into Arabic cannot keep pace with these developments; this is why we observe a high frequency of loan words in Arabic business language. This can be observed clearly in Academia for example, where specialists in the field

suffer to find an appropriate equivalent when writing their dissertations. In conferences for instance, some academicians held their presentations in English or in best case in French to avoid the risk of improvising and giving their own equivalents especially if they treat new ideas and concepts. Even if they use Arabic, they refer constantly to the original term in English or in French in brackets or they use a whole sentence to explain its meaning to increase the reader's comprehension. Thus, the main characteristic of Arabic business language is the lack of precision due to the inexistence of the exact Arab equivalent.

In other cases, we may find more than one equivalent in Arabic due to different translations. This difference in terminology is commonly seen between the business language used by authors in the Middle East (ME) and the one used in North Africa (NA). Due to historical reasons, the source language for specialists in ME is English, while in NA they translate generally from French. The result of this difference can be seen in examples such as the word 'التسيير' is used in NA and it is translated from the French word 'la gestion'. However, in ME, they use the word 'الإدارة' that is the equivalent of the English word 'management'. This kind of translation problems create a lot of confusion for learners of economics, and sometimes it can leads to mistakes especially when dealing with figures.

In a branch like accounting, a huge difference in terminology is observed between ME and NA. Translating from French means adopting France accounting system that is different in many aspects from other countries speaking English. For example, the balance sheet that is the main financial statement is divided in France into two main classes: 'les actifs' and 'les passifs'. This classification is used by countries in NA and it is translated into 'الأصول والخصوم'. This statement is classified in English into 'assets' (the same as in French and it is also translated into 'الأصول' in ME countries) and the other class is divided into 'liabilities' and 'ownership equity' that are translated into 'الالتزامات' and 'حقوق الملكية' in ME countries. This create a lot of confusion even for advanced learners in NA when they use ME references since the term 'الالتزامات' refers also to the word 'الخصوم'. Thus, they often think that the balance sheet is the same; however, it

differs due the difference of accounting system in the source language used to translate. The result is that we do not have a unified business language that is used both in ME and NA.

The lack of precision can be also the result of the third translation; most of business terminology is translated from French after being translated from English. This kind of translation leads to many losses and sometimes a lot of mistakes made initially by French translators and transferred directly into Arabic. A famous example is seen in the translation of the name of a major financial theory that is 'efficient market theory' this is known in French as 'la theorie d'efficience des marchés' and in Arabic as 'نظرية كفاءة الأسواق'. However, the term 'efficient' in the SL (English) refers to 'الفعالية' in Arabic. The mistake in this case resulted from the mistake in the French translation. Instead of saying ''l'efficacité des marchés', French translators used the word 'efficience' that means in French 'الكفاءة' and the same mistake was transferred into Arabic while the original meaning is 'l'éfficacité' or 'الفعالية'. This translation error is actually linked to the mix up of false friends since translators think that the word 'l'efficience' in French is the equivalent of the English word 'efficiency' and this is wrong because its French equivalent should be the word 'éfficacité', while the French word 'l'efficience' refers to the English word 'effectiveness'.

Business translation when carried out by specialists in the field sometimes produce mistakes that will be used later, thus the mistake will persist and may become a part of economic jargon. For instance, the users of technical analysis (used in finance) are called 'chartists' because they rely mainly on 'charts' in their analysis. This English term is also used in French; however, French conservators prefer the use of the word 'analystes graphiques'. When it comes to Arabic, the term used is 'مستعملوا الخرائط' that has nothing to do with the original meaning. The mistake comes from mixing up the word 'chart' with the French word 'carte'.

Another problem of business translation is the absence of the equivalent in Arabic especially with new concepts. Without a unified terminology fixed by the specialized

institutions, inexact term will be used and it will be very hard to change them later on. An example is the expression 'creative accounting' that refers to accounting practices that follow required laws and regulations but deviate from what those standards attend to accomplish. It is also called 'window dressing'. Its meaning in Arabic refers to 'التلاعبات المحاسبية'; however, the commonly used word is the literal translation of the term, which is 'المحاسبية الإبداعية'. It is obvious that the Arabic term holds a positive connotation in the opposite of the intended meaning. Another term may be more appropriate and it is up to both translators and specialists to come up with this term that reflects its exact meaning.

The absence or the difficulty to find an exact equivalent is very common in Arabic business language especially when dealing with idioms. As mentioned before, idiomatic expressions are generally culture-specific. They are created and used by native speakers to describe specific situations. English business language is very rich of such idioms as seen before. This is due in a huge part to the de development of economic system of Anglo-Saxon countries. In other words, a highly developed economic system induces systematically a developed business language. Practitioners are in a constant need for new terms and expressions because there is always new inventions and products.

It is clear now why Arabic business language is less developed and poor. There is no urgent demand for new terms because economic systems of Arab countries are less developed than other industrial countries. Many aspects of economic system are not sufficiently developed in Arab countries such as financial markets and banking sector where Muslim culture refuses to deal with interest rate and all related products, thus both terminology and idioms are absent and may appear only in academic writing. For instance, a famous idiom used in financial markets trading is 'Bull market' to refer to an 'ascending market prices' and the expression 'Bear market' to refer to a 'descending market prices'. The use of this animal idiom 'Bear/Bull' originated from the way in which each animal attacks its opponent. That is the bull will thrust its horns up into the air, while the bear will swipe down. The origin of this idiom is the old fights organized

in Mexico that gathers these two animals to entertain the crowd. As if to say that financial market is similar to these fights. In Arabic, we do not find a literal translation of this idiom. The terms used are only 'سوق صعودي/هبوطي' with no culture-specific idiom.

Another idiom that is classified among color idiom is the expression 'Blue chip' that refers to a stock in a corporation with a national reputation of quality. No Arabic equivalent exists neither in French which still uses the same word as in English. In French, sometimes we notice that even if the equivalent for some idioms is created, specialists still prefer to use the original term in English because it expresses the idea of the expression more than the French equivalent.

All previous examples show clearly that Arabic business language is still poor comparing to English. Economists suffer to find appropriate equivalence of the already existing lexicon, and they suffer even more when dealing with new concepts and ideas. Translation problems faced with business terminology double when specialists have to work with business idioms that have no equivalent neither in words nor in situations. This is why we notice that the commonly employed strategy to deal with idioms is evasion; a literal translation is the most used technique to face the problem of equivalent nonexistence.

Conclusion

The chapter highlighted the nature of idiomaticity in English as well as in Arabic. This phenomenon affects translation strategies adopted, and two major procedures appeared to be widely used. Idioms translation ranges between evasion and invasion, the first eliminates idiomaticity while the second deals with it in a challenging spirit that aims to find an appropriate equivalence that creates the same image in the target text. Idiomaticity also poses several challenges in the translation of business idioms where the underdevelopment of economic sphere and the absence of equivalent situation make the literal translation the most appropriate translation technique.

Chapter Two

Analytical Comparative Study of the Translated Corpus

Introduction

In this chapter, and in order to shed some light on the translation of business idioms, we are going to analyze two samples: the first one is a report of the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC), (a subsidiary organ of the Organization of Islamic Cooperation (OIC)). The second text is a chapter of a book entitled: 'the oil curse: how petroleum wealth shapes the development of nations'. This analysis will focus on the business idioms used in the English text and their translation into Arabic. We will try to highlight the translation procedures, strategies and techniques employed by translators to convey the meaning of English business idioms.

II.1 A Brief Account of the Corpus

The corpus we have chosen consists of two different texts: the first text is a report issued in May 2009 in the aftermath of the global financial crisis by the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC). It discusses the causes and implications of the crisis especially on the developing countries. The report is available on the organization's site in English and in Arabic (the translated version). This document in its English version comprises of 15 pages, whereas the Arabic version contains 23 pages. The second text is a book written by Micheal L.Ross in 2012, entitled 'the oil curse: how petroleum wealth shapes the development of nations'. It was translated by Mohammed Haythem Nachwati in 2014. The book discusses the economic reality of oil producing countries, and how natural resources have a negative impact on countries especially whose economies rely completely on one resource such as gas and oil. It provides a series of arguments about the impact of a country's oil revenue on is political and economic development. We will take only the first chapter of this book namely 'the paradoxical wealth of nations' that consists of 26 pages in its English version, and 35 pages in the Arabic version.

The reason behind our choice of the corpus is the following: as to the first text, we have chosen a report that discusses the financial crisis, which is a new topic at that time. This means the appearance of new terms and expressions with the necessity to find their appropriate equivalents in Arabic. Since the report has to be issued quickly, translators have to deal as fast as possible with the problems faced during the translation process especially when translating business idioms; so we expect to find translation that is more literal. However, our second text that is a chapter of a book, took almost two years to be translated into Arabic. Thus, we expect a more careful choice of equivalents.

II.2 Methodology

For the analysis of the corpus, we will start first with identifying business idioms in both samples to identify the frequency of business idioms in the ST. Then we will analyze the translation given to these idioms in the TT. Meanwhile, we will try as well to compare both texts based on the frequency of idioms and the appropriateness of translation.

II.3 Analysis of the Corpus

We start our analysis with the first sample, which is the report on the 2008 financial crisis. Our search for business idioms is based on Ghazala's (2003) definition of idiom as any 'special, metaphorical, fixed phrases whose meaning and forms are not negotiable'.

II.3.1 Analysis of the Sample 1: SESRIC report on the Global Financial Crisis of 2008-2009

Pattern A

The turmoil in *the US sub-prime mortgage triggered by 'reckless' lending institutions* was only part of a far more extensive problem in the global financial system affecting the entire $20 trillion US *housing market*.

Translation of pattern A

وكان الاضطراب الذي أضرمت مؤسسات الإقراض "الطائشة" ذنده في قطاع العقارات السكنية على أسس مخالفة للمعايير الأساسية للاقتراض في الولايات المتحدة الأمريكية جزءا من مشكلة أبعد عمقا في النظام المالي، مؤثرة على مجمل سوق الإسكان الذي يبلغ حجمه التداولي عشرون تريليون دولار أمريكي.

Analysis of pattern A

- In this paragraph, we find several business idiomatic expressions. The first one is the word **'turmoil'** that means in a general context a state of great excitement, noise or confusion. It would be translated literally in 'الهيجان'. However, this would eliminate the idiomaticity of the expression in the TL because we cannot say in business language 'الهيجان المالي'. This is why the translator uses another equivalent that is more adequate which is 'الاضطراب'.

- The second expression is in the sentence '*The turmoil* in *the US sub-prime mortgage triggered by 'reckless' lending institutions*' which is **'the US sub-prime mortgage'**. This expression refers to a specific category of loans that was the principal cause of the crisis. They can be described as bad loans given by financial institutions to persons with no solvency or ability to repay the debt. These loans were used to purchase houses and then causing the collapse of housing market. The translator prefers to translate this expression by addition. He explains the

meaning of the expression without giving its equivalence though it exists in TL. In order to translate this expression, the translator changes the whole structure of the SL sentence to avoid dealing with it by saying:

أضرمت مؤسسات الإقراض ذنده في قطاع العقارات السكنية على أسس مخالفة للمعايير الأساسية للاقتراض في الولايات المتحدة الأمريكية

Literal translation would be more appropriate to respect technical text characteristics by saying:

الاضطراب الذي سببته مؤسسات الإقراض "الطائشة" في الولايات المتحدة الأمريكية بمنحها قروضا عقارية ردئية

- The final expression is **'housing market'** that is translated literally into 'سوق الإسكان'. A more appropriate translation can be given using the Arabic equivalent that is 'سوق العقارات' as the French equivalent 'le marché d'immoblier'.

Pattern B

The financial crisis in the US housing market has evolved into a large-scale liquidity crisis as the banks, credit institutions and *other players* in the financial market preferred *to hold cash* rather than lending to each other amidst the rush to get rid of the so-called *toxic assets*.

Translation of pattern B

وتصاعدت أزمة سوق الإسكان في الولايات المتحدة الأمريكية لتصبح أزمة واسعة النطاق شملت السيولة النقدية عندما أثرت البنوك ومؤسسات الاقتراض والناشطين الآخرين حجب أصولها النقدية بدلا عن تسليف بعضها البعض، كما كان متعارف عليه، في وسط حالة الذعر للتخلص مما يسمى "بالأصول الورقية المسمومة"

Analysis of pattern B

- The first business idiom is 'the other players'. In English, investors in the financial markets are called 'players' since investment is considered as a game where we find winners and losers. However, due to the underdevelopment of Arab countries' financial systems, players are usually referred to in Arabic as 'المتعاملون'. The translator suggests another equivalent, which is 'الناشطون' though we think that this equivalent is more appropriate in a political context.

- The second idiom is 'to hold cash'. While looking to convey the idiomaticity of this expression, translator suggests saying "حجب أصولها النقدية". However, this expression does not go in line with the characteristics of technical text. It is more appropriate to say "الاحتفاظ بالسيولة النقدية". Hence, idiomaticity can be retained by keeping the same structure of the SL expression that is to say abortive idiomaticity.

- The final expression is 'toxic asset', that is asset resulted from the securitization (توريق) of bad mortgages. Since it is a new expression, abortive idiomaticity that is copying the English idiom literally in Arabic would be more appropriate. However, there is no need to add the word "الورقية" as done by the translator since there is no such a thing called "الأصول الورقية". so it is sufficient to say "الأصول المسمومة".

Pattern C

For example, the US, *at the core of the crisis*, enacted on 3 October 2008 the Emergency Economic Stabilization Act, creating a $700 billion *Troubled Asset Relief Program* to purchase *failing bank assets*, especially mortgage-backed securities, and *inject capital* into banks. The British government on 8 October 2008 also launched a £500 billion *bailout plan*.

Translation of pattern C

وعلى سبيل المثال، قام البنك المركزي الأمريكي في الثالث من أكتوبر 2008، في لب هذه الأزمة وجلبتها، بتفعيل قانون الطوارئ لتحقيق الاستقرار الاقتصادي عبر برنامج إسعاف الأصول المتضررة، راصدا لها 700 بليون دولار لشراء الأصول البنكية العاجزة، وخاصة سندات العقارات السكنية المالية إلى جانب ضخه سيولة مالية إلى البنوك. ومن جهة أخرى، أطلقت الحكومة البريطانية في الثامن من أكتوبر 2008 خطة إنقاذ بتمويل بلغ 500 بليون جنيه إسترليني.

Analysis of pattern C

- The first business idiom in this paragraph is 'at the core of the crisis', and it is translated literally and by addition into "في لب الأزمة وجلبتها". Though it is correct, it would be more appropriate to choose another equivalent of the word 'core' that is "قلب" to say "في قلب الأزمة" without adding the word "وجلبتها" since it is not a literary text.

- The second idiom is 'troubled asset relief program'. It is translated literally into "برنامج إسعاف الأصول المتضررة". Like the previous idiom, literal translation manages to convey the meaning, however, the choice of equivalent does not go with the business terminology to express this same idea. Usually troubled assets are translated into "الأصول المتعثرة", and the word relief could be translated in a business context by saying "إنقاذ" instead of "إسعاف" which is not adequate in that context. Hence, the translation of this idiom could be "برنامج إنقاذ الأصول المتعثرة". The same thing for the expression 'failing bank assets'. Troubled asset in banks' financial statements are called "الأصول المتعثرة" and not "العاجزة". Thus, the translation could be "الأصول البنكية المتعثرة".

- The next idiom in the paragraph is 'inject capital'. It is translated by giving its equivalent in TL that is "ضخ سيولة مالية". The translator avoids the literal translation. Instead of saying "حقن السيولة", he chooses to say "ضخ". The other word in the idiom is 'capital'. Though its literal meaning is "رأس المال", it is known in business that the government helps its institution by giving them cash in the form of loans except for the case of nationalization, in this case the cash provided is a

capital. For this context, the money is given in the form of loans, so it is correct to say "السيولة", and there is no need to add the word "المالية" since liquidity implies the meaning of cash. Therefore, the translation could be "ضخ السيولة".

- The final idiom is 'bailout plan'. The phrasal verb to bail somebody out means to rescue from a difficult situation by paying money. Its equivalent in Arabic is "يدفع كفالة لإطلاق سراح أو لإنقاذ". However in the business context and with the financial crisis, it becomes a business term that refers to any program aiming at saving institutions from bankruptcy. The translator succeeds in transferring the message by saying "خطة إنقاذ" and especially by adding the word "بتمويل" to explain the nature of this rescue plan.

Pattern D

The developing countries have also started to suffer from the crisis due to decline in *capital inflows* and *shrinking volume of international trade* as a result of the *sharp fall in global demand* for exports. As a consequence, a number of developing countries also launched *support packages* to *stimulate their economies*.

Translation of pattern D

بدأت الدول النامية تعاني هي الأخرى من هذه الأزمة للانخفاض الذي طرأ على تدفقات رأس المال وانكماش حجم التجارة الدولية نتيجة للتدني الحاد في الطلب العالمي على الصادرات. وكنتيجة لهذا الوضع، أطلقت عدد من الدول النامية برامج مساعدات هدفت منها تحفيز الاقتصاد لديها.

Analysis of pattern D

- The first business idiom is 'capital inflows' that is translated literally into "تدفقات رأس المال". In this case, the idiom is kept in the TL through the use of abortive idiomaticity strategy that is

based on literal translation of the SL idiom. However, this translation is not fully correct since the idiom in the SL refers not only to capital flows but capital inflows, that is money entering the country opposed to the capital outflows. Thus, a more appropriate translation is saying "تدفقات رأس المال إلى الداخل" or "تدفقات راس المال الداخلة"

- The next expression is 'shrinking volume of international trade'. Idiomaticity is transferred through literal translation by saying "انكماش حجم التجارة الدولية". The use of the term "تقلص" instead of "انكماش" can also be adequate.

- The idiom 'the sharp fall in global demand' is translated literally into "التدني الحاد في الطلب العالمي". Though it is correct, a more appropriate equivalent can be obtained by replacing the two words 'the sharp fall' by only one word in Arabic, which is "انهيار" to say 'انهيار الطلب العالمي'.

- The translation given to the idiom 'support packages' is "برامج مساعدات" Because literal translation could not render the meaning by saying "علبة مساعدات". Thus, translator uses an equivalent to transfer the idiomaticity of the expression along with the meaning by using the word "برامج".

- The last idiom in the paragraph is 'to stimulate their economies' that is translated literally into "تحفيز الاقتصاد". Though it is correct, a more appropriate equivalent that suits the business context is saying "إنعاش الاقتصاد". Equivalent idiomaticity can also be achieved in the TL by saying "دفع عجلة الاقتصاد".

Pattern E

The global economy is now undergoing a deep economic downturn, with negative effects on both financial and *real sectors* not only in developed countries but also in developing countries. Most of the developing countries which survived the first wave of the storm due to *little or no exposure* to subprime mortgage are now being severely affected.

Translation of pattern E

يمر الاقتصاد العالمي الآن بمرحلة هبوط اقتصادي سلبي الأثر على كل من القطاع المالي وقطاع الإنتاج الحقيقي، ليس في البلدان المتقدمة فحسب، وإنما في البلدان النامية أيضا. فكثير من البلدان النامية التي نجت في تفادي الموجة الأولى من العاصفة

نتيجة لمحدودية تعاملها أو عدمه مع قطاع العقارات السكنية المتاحة للمستفيدين على أسس التعامل الخارجة عن المعايير التقليدية للاقتراض بدأت هي الآن تتأثر بشكل حاد.

Analysis of pattern E

- The idiom 'the real sector' is translated literally and by addition into "قطاع الإنتاج الحقيقي". However, a literal translation would be sufficient without adding the word "الإنتاج" , since the expression 'real sector' refers directly to production as opposed to the financial sector that does not provide a real products. Another possible translation using modulation is to say directly "قطاع الإنتاج".

- The word 'exposure' means literally to make something public, and it is translated into "التعرض أو الانكشاف". However, in a business context, especially in banking, this expression can have several meanings; among them is the amount of unsecured loans in the banks' balance sheets. The translator changes the point of view from the mean that is subprime loans into the result that is a limited contact with institutions that own these loans. This modulation leads to an appropriate translation by saying "محدودية تعاملها أو عدمه" . Literal translation would not produce a correct meaning.

Pattern F

Now, due to financial and economic crisis *the credit market has been dried up*. In 2008, WTO estimated a trade financing gap of US$25 billion which will further aggravate prospects for the developing countries which are more dependent on trade.

Translation of pattern F

وأما الآن فقد نضب سوق القروض نتيجة للأزمة المالية والاقتصادية. وفي عام 2008 قدرت منظمة التجارة الدولية فجوة التمويل التجاري بـ 25 بليون دولار أمريكي، الشيء الذي سيزيد الوضع سوءا بالنسبة للدول النامية التي تعتمد اعتمادا كبيرا على التجارة.

Analysis of pattern F

The expression 'the credit market has been dried up' means that there is no liquidity in the banking system to be lent to economic agents. The translator uses the same image by saying "نضب سوق القروض". This equivalence transferred the idiomaticity of the expression. However, in a technical text, we think that it would be better in this case to express the idea directly. We may translate it by changing the point of view from the cause which is the market dried up into the result that is no credit available. Thus, the translation could be "أصبح من الصعب الحصول على القروض".

Pattern G

Developing countries in regions like Africa which received huge amount of FDI in recent years may face sharper decline in FDI mainly triggered by the decrease in commodity prices, as *most of the FDI in these economies was resource motivated*.

Translation of pattern G

ومن المحتمل أن تواجه الدول النامية، في مناطق مثل إفريقيا استقطبت كمية ضخمة من الاستثمار الأجنبي المباشر في السنوات الأخيرة، انخفاضا حادا في الاستثمار الأجنبي المباشر بسبب انخفاض أسعار السلع لطالما أن معظم الاستثمارات الأجنبية المباشرة في هذه الاقتصادات محفزة بالمصادر.

Analysis of pattern G

The expression 'investment was resource motivated' is translated literally into "استثمارات محفزة بالمصادر". However, this expression does not go along with the genius of Arabic language. Even by keeping the same structure, we can find a more appropriate translation by saying for instance "استثمارات قائمة على المصادر". Although, another term is commonly used in recent years to describe

any state that relies in its economy mainly on natural resources , which is 'rentier state' or "الدولة

الريعية". Thus, we may translate the previous expression into معظم الاستثمارات الأجنبية المباشرة في هذه"

الاقتصادات قائمة على الريع" .

Pattern H

The World Bank also estimated that 104 developing countries are expected to fall short of *covering their external debt* coming due in 2009, and their total financing needs to exceed $1.4 trillion.

Translation of pattern H

وكما يقدر البنك الدولي أن يواجه 104 بلد نامي عجزا في تغطية ديونها الخارجية في 2009 واحتياجاتها المالية التي تفوق 1،4 تريليون دولار.

Analysis of pattern H

The idiom 'to cover their debt' is related to the previously mentioned idiom 'debt exposure'. Being exposed means to be owed a lot of money that may not be repaid. So to eliminate the exposure, you need to repay your debts on due dates, i.e. to cover your debts. The translator used an abortive idiomaticity strategy to convey the meaning of the idiom; it is translated into "تغطية

ديونها". However, this expression is not used in TL since the term 'exposure' is not used; we could translate it by giving the equivalence in Arabic that is "تسديد ديونها".

Pattern I

Until the summer of 2008, *the US dollar had weakened against the euro*, but in the afterwards and especially after the collapse of Lehman Brothers in mid-September, the US dollar appreciated against the euro as well as British pound (GBP).

Translation of pattern I

كان الدولار الأمريكي ضعيفا أمام اليورو حتى صيف 2008، ولكن بدأت قيمة الدولار في الارتفاع أمام اليورو والجنيه الإسترليني، خاصة بعد انهيار مؤسسة ليمان برزرس في منتصف سبتمبر.

Analysis of pattern I

The expression 'the US dollar had weakened against the euro' is translated literally into "كان الدولار الأمريكي ضعيفا أمام اليورو". However, in Arabic business language, we can express the same idea by saying "انخفضت قيمة الدولار الأمريكي في مقابل اليورو" or "فقد الدولار الأمريكي قيمته أمام اليورو" even we may say "تراجع الدولار في مقابل اليورو".

Pattern J

The decline in global demand, the fall in commodity prices, and *the credit crunch* in the export markets have been the main sources of the decrease in the volume of exports worldwide.

Translation of pattern J

انخفاض الطلب العالمي وهبوط أسعار السلع بالإضافة إلى التضييق على تحرير القروض في أسواق الصادرات كانت من الأسباب الرئيسية من وراء انخفاض حجم الصادرات على نطاق العالم.

Analysis of pattern J

The expression 'credit crunch' refers to a sudden tightening of the conditions required to obtain a loan. It is used as it is in French although the existence of other equivalents such as 'resserrement

du crédit' or 'étranglement du crédit'. In Arabic, there is no equivalence to render the same idiomaticity; this is why it is translated into "التضييق على تحرير القروض". Nevertheless, a more appropriate translation could be obtained by omitting the word "تحرير" and by suggesting another equivalent that is "التشديد في منح الائتمان".

II.3.2 Analysis of Sample 2: the first chapter of the book 'the Oil Curse: how petroleum wealth shapes the development of nations'

Pattern A

Understanding the resource curse is important for countries that export petroleum, but it also matters for countries that import it *to fuel their economies*.

Translation of pattern A

إن فهم لعنة الموارد أمر هام بالنسبة للبلدان المصدرة للنفط، لكنه مهم أيضا للبلدان التي تستورد النفط لتحرك به عجلات اقتصاداتها.

Analysis of pattern A

The expression 'to fuel their economies' is translated into "لتحرك به عجلات اقتصادها" using modulation, since the point of view was changed from the cause (using fuel) into the result (moving the wheels). The use of this procedure helps the translator to transfer the idiomaticity of the expression from the SL into TL.

Pattern B

Petroleum revenues have four distinctive qualities: their scale, source, stability, and secrecy. These qualities arose, or got worse, thanks to the rising power of *state-owned oil companies*.

Translation of pattern B

عموما، هناك أربع صفات مميزة لعائدات النفط : حجمها، ومصدرها، واستقرارها، وسريتها. وهذه الصفات المميزة ترتقي أو تسوء حالا تبعا للقوة المتنامية لشركات النفط المملوكة من قبل الدولة.

Analysis of pattern B

The translator uses a literal translation to convey the meaning of the expression 'state-owned oil companies'. However, it exists a more appropriate equivalent in Arabic to describe this type of companies, that is "الشركات العمومية" or "الشركات الوطنية" or in this context, we may use the expression as opposed to foreign companies. Even with keeping the same structure, the translator may use modulation to say "شركات الدولة" instead of passive voice 'شركات مملوكة من قبل الدولة' that does not go in line with the genius of TL.

Pattern C

For the governments of oil-rich states like Iran, Saudi Arabia, Libya, Algeria, Nigeria, and Indonesia, the power of these companies was intolerable, since it deprived them of control over their nation's assets- *siphoning off profits*, and forcing them to extract less oil, or more oil, than they believed would serve their nation's interests.

Translation of pattern C

بالنسبة لحكومات الدول الغنية بالنفط مثل إيران والعراق والمملكة العربية السعودية وليبيا والجزائر ونيجيريا وإندونيسيا، كانت قوة هذه الشركات لا تطاق، إذ حرمتها من التحكم في أصول بلادها-ابتلعت أرباحها، وأرغمتها على استخراج كميات من النفط إما أقل أو أكثر من الكميات التي تعتقد أن استخراجها يخدم مصالح أمتها.

Analysis of pattern C

The phrasal verb 'siphoning off' is translated into the word "ابتلعت". This equivalence helps in transferring the idiomaticity of the expression into the TL. The same negative connotation in SL is created in TL, which is taking the profits of these nations against their will.

Pattern D

Nationalization transformed the finances of oil-producing states. *The size of government revenues grew dramatically*, giving rulers access to unprecedented windfalls.

Translation of pattern D

أحدث التأميم تحولا على صعيد الموارد المالية لدى الدول المنتجة للنفط. نما حجم إيرادات الحكومة نموا دراماتيكيا، مما حقق للحكام مكاسب غير مسبوقة وغير متوقعة.

Analysis of pattern D

The procedure used to translate the idiom 'grew dramatically' is borrowing. However, there is no need to borrow this word because its equivalent exists in Arabic. 'To grow dramatically' means "ينمو نموا حادا". Thus, the translation of this expression could be "نما حجم إيرادات الحكومة نموا حادا".

Pattern E

This means that a flood of new hydrocarbons revenues is just *starting to hit* some of the world's poorest countries.

Translation of pattern E

هذا يعني أن فيضا من عائدات الهيدروكربون الجديدة بدأ يتدفق إلى أفقر بلدان العالم.

Analysis of pattern E

The expression 'start to hit' is translated into "بدأ يتدفق". The translator avoids the literal translation and uses another equivalent that goes along with the word 'flood' which is "يتدفق". This equivalent helps in conveying the idiomaticity of this expression from SL into TL.

Pattern F

The effects of oil are formidable, but not immutable: much can be done to change the flow of petroleum revenues to governments, and *reforms in the governance of oil* can open the doors to greater economic, social, and political rights.

Translation of pattern F

تأثيرات النفط بلا شك هائلة بيد انها ليست عصية على التغيير: يمكن فعل الكثير لتغيير تدفق عائدات النفط إلى الحكومات، وإخضاع إدارة النفط للإصلاحات يفتح الباب أمام قدر أعظم من الحقوق الاقتصادية والاجتماعية والسياسية.

Analysis of pattern F

The translation of the expression 'reforms in the governance of oil' "إخضاع إدارة النفط للإصلاحات". The translator renders the meaning of the expression by addition ; he adds the word"إخضاع" instead of just saying in a literal translation "الإصلاحات في إدارة النفط". However, a more appropriate equivalent can be used by saying directly "حوكمة النفط". The term 'governance' already implies the meaning of reforms in the management system. In this case, the translation suggested above does not convey the idiomaticity of the expression in the TL.

II.4 Findings

Findings are obtained from the analysis as well as the comparison of the two samples:

- We find more business idioms in the first sample compared to the second one. Most of them are new expressions appeared with the emergence of financial crisis, while business idioms in the second sample are old and were already a component of economic lexicon.

- Although the first sample has to be translated in a short time, we noticed that the translator has tried to avoid literal translation either by giving the equivalence or by explaining the expression or even by changing the whole structure of the SL sentence. However, the choice of equivalents led to inappropriate translation, which may reflect the translator's incompetence.

- Seemingly, there are only few times when the translator uses a literal translation in the translation of the second sample. Nevertheless, unlike the first sample, the translator succeeded in choosing equivalents that go in line with the genius of Arabic language. The problem is seen only when dealing with new expressions where we could find a more adequate equivalent than the one suggested by the translator.

- The translation of business idioms imposes on the translator to use literal translation most of the time due to the absence of the same situation in TL, and suggesting an equivalent may result in creating structures different from the business discourse style.

- The challenge for both translators was to convey the SL idiomaticity into TL with respecting the characteristics of technical texts mainly the direct style. Faced with the need to translate new expressions, and due to the absence of the same situation in TL, both translators tried to save and compensate idiomaticity by changing the whole structure of the SL sentence. This resulted in a literary translation that is different from the language used in business context.

Conclusion

The aim of this chapter was to investigate the translation challenges faced by the translator when dealing with business idioms. In this perspective, two translated samples were analyzed and compared. The comparison is done first between the text in SL and its translation into TL, and then the two texts were compared to identify the frequency of business idioms used in each. The results indicate that the first sample is richer in idiomatic expressions compared to the second sample, in which we find less new business idioms. The characteristics of business texts and the situation of economic system strongly affect the translation of business idioms. Most of the time, the absence of similar situation prevents the transfer of SL idiomaticity, therefore suggesting equivalents can lead to a translation that does not go in line with business writing style. All these issues impose on the translator to use a literal translation expecting to suggest an appropriate equivalent that goes with Business Discourse..

Conclusion

This study discusses the complexity of translating business idioms from English into Arabic. For this purpose, an analytical and comparative study of the corpus is used in which several patterns have been compared and analyzed. The results show that the strategies adopted when dealing with business idioms ranges between evasion and invasion. Although translator try to avoid literal translation, the problem of finding the matching equivalent prevents the transference of idiomaticity from SL into TL.

The difficulties involved in the translation of business idioms do not necessarily reflect the translator's incompetence, other contributing elements can be identified; the most important one is the different level of economic systems' development. Since idioms are established socially to express the needs of their users in a specific social and cultural situation, they reflect the development and maturity of their environment. Therefore, it is hard to find an appropriate equivalent for an expression with the absence of a similar situation.

To face this problem, translator prefers to use literal translation rather than using an equivalent that is not homogeneous with the business language style. Thus, there are no ready-made, fixed strategies to be prescribed to translate business idioms, and it is up to the translator to choose and select the translation solution that renders the meaning of the expression as well as its idiomaticity.

Other recommendations can be suggested in this regard to facilitate the work of translators when dealing with business idioms is the creation of specific department within e international organizations in which we find trained translators in the field of business, thus, any report or document issued in English or in Arabic will contain appropriate equivalents in the target language. In addition to this effort, economists may help in the development of Arabic business language by avoiding third translation, i.e. translating from French while original documents already exist. This will minimize losses in both meaning and idiomaticity.

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Appendices

Appendix 01

Pattern A

The turmoil in *the US sub-prime mortgage triggered by 'reckless' lending institutions* was only part of a far more extensive problem in the global financial system affecting the entire $20 trillion US *housing market*.

Pattern B

The financial crisis in the US housing market has evolved into a large-scale liquidity crisis as the banks, credit institutions and *other players* in the financial market preferred *to hold cash* rather than lending to each other amidst the rush to get rid of the so-called *toxic assets*.

Pattern C

For example, the US, *at the core of the crisis*, enacted on 3 October 2008 the Emergency Economic Stabilization Act, creating a $700 billion *Troubled Asset Relief Program* to purchase *failing bank assets*, especially mortgage-backed securities, and *inject capital* into banks. The British government on 8 October 2008 also launched a £500 billion *bailout plan*.

Pattern D

The developing countries have also started to suffer from the crisis due to decline in *capital inflows* and *shrinking volume of international trade* as a result of the *sharp fall in global demand*

for exports. As a consequence, a number of developing countries also launched *support packages* to *stimulate their economies*.

Pattern E

The global economy is now undergoing a deep economic downturn, with negative effects on both financial and *real sectors* not only in developed countries but also in developing countries. Most of the developing countries which survived the first wave of the storm due to *little or no exposure* to subprime mortgage are now being severely affected.

Pattern F

Now, due to financial and economic crisis *the credit market has been dried up*. In 2008, WTO estimated a trade financing gap of US$25 billion which will further aggravate prospects for the developing countries which are more dependent on trade.

Pattern G

Developing countries in regions like Africa which received huge amount of FDI in recent years may face sharper decline in FDI mainly triggered by the decrease in commodity prices, as *most of the FDI in these economies was resource motivated*.

Pattern H

The World Bank also estimated that 104 developing countries are expected to fall short of *covering their external debt* coming due in 2009, and their total financing needs to exceed $1.4 trillion.

Pattern I

Until the summer of 2008, *the US dollar had weakened against the euro*, but in the afterwards and especially after the collapse of Lehman Brothers in mid-September, the US dollar appreciated against the euro as well as British pound (GBP).

Pattern J

The decline in global demand, the fall in commodity prices, and *the credit crunch* in the export markets have been the main sources of the decrease in the volume of exports worldwide.

Appendix 02

Pattern A

وكان الاضطراب الذي أضرمت مؤسسات الإقراض "الطائشة" ذنده في قطاع العقارات السكنية على أسس مخالفة للمعايير الأساسية للاقتراض في الولايات المتحدة الأمريكية جزءا من مشكلة أبعد عمقا في النظام المالي، مؤثرة على مجمل سوق الإسكان الذي يبلغ حجمه التداولي عشرون تريليون دولار أمريكي.

Pattern B

وتصاعدت أزمة سوق الإسكان في الولايات المتحدة الأمريكية لتصبح أزمة واسعة النطاق شملت السيولة النقدية عندما آثرت البنوك ومؤسسات الاقتراض والناشطين الآخرين حجب أصولها النقدية بدلا عن تسليف بعضها البعض، كما كان متعارف عليه، في وسط حالة الذعر للتخلص مما يسمى "بالأصول الورقية المسمومة".

Pattern C

وعلى سبيل المثال، قام البنك المركزي الأمريكي في الثالث من أكتوبر 2008، في لب هذه الأزمة وجلبتها، بتفعيل قانون الطوارئ لتحقيق الاستقرار الاقتصادي عبر برنامج إسعاف الأصول المتضررة، راصدا لها 700 بليون دولار لشراء الأصول البنكية العاجزة، وخاصة سندات العقارات السكنية المالية إلى جانب ضخه سيولة مالية إلى البنوك. ومن جهة أخرى، أطلقت الحكومة البريطانية في الثامن من أكتوبر 2008 خطة إنقاذ بتمويل بلغ 500 بليون جنيه إسترليني.

Pattern D

بدأت الدول النامية تعاني هي الأخرى من هذه الأزمة للانخفاض الذي طرأ على تدفقات رأس المال وانكماش حجم التجارة الدولية نتيجة للتدني الحاد في الطلب العالمي على الصادرات. وكنتيجة لهذا الوضع، أطلقت عدد من الدول النامية برامج مساعدات هدفت منها تحفيز الاقتصاد لديها.

Pattern E

يمر الاقتصاد العالمي الآن بمرحلة هبوط اقتصادي سلبي الأثر على كل من القطاع المالي وقطاع الإنتاج الحقيقي، ليس في البلدان المتقدمة فحسب، وإنما في البلدان النامية أيضا. فكثير من البلدان النامية التي نجت في تفادي الموجة الأولى من العاصفة نتيجة لمحدودية تعاملها أو عدمه مع قطاع العقارات السكنية المتاحة للمستفيدين على أسس التعامل الخارجة عن المعايير التقليدية للاقتراض بدأت هي الآن تتأثر بشكل حاد.

Pattern F

وأما الآن فقد نضب سوق القروض نتيجة للأزمة المالية والاقتصادية. وفي عام 2008 قدرت منظمة التجارة الدولية فجوة التمويل التجاري بـ 25 بليون دولار أمريكي، الشيء الذي سيزيد الوضع سوءا بالنسبة للدول النامية التي تعتمد اعتمادا كبيرا على التجارة.

Pattern G

ومن المحتمل أن تواجه الدول النامية، في مناطق مثل إفريقيا استقطبت كمية ضخمة من الاستثمار الأجنبي المباشر في السنوات الأخيرة، انخفاضا حادا في الاستثمار الأجنبي المباشر بسبب انخفاض أسعار السلع لطالما أن معظم الاستثمارات الأجنبية المباشرة في هذه الاقتصادات محفزة بالمصادر.

Pattern H

وكما يقدر البنك الدولي أن يواجه 104 بلد نامي عجزا في تغطية ديونها الخارجية في 2009 واحتياجاتها المالية التي تفوق 1،4 تريليون دولار.

Pattern I

كان الدولار الأمريكي ضعيفا أمام اليورو حتى صيف 2008، ولكن بدأت قيمة الدولار في الارتفاع أمام اليورو والجنيه الإسترليني، خاصة بعد انهيار مؤسسة ليمان برزرس في منتصف سبتمبر.

Pattern J

انخفاض الطلب العالمي وهبوط أسعار السلع بالإضافة إلى التضييق على تحرير القروض في أسواق الصادرات كانت من

الأسباب الرئيسية من وراء انخفاض حجم الصادرات على نطاق العالم.

Appendix 03

Pattern A

Understanding the resource curse is important for countries that export petroleum, but it also matters for countries that import it *to fuel their economies*.

Pattern B

Petroleum revenues have four distinctive qualities: their scale, source, stability, and secrecy. These qualities arose, or got worse, thanks to the rising power of *state-owned oil companies*.

Pattern C

For the governments of oil-rich states like Iran, Saudi Arabia, Libya, Algeria, Nigeria, and Indonesia, the power of these companies was intolerable, since it deprived them of control over their nation's assets- *siphoning off profits*, and forcing them to extract less oil, or more oil, than they believed would serve their nation's interests.

Pattern D

Nationalization transformed the finances of oil-producing states. *The size of government revenues grew dramatically*, giving rulers access to unprecedented windfalls.

Pattern E

This means that a flood of new hydrocarbons revenues is just *starting to hit* some of the world's poorest countries.

Pattern F

The effects of oil are formidable, but not immutable: much can be done to change the flow of petroleum revenues to governments, and *reforms in the governance of oil* can open the doors to greater economic, social, and political rights.

Appendix 04

Pattern A

إن فهم لعنة الموارد أمر هام بالنسبة للبلدان المصدرة للنفط، لكنه مهم أيضا للبلدان التي تستورد النفط لتحرك به عجلات اقتصاداتها.

Pattern B

عموما، هناك أربع صفات مميزة لعائدات النفط : حجمها، ومصدرها، واستقرارها، وسريتها. وهذه الصفات المميزة ترتقي أو تسوء حالا تبعا للقوة المتنامية لشركات النفط المملوكة من قبل الدولة.

Pattern C

بالنسبة لحكومات الدول الغنية بالنفط مثل إيران والعراق والمملكة العربية السعودية وليبيا والجزائر ونيجيريا وإندونيسيا، كانت قوة هذه الشركات لا تطاق، إذ حرمتها من التحكم في أصول بلادها-ابتلعت أرباحها، وأرغمتها على استخراج كميات من النفط إما أقل أو أكثر من الكميات التي تعتقد أن استخراجها يخدم مصالح أمتها.

Pattern D

أحدث التأميم تحولا على صعيد الموارد المالية لدى الدول المنتجة للنفط. نما حجم إيرادات الحكومة نموا دراماتيكيا، مما حقق للحكام مكاسب غير مسبوقة وغير متوقعة.

Pattern E

هذا يعني أن فيضا من عائدات الهيدروكربون الجديدة بدأ يتدفق إلى أفقر بلدان العالم.

Pattern F

تأثيرات النفط بلا شك هائلة بيد انها ليست عصية على التغيير: يمكن فعل الكثير لتغيير تدفق عائدات النفط إلى الحكومات،

وإخضاع إدارة النفط للإصلاحات يفتح الباب أمام قدر أعظم من الحقوق الاقتصادية والاجتماعية والسياسية.

Résumé

La traduction des idiomes est l'un des plus grand défis dans le domaine de la traduction. Cette étude est sur les problèmes rencontrés lors de la traduction des idiomes commerciaux et à quel degrés l'idiomaticité est maintenue, déformer ou perdue ; et pourquoi, et quelles sont les solutions pour et stratégies adoptées afin de minimaliser la perte. Cette recherche se base sur l'analyse du texte pour démontrer l'invalidité de la traduction littérale des idiomes, même si, cela peut être l'ultime solution qu'a le traducteur afin de transmettre l'idiomaticité dans le domaine commercial tout en respectant les caractéristiques du discours commercial.

Mots clés : expressions idiomatiques, traduction, discours commercial, idiomes commerciaux.

الملخص

تعتبر ترجمة التعابير الاصطلاحية أحد أهم المواضيع في الترجمة. تتناول هذه الدراسة أهم المشاكل المصادفة عند التعامل مع ترجمة التعابير الاصطلاحية في المجال الاقتصادي، وإلى أي مدى تتم المحافظة على نفس الصورة البلاغية أو فقدانها وماهي الحلول والاستراتيجيات التي تمكن من الحد من هذا الضياع. تعتمد هذه الدراسة على تحليل النص لتبين عدم جدوى الترجمة الحرفية عند التعامل مع التعابير الاصطلاحية، إلا أنه وفي المجال الاقتصادي قد تكون الحل الوحيد أمام المترجم لنقل الصورة البلاغية لهذه التعابير مع مراعاة خصائص الخطاب الاقتصادي.

الكلمات المفتاحية : التعابير الاصطلاحية، ترجمة، خطاب اقتصادي، تعابير اصطلاحية اقتصادية