

Kasdi Merbah Ouargla University - Algeria

Faculty of Letters and Languages

Department of Letters and English Language



**Dissertation submitted in partial fulfilment of the requirement for the Master's Degree
in field of Translation**

Specialty: Translation

Evaluating Arabic Translation of Marketed Canned Food Labels in Algeria case study: Touggourt & Ouargla

Presented and publicly defended by

Ayat Rahmane Benchellouia & Fatma Zohra Bouhafs

Supervised by

Prof, Djamel Goui

Bord of Examiners

D.r Belarbi Ahmed Nor Eldin		Chairperson
Prof. Djamel Goui		Supervisor
Miss Yahiaoui Leila		Examiner

Academic YEAR : 2023 / 2024

جامعة قاصدي مرباح - ورقلة.

كلية الآداب واللغات

قسم اللغة الإنجليزية



مذكرة مكملة لنيل شهادة ماستر اكايمي [LMD]

الميدان آداب ولغات أجنبية

الشعبة اللغة الإنجليزية

بعنوان

تقييم جودة ترجمة ملصقات المعلبات الغذائية المسوقة في الجزائر دراسة حالة : تقرت و ورقلة

من إعداد الطالبتين

آية الرحمان بن شلوية / فاطمة الزهراء بوحفص

نوقشت علنا بتاريخ

أمام اللجنة المكونة من

الاسم واللقب	الرتبة العلمية	الصفة
الدكتور احمد نور الدين بالعربي	رئيسا	
الأستاذ الدكتور جمال قوي	أستاذ التعليم العالي	مشرفا ومقررا
الأنسة ليلي يحيواي		مناقشا

السنة الجامعية : 2023/2024



Dedication 01

I dedicate this dissertation to my father **Hocine Benchellouia**, dad your endless sacrifice has been the foundation of my academic pursuits, this dissertation is a testament to your enduring influence on my life and the legacy you have left behind every achievement is dedicated to you.

Though my father is no longer with me, I am comforted by the presence of my family, my mother, my beloved sisters and brothers.

To my binominal and my friend who shared me pain and gain, Aya Fatma Zohra may our bond only grow stronger and we always find comfort and joy in each other's company, thank you for being the truest of friends and for making every moment unforgettable.

To my sister not by blood my future pharmacist Aisha Selami, your presence in my life has been a beacon of light during the darkest times thank you for the support and encouragement.

To my employer D.r Khawla, thank you for your patience.

To my cutest friend, the butterfly of my life Rim, thank you for the best memories we spent far away from home. I love you.

To my roommate Isra, thank you for being trustful friend.

To Mordjane, Soumia, Safa, Djomana, Amani, Yasmin, Maria, Issam, Soad, ikhlase, your friendship has been a gift enriching my life with happiness.

To myself for the hard work I did these past five years and for the knowledge I gained.

~ Ayat Rahmane ~



Dedication 02

First and foremost, as articulated in the Quran, "And the closing of their prayer will be, all praise be to Allah, the Lord of the worlds."

To my esteemed parents, whose unwavering support and sacrifices have paved the path to a brighter future.

I humbly dedicate my dissertation to my beloved mother, **Salima**. She embodies my universe and sanctuary. Her boundless love, encouragement, and prayers have been my guiding light through life's trials and triumphs. Words fall short of expressing the depth of gratitude owed for her sacrifices since my inception. May the Almighty bestow upon her continued health, longevity, and joy. To my revered father my gentleman, **Said Bouhafs**, whose absence is keenly felt, I pay tribute. Your wisdom and guidance have resonated deeply within me, shaping the woman I have become. The echoes of your voice uttering my name, Zahra, serve as a poignant reminder of your enduring influence. I strive each day to honor your legacy and make you proud.

To my **cherished siblings**, Alla Eddine, Hannifa, Nour El houda, Basma, Sawsen, and Safa, who have been steadfast companions on life's journey, I offer my heartfelt appreciation. Like beacons of light along a darkened path, your presence has illuminated my existence. May Allah shower upon you all abundant blessings of health, happiness, and longevity, alongside my dear nieces and nephews.

To my family especially my uncles, I am grateful for their everlasting support and love.

To my Simon, your unwavering belief in me has been a beacon of hope during moments of self-doubt. Your steadfast encouragement has been the cornerstone of my success.

To my two sisters, my pretty Ayouta, whose companionship has been a source of solace and joy, I am profoundly grateful. Your unwavering love and support have enriched my life immeasurably. In heartfelt appreciation to my soul mate Rim, your unwavering companionship and support have been a source of immeasurable joy and comfort.

To Tina, my twin, with whom I have shared the joys and sorrows of life, may Allah bestow upon your abundant joy and blessings. Gratitude is extended.

To Djomana, Soad, Mordjane Ramo, Acha, and all others who have touched my life with their kindness and support, I offer my sincere gratitude and warmest wishes.

Finally, **to myself**, for the dedication and perseverance invested in this endeavor, I commend and celebrate the resilience, intellect, and fortitude that define the woman I have become.

FATMA ZOHRA ~AYA~



Acknowledgements

We would like to express our deepest appreciation and gratitude to our supervisor Prof. Djamel Goui for his generosity and support, for his patience, wisdom, knowledge, and for his time and effort over the duration of this study. We are honored to be guided by our esteemed supervisor.

We would like to express our thanks to the board of examiners for accepting to read and evaluate this thesis.

Our sincere appreciation also goes to all the teachers and the department of English language and literature at the university, Kasdy Merbah Ouargla, for the knowledge they provided us.

We would like to thank Ms.Fatma Senoussi from Larbi Ben Mhidi Souk Ahras University for her feedback, support and valuable insights.

Our deepest gratitude to our classmates for their endless support along our learning journey throughout the past five years.



Abstract

Translating canned food products is a fundamental tool for the wide spread and availability of the products. It is an essential method for canned food companies to market their products and inform non native speakers consumers about the product. This study aimed at evaluating the translation strategies used in translating labels from Arabic language into English language in addition to the linguistic and cultural complexities faced the translator through the process. This work attempted to shed light on translation strategies used to translate more than ten canned food labels taken from various stores in Ouar-gla & Touggourt. Moreover, the study focused on what could be suggested to help translators improve the translations to reach an accurate translation of canned food labels in Algeria from Arabic into English.

Keywords: *Translation, Evaluation, Canned food, Culinary, Labels, Procedure.*

الملخص

تعد ترجمة المنتجات الغذائية المعلبة أداة أساسية لانتشار المنتجات وتوافرها على نطاق واسع. إنها طريقة أساسية لشركات الأغذية المعلبة لتسويق منتجاتها وإبلاغ المستهلكين عن المنتج. هدفت هذه الدراسة إلى مراجعة استراتيجيات الترجمة المستخدمة في ترجمة الملصقات من اللغة العربية إلى اللغة الإنجليزية بالإضافة إلى التعقيدات اللغوية والطويلة التي واجهها المترجم خلال هذه العملية. حاول هذا العمل تسليط الضوء على استراتيجيات الترجمة المستخدمة لترجمة أكثر من عشرة ملصقات أغذية معلبة مأخوذة من متاجر مختلفة في ورقلة و تقرت . علاوة على ذلك، ركزت الدراسة على ما يمكن اقتراحه لمساعدة المترجمين على تحسين الترجمات للوصول إلى انتقال دقيق لمصقات الطعام المعلبة في الجزائر من العربية إلى الإنجليزية.

الكلمات المفتاحية : الترجمة ، تقييم ، المعلبات الغذائية، مصطلحات الطهي،

الملصقات، إجراء



Résumé

La traduction des produits alimentaires en conserve est un outil fondamental pour la large diffusion et la disponibilité des produits. Il s'agit d'une méthode essentielle pour les entreprises d'aliments en conserve de commercialiser leurs produits et d'informer les consommateurs non professionnels du produit. Cette étude visait à évaluer les stratégies de traduction utilisées pour traduire des étiquettes de la langue arabe vers la langue anglaise, en plus des complexités linguistiques et culturelles rencontrées par le traducteur tout au long du processus. Ce travail a tenté de faire la lumière sur les stratégies de traduction utilisées pour traduire plus de dix étiquettes alimentaires en conserve provenant de divers magasins à Ouargla & Tougourt. En outre, l'étude s'est concentrée sur ce qui pourrait être suggéré pour aider les traducteurs à améliorer les traductions afin de parvenir à une transposition précise des étiquettes d'aliments en conserve en Algérie de l'arabe vers l'anglais.

Mots-clés : *Traduction, Évaluation, Aliments en conserve, Culinaire, Étiquettes, procédure*



Table of Contents

Dedication 01**Dedication 02****Acknowledgement****Abstract**

List of Figures	XIII
List of Tables	XIII
List of abbreviations.....	XIV
Introduction.....	15
CHAPTER-I. Evaluation in Translation	21
1. Introduction	22
2. Evaluation in Translation	22
2.1 Definition of Translation.....	23
2.2 Definition of Evaluation.....	24
2.3 Evaluation in Translation	24
3. Translation Quality	27
3.1 Juliane House Model of Translation Quality Assessment.....	28
4. Mistakes in Translation	30
4.1 Definition of Mistakes.....	30
4.2 Mistake in Language	30
4.3 Types of Language Mistakes	31
4.4 Mistakes in Translation	32
4.5 Types of Translation Mistakes.....	32
5. Strategies and Procedures of Translation	34

6. Conclusion	38
CHAPTER-II. Translation of Canned Food Labels	39
1. Introduction	40
2. Definition of Canned Food	40
2.1 Types of Canned Food	42
3. English for Food	43
4. The Importance of English Canned Food Lables Translation ...	46
5. Cultural and Linguistic Difficulties in Canned Food Translation	48
5.1 Cultural Difficulties.....	48
5.2 Linguistic Difficulties.....	49
6. English Canned Food Translation in Algeria	51
6.1 Factors controlling Translation of Canned Food.....	51
6.3 Translation Difficulties of Canned Food in Algeria	53
7. Conclusion	54
1. Introduction	57
2. Definition of The Corpus.....	57
3. Methodology of Analysis	59
4. Analysis of The Corpus	59
4.1 The Name of The Product	59
Pattern 01.....	60
Pattern 02.....	61
Pattern 03.....	62
Pattern 04.....	63
Pattern 05	64
4.2 The ingredient List	65

Pattern 01.....	66
4.3 Instructions and warnings.....	67
Pattern01 :	67
4.4 Brand Logo.....	68
Pattern 01.....	69
Pattern02	70
4.5 Nutrition value.....	71
Pattern01	71
Pattern02 :	72
5. Data Analysis	74
6. Conclusion	77
Conclusion.....	78
Summary	84
References.....	90
Appendices	94
Appendix 01 : Glossary	95
Appendix 02 : List of pictures	97
Appendix 03 : Photography Permits	106

List of Figures

Figure 1: Scheme for analyzing and comparing ST and TT	29
Figure 2: The Tree Model of English for Specific Purposes	44
Figure 3: The Map Model of English for Food	45
Figure 4: American Mix vegetable (Eurl sand south -ورقلة- التوزيع -ورقلة-)	60
Figure 5:cornned Beef (-ورقلة-سوبييرات دريم لاند -)	61
Figure 6:Cooked Fava Beans With Chickpeas (-قالوري حاج سعيد- لمقارين-)	62
Figure 7: Concentrated Milk (الريتاج للوازم الحلويات و التغليف)	63
Figure 8: Peaches Halves in Syrup(-هايبر مارشي بن ساسي-تقرت)	64
Figure 9: Sweet Corn (هايبر مارشي بن ساسي)	66
Figure 10: Ananas En Tranches Au Sirop Leger(Crest Line Market)	67
Figure 11:Ananas En Tranches (هايبر مارشي بن ساسي)	69
Figure 12:El-Qods Tomato Paste (Crest Line Market)	70
Figure 13:sliced green olive (-سوبييرات شعبان-تقرت)	71
Figure 14:Sweet Corn / Tomato Paste (-سوبييرات بن مصطفى-تقرت)	72
Figure 15:The Bar Graph of The Strategy used in Translating Simples	76

List of Tables

Table 1:Types of Canned Food	43
Table 2: Data Analysis Table	74

List of abbreviations

TT : Target text

TL : Target Language

ST : Source text

SL : Source Language

ESP : English for Specific Purposes

EST : English for Science and Technology

EBE : English for Business And Economics

ESS : English for Social Science

EAP : English for Academic Purposes

EOP : English for Occupational Purposes

USDA : United States Department of Agriculture

IOM : Institute of Medicine

LLC : Limited Liability Company

Introduction

Statement of the problem

Languages are the principle tool and system of communication used by humans to express their identity. It is used by a particular community or group of people to express their needs, feelings, ideas, and intentions. It is a fundamental system consisting of words, grammar, semantics, and syntax to make the meaning understandable among individuals.

Translation plays a crucial role in transferring the meanings from one language to another; it bridges the gaps between nations. By translation, people can communicate and understand each other easily, and it allows people from different languages to be in contact. The translation process has been utilized since antiquity, from ancient origins until today, when Humans created a way to be in touch across different societies, starting in Mesopotamia, where scribes translated Sumerian and Acadian, and moving to Rosetta stone written in three languages: Hieroglyphic, Demotic, and Greek.

Translators practiced the process of translating not just for communication but to transfer nuances, culture, and specific expression. This is what made many scholars investigate theories and write books about strategies and translation procedures to help translators in the process and the reviewer evaluate the work specifically in the food industry domain.

Translation in this domain serves the transformation of culinary terms related to culture. The translation of canned food items provides more information in another language, such as ingredient lists, instructions, and nutrition values.

Significance of the study

The significance of the study shed light on the importance of reviewing the translation errors in canned food products in Algeria, evaluating their impact, and understanding the data.

This research provides an evaluation of canned food products with recommendations and suggestions in order to improve the product and make it appealing.

The result of this study will benefit the consumers of canned foods, both Arabic and English native speakers, by facilitating their comprehension of the product because it shows changes where the product officials failed to express their meanings.

Furthermore, this study can be an important reference for researchers in the translation field to apply methods and strategies.

Limitations of the study

There are a few limitations that need to be considered in this research, including:

Locating translated canned food products can be challenging due to the fact that the majority of Algerian companies use Arabic in their products.

The study was restricted to some brands founded in Touggourt and Ourgla supermarkets, and the results cannot be generalised to other places.

Difficulties in accessing important references because it necessitates payment for entry; consequently, the main data was unavailable.

Literature Review

Evaluation is a principle aspect that has been tackled in various fields of study, such as education, psychology, medicine, and translation. It supports assessing the effectiveness and improvement of any work performed.

Researchers investigate strengths and weaknesses; the use of evaluation helps in making decisions and correcting what needs improvement.

The subject of food has been of interest to researchers BERKANI Kenza and DULI. Lisa 2020 evaluated the restaurant menus in their thesis titled "Analysis of the English Language Used in Algerian Restaurant Menus." It deals with evaluating Algerian cuisine and the strategies used in translating menus from Arabic into English. Jeffrey: Farber Ewen C. Todd 2000 established the canning, preservation, and processing of canned foods in his book "Safe Handling of Foods."

What sets this study apart from other studies is the focus on the translator's performance in the process of translating canned food labels, while others focus on the food domain scientifically and in general. However, all studies are beneficial to consumers

Research questions

This research is an attempt to answer this main question:

To what extent does the translator succeed in conveying the meaning of marketed canned food in Algeria?

To answer this main question, the research is followed by these sub questions:

What are the difficulties faced by the translator in conveying the meaning of canned food product?

What are the main strategies adopted in translating canned food product labels?

Hypotheses

It is assumed that canned food in Algeria consists of obvious observational flaws.

It is hypothesized that some canned food products are translated according to cultural background.

It is hypothesized that canned food labels in Algeria need improvements.

Structure of the study

This research is for evaluating canned food labels translation in Algeria to give solutions to the difficulties that face the translators during the process. The research is divided into three chapters: two theoretical chapters about theories and investigations done by scholars, and the third

chapter is a practical part that includes more than ten samples presented in pictures from different stores in Ouargla and Touggourt, checking the quality of translated labels from Arabic into English.

Aims of the study

This research aims at evaluating the Arabic translation of canned food labels, particularly the name of the products, nutrition value, brand name, warnings and instructions, and ingredient list. By mentioning the complexities faced by the translator while translating canned food products from Arabic into English, it also aims to suggest solutions and alternatives to help the translator cover all the challenges.



CHAPTER-I. Evaluation in Translation

1. Introduction

Language functions as vehicle which meanings are transmitted, interpreted, and comprehended among individuals within a shared linguistic community, translation facilitate intercultural communication, it serves the transmission of ideas and knowledge across social context. This chapter is attempt to define translation and its types , evaluation in general and evaluation in translation field , and provide basic theories of evaluation Another particular area of focus in this chapter will be translation quality assessment and its relation with evaluation emphasizing on the common House model of translation quality assessment , the chapter is concerned with definitions of mistakes in general, in language and in translation with their types, the chapter will elucidate translation strategies and procedures applied by prominent translation studies scholars.

2. Evaluation in Translation

Evaluation in translation is a fundamental aspect within the translation studies, most researchers concentrated on two viewpoints the professional and the didactic , the ancient Greeks and Romans encounter a challenge of assessing the quality and effectiveness of translated texts , they often focus on faithfulness and linguistic accuracy of the original text today scholars persist in exploring new methodologies and theories to improve the perception and comprehension of the process of translation evaluation.

2.1 Definition of Translation

Translation is an activity for people from several language used in order to communicate it is the process of transferring a text from one language to a text of another language in other words it is to render an original source text to an original target text. Petter New Mark an English professor and one of the main figures in translation studies defined translation as " translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language"(Newmark,1981,p.7),in the sense that translation is reaching the equivalent meaning through transferring ideas, religious aspects, culture keeping the same loads for the purpose of making the source text understandable and clear in the target text.

Roman Jacobson an American linguist and theorist and a principle founder in Prague school had classified translation into three types intralingual translation, interlingual translation, and intersemiotic translation.

a) Intralingual Translation(rewording)

It is translating in the same language, which means reformulating the meaning in different linguistic form within the same language e.g. the language in dictionaries.

b) Interlingual Translation (translation proper)

It translating from one language to another language.

c) **Intersemiotic Translation (transmutation):**

It is the translation of any different semiotic codes e.g. transforming novels into films.

2.2 Definition of Evaluation

Evaluation in general is the operation of judging or calculating the validity, importance, quality, or value of something as a means to determine its worth, fitness, and usefulness. It is also an assessment technique for an activity, project, theme topic, or institutional performance. in order to analyse the achievement of both expected and unexpected outcomes. The evaluation process should provide reliable and useful information to develop the work.

2.3 Evaluation in Translation

This term has several terms in use, such as:

Stance (Biber & Finegan, 1998, 1989): which is the way you believe and stand for an attitude; it refers to how the individual presents his opinion and attitude towards the topic discussed through his subjectivity in using language, highlighting how much the linguistic features reflect the speaker's opinion on a given topic.

Appraisal (Martain 2000; White 2005) which is the act of assessing or criticizing the nature of something. Referring to the role of linguistic appraisal, it means the way the speaker expresses opinions, focusing on linguistic choices because language users convey their feelings and attitude toward a certain topic.

Meta discourse Crismore (1989, Hyland & Tse 2004, Hyland 2005): which includes the comments of the linguistic elements of the discourse. It guides the listener to interpret a discourse; it helps the readers through examining evaluation by meta-discourse.

Evidence (Chafe & Nichols 1986; Aikheneld 2004): which refers to observations of data or factual information. It means that the evaluated data is based on evidence presented in a series of individual judgments and conclusions.

Evaluation (Hunston & Thompson 2000, Bedmark 2006, 2008). Evaluation of translation is the process of assessing and analysing the quality of translation from one language to another, aiming to determine the quality and correctness of the translated text and ensure that it conveys and serves the correct meaning and original content of the source text in an effective and accurate way.

In all languages, seeking an acceptable translated text is going through various improvements and advancements because it could be weakened in some way by the translator when trying to deliver the translated message as a result of many factors such as the context, cultural nuances, the equivalent vocabulary and terminology, and the translator's skill and experience.

As stated above, the translation process faces many aspects that affect the quality of the translation.

Eugene Nida suggested an important and basic theory in the field of translation that focuses on evaluating the translation. He applied behavioural texts to enable the translator to evaluate the translated texts, such

as clarity and focus on the message. The theory is based on the fact that good translation leads to what is named functional equivalence, which is the principle factor of Nida's theory. The dynamic equivalence focuses on conveying the meaning and intention of the source text; it aims to capture the impact of the original text in the target language, which means that the translator has to keep the same message for the source text receptor and the target text receptor.

Hans.J. Vermeer is a famous German translation scholar. He suggested another necessary theory in evaluating translation, which is the main factor of Varmeers theory. The skopos theory, whose Greek word means goal or aim, emphasizes the intention and the methods and strategies employed in the translation. The approach focuses on how effectively the translated text meets the skopos in the target context; it highlights the importance of considering the purpose to reach the communicative needs of the target text.

Scholars and researchers introduced the back-translation method in evaluating translation. Nida, in his 1964 book "Towards Science of Translating, highlighted the importance of back translation as a means of evaluation, particularly in the context of bible translation. Back translation, also known as reverse translation, is a technique where the translated text is retranslated from the target language back to its source language, then compared with the original source text to evaluate nuances that may have been disregarded in the initial translation process.

3. Translation Quality

Research shows that the evaluation of a translation could be related to the quality of the translation. Evaluation is commonly known as quality assessment, or TQA, which is a subfield of translation studies that New Mark 1981 defined as the link between translation theory and practice. It fills the gap by evaluating how well translation theories are applied. It is the process that attempts to evaluate translation quality by shedding light on the faults, mistranslations, and the level of acceptability obtained by the translator.

Previously, evaluating a translation posed serious challenges for the translator because it was based on predictions, instincts, or reader responses, which appeared to have some level of subjectivity. However, the field of TQA has noted a gradual improvement in terms of degrading subjectivity. Some translation critics considered the function of text to be the key focus of translation assessment; others discussed the importance of socio-cultural relations in assessment, whereas many approaches were purely linguistic and proposed methods in order to solve the subjectivity problem.

Scholars among Hence agreed that TQA is an evaluation of either process or product or both; it involves evaluating the translation, including factors such as methodology and tools used; additionally, it involves evaluating the final translated product for accuracy, fluency, and other criteria of the source text.

3.1 Juliane House Model of Translation Quality Assessment

Juliane House designed a unique methodology to evaluate quality translation using her 1977 model and its modifications in 1981, 1997, and 2015. The main goal of House's model is to provide translation criticism.

According to House, "translation is the replacement of a text in the source language by a semantically and pragmatically equivalent one" (House, 2015, p. 23). It is the analysis and comparison of the source text ST and target text TT. It is based on the idea that translation quality can be accessed from several perspectives or houses; each house indicates a different feature or aspect of translation quality.

Juliane took a step forward by putting her method into practice. It can be divided into four procedures: textual analysis, comparison, description of the type of translation, and application of a cultural filter.

a) Textual Analysis

When assessing a translation, the first thing to do is a textual analysis of both the target text and the source text. This analysis is composed of the following: the subject matter of the text, the tenor of the relation between those involved in the communicative act (e.g., writer and reader, speaker and listener), and the mode how it refers to a text construction, looking at whether it is based on written or spoken forms of communication.

b) Comparison

It comes after the textual analysis of the two texts after that we search about the "textual function» (House2015, p.65) such profile helps in comparing the texts in general then in field, tenor and mode.

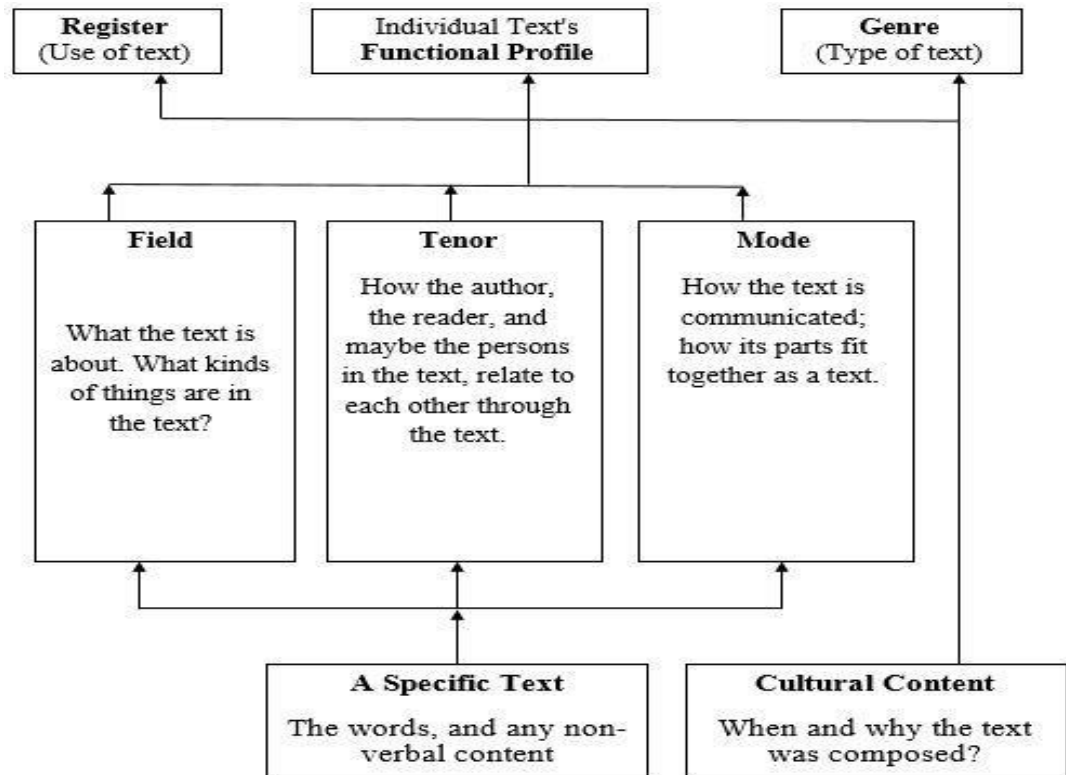


Figure 1: Scheme for analyzing and comparing ST and TT

(J.House, 1997;p108)

c) Describing the types of translation

House claimed that the translator has to choose one type of translation for the right text or language: overt translation or covert translation, where the traces of features of the source text still remain in the translated text. Covert translation is a translation that enjoys the status of an original source text in the target culture" (House, 1997, p. 69).

d) Cultural Filter

The translator applies the cultural filter when translating a text that shows cultural differences; the translator adopts or omits specific elements to conform to the target text's socio-cultural context.

4. Mistakes in Translation

During the process of translating messages from one language to another, errors may arise due to the complexity of the translation process. This can result in noticeable differences in the translated text. Such errors are caused by two primary factors: the sender's original message and the receiver's interpretation.

4.1 Definition of Mistakes

It is a fault made by human nature or by an incident; it can happen due to various causes such as fatigue, emotional stress, and multitasking.

Mistake in Cambridge dictionary is an "an action , decision , or judgment that produces an unwanted or unintentional result" this definition highlights that mistakes can produce negative impact it can cause loss or struggle or pain for example a mistake made by a pilot during the vole could be a serious accident for the passengers.

4.2 Mistake in Language

It occurs when the speaker is not familiar with the rules, which leads to failure. In other words, mistakes in language are part of language communication. Every person has the tendency to make mistakes at some point, whether they are a native language speaker or a foreign language speaker. Noan Chomsky (1965) declared that language mistakes are not random errors but rather violations of the underlying rules of grammar that speakers unconsciously know, in the sense that language mistakes are common and occur across different proficiency levels in any language.

4.3 Types of Language Mistakes

Language mistakes can be categorized into various types based on the aspects of language they affect:

a) Grammatical Mistakes

There are errors in the use of grammar in written or spoken language (Biber, Conrad, 1988). Mistakes occur in sentence structure, tense usage, or other grammatical rules. e.g. I went to the store yesterday in the wrong verb tense.

b) Spelling Mistakes

These are errors related to the use of orthography; they occur with the incorrect spelling of words, e.g., necessary instead of necessary.

c) Pronunciation Mistakes

There are common mistakes in language learning when learning or pronouncing certain sounds due to unfamiliarity with the correct pronunciation.

d) Syntax Mistakes

occur with the arrangement of words within a sentence that affect its meaning.

e) Semantic Mistakes

There are instances when words are used incorrectly in a particular context.

f) Pragmatic Mistakes

These occur when using language in a way that is inappropriate or offensive due to cultural differences or a lack of awareness of social context.

4.4 Mistakes in Translation

Mistakes in translation are faults or imperfect translations of the source text from one language to another language, in the sense that there is a diversity in meaning and failures in use of the target language. According to the standard norms, it can ensue as a result of improper use of tone, incorrect use of slang and idioms, and wrong placement of words. For example, if the source text is formal academic, the tone and load of the words in the translated text should be professional and formal. According to Mona Baker, "errors in translation mostly result from non-equivalence between the source and target language" (Baker, 1992). That means translation mistakes occur during the process of converting content from one language to another language.

4.5 Types of Translation Mistakes

Mona Baker, a prominent translation scholar, outlined different types of translation mistakes in her book "In Other Words: A Course Book in Translation." Here are the types of translation mistakes she discussed:

a) Omission

Adding words, phrases, or information that do not appear in the source text to the target text.

b) Addition

Adding words, phrases, or information that do not appear in the source text to the target text.

c) Misplacement

Putting words, phrases, or sentences in an incorrect position affects the meaning of the text.

d) Mistranslation

Provide an incorrect translation of words, phrases, or sentences, leading people to misunderstand the original meaning.

e) Over translation

Provide unnecessary details or information that goes beyond the meaning of the source text.

f) Under translation

Not providing important details or information leads to an incomplete understanding of the source text.

g) Literal translation

Translating word-for-word without considering idiomatic expressions and cultural nuances leads to incomplete meaning.

h) Untranslatability

When there is no equivalent translation in the target language, leading to difficulties in conveying a satisfactory meaning.

i) Register or style

Not providing the same level of formality, tone, or style as the original text.

j) Grammatical errors

Mistakes in grammar, syntax or sentence structure that affect the clarity or accuracy of the translation.

5. Strategies and Procedures of Translation

Most researchers agreed that the two prototypes of translation strategies are literal translation and free translation.

Literal translation focuses on the level of words; it takes word-for-word translation as a starting point for the source text to be translated, considering just the form without any consideration of context or cultural connotation factors.

Free translation goes beyond the word level and focuses on the creation of a target language; it aims to produce natural target text. It is known as a sense-for-sense translation.

By Vinay and Darbelnet

Literal (word for word, source-oriented direct translation)

Free (sense-for-sense, target-oriented oblique translation)

By Eugene Nida

Literal (adequacy, formal equivalence)

Free (acceptability, dynamic equivalence)

By Peter Newmark

Literal (semantic translation)

Free (communicative translation)

By Juliane House

Literal (overt translation)

Free (covert translation)

By Christiane Nord

Literal (documentary translation)

Free (instrumental translation)

By Lawrence Venuti

Literal (foreignization)

Free (domestication)

They have much in common, but they emphasize different translation aims. For example, word-for-word and sense-for-sense translations are at the text level or at segment-level strategies.

Vinay and Darbelnet did a comparative stylistic analysis of French and English, and they divided seven procedures into two categories: direct translation and oblique translation.

5.1 Direct translation

The direct translation technique involves a high degree of fidelity to the source text; it aims to translate the source text into the target while maintaining the original words, phrases, and grammatical structures.

a) Borrowing:

Take a word or expression from the source language, as in the English world, "shawarma" and "شاورما" in Arabic.

b) Calque :

It is a word or phrase in one language whose semantic components are translated from another language. such us: In French, "soup du jour" is translated as "soup of the day" in English.

c) Literal translation

It is also known as a word-for-word translation ; it is commonly used with the languages of the same family because it saves the same form of the source language, such as the Arabic dish "كبة," translated literally to "ball" or "dome" in English.

5.2 Oblique translation

The oblique translation technique emphasizes conveying the meaning and communicative intent of the source text in the target language; it

aims to deliver the original intended message to the target audience by adapting cultural references, idiomatic expressions, and stylistic elements.

a) Transposition

It is changing the word order or grammatical structure without changing the aim of the source text, such as rendering a noun in the source text into a verb in the target text. for instance, "Chicken Shawarma," translated as "شاورما دجاج" in Arabic.

b) Modulation

It modifies the message of the source text, i.e., changing the point of view, as in rendering a negative expression into a positive one. For example, "This recipe is not complicated is translated to " هذه الوصفة بسيطة " "جدا" in Arabic.

c) Equivalence

It appears mostly in idioms, fixed expression proverbs, for example: "eat like a horse, "translated to "يأكل بشراهة" in Arabic.

d) Adaptation

It is a shift in cultural reference when the source text situation does not exist in the target text. It aims to achieve intersexual coherence between the source audience and the target audience, such as the adaptation of the word "wine" to "Jus" in a kid's cartoon.

6. Conclusion

Translation is an activity that converts written or spoken texts from one language to another. It is a complex process to facilitate comprehensions between nations and cultural exchange, not just for communication but for written exchanges such as education, business, and commerce.

Evaluation is an essential step in the translation process that produces affective meanings, ensuring that the translated text meets the highest standards of accuracy and fidelity to the original text. Through evaluation, translators can improve the faithfulness level, and the audience can gauge the success of the translation in conveying the exact message of the source text.

Scholars have extensively explored several evaluation theories, such as functional equivalent theory, skopos theory, and back translation.

The quality of translation reflects the translator's experience and efficiency. Translators need to apply quality assessment models to enhance the quality of translated work, such as the Juliane House model of translation quality assessment, which offers a framework for evaluating, focuses on the multifaceted nature, and considers the strategies employed by the translator. This helps the translator explore and analyze mistakes encountered during the process, which contributes to the continuous improvement of translation quality and investigates the suitable strategy to overcome the challenges.



CHAPTER-II. Translation of Canned Food

1. Introduction

This chapter is intended to provide valuable information about the history of canned food categories and types, including English for food and its relation to English as a foreign language, followed by English for specific purposes.

The same chapter includes the importance of translating canned food. This chapter will provide cultural and linguistic difficulties in translating canned food in Algeria, as well as the history and difficulties of translating canned food products in Algeria.

2. Definition of Canned Food

In the late 18th century, the French general Napoleon Bounaparte suffered from famine due to an increase in the number of French soldiers. That's what led him to look for a new way to provide adequate food for the military. In 1810, the British merchants proposed the idea of packing food inside boxes, and then the British started applying and developing the idea.

Anna Zeida is an associate professor of history at Virginia University. She explains that the process of hermetically sealing food and heating containers to kill any bacteria was originally called "Apprising." Apper is known as the father of canned food. Zeida also noted that a lot of research suggested that the method was not something he had started; in fact, it's probably that women in their houses had been doing something like it for a long time before him. The canning word and the reference to the can itself come late.

Canned food, also called canned goods or tinned goods, refers to the items that have been packaged.

Canning is the process of saving food by closing it in airtight containers, usually glass receptacles or metal cans, then heating it to high temperatures to kill any microorganisms and prolong the life of the food. This process serves two objectives: to inactivate enzymes in the food that could result in a loss of quality and to eliminate pathogens and food spoilage organisms.

Traditionally it usually involves preparing food, filling two types of containers namely "tin cans" (tin-coated steel) and glass jars, applying heat to create a seals and cooling containers to allow adjusting seals. Canning is used for fruits, vegetables, meat, beans, and other foods. It is often used to preserve the quality and freshness of foods for a long period of time.

According to the Exford dictionary, "canning is a method of preservation for fruits, meat, milk, and other food items that includes heat sterilization, often the addition of preservatives, coloring and flavor-enhancing agents, vitamins, and sealing the finished product in glass, plastic, or metal containers. If properly done, canning preserves food for many years."

Canned food labels provide essential information about the contents of the can, such as the product name, ingredients, nutritional information, serving size, expiration date, and storage instructions.

Canned food becomes a quick solution for every-day meals; however, relying only on canned food can lead to dangerous health problems, such as BPA exposure as a result of taking Bisphenol A, which is a chemical used in producing canned foods.

Preserving canned foods in the wrong way or if the canned food itself is not processed correctly can lead to bacteria growing and producing toxin in the cans, which may cause "Botulism." Consuming even a small amount of unclean food can cause Botulism.

Canned food products are a source of gluten. Gluten is a form of protein found in some grains; it makes the body unable to absorb the nutrients that cause celiac disease, also known as celiac sprue or gluten-sensitive enteropathy.

2.1 Types of Canned Food

Canned food has various categories: it involves a broad range of options, including the main ingredients, vegetables, fruits, meats, beans, and food additives that prolong the shelf life and ease the use of the product.

Canned food can be categorized into two groups according to pH value and acidity: low-acid foods have a pH above 4.6, while high-acid foods have a pH below 4.6. The neutral pH value (4.5/4.6) is commonly used in low-acid food canning. The strongest (high) acid canned food is almost always used in products that contain fruit and juice at this pH (3.5/2.5). Acids like botulinum degrade the food, resulting in a loss of quality and the risk of spoilage. The classification of microorganisms is based on their heat resistance.

The categories reflect the diverse preferences and needs of both, moving from simple canned fruits to daily meals.

Types of Canned Food	Items
Cereal canned Food	White rice, brown rice, white bread, brown bread
Meat and chicken canned food	Meat, chicken
Fish and sea canned food	Fish, sea food, tuna, salmon
Dairy and eggs canned food	Hard cheese, soft cheese,yogurt,egg, full fat milk, reduced skim fat milk
Vegetables and fruits canned food	Leafy vegetables, starchy vegetables and fruits
Processed canned food	Nuggets, hot chips, sausage roll sausage kebab, pizza
Extras and highly processed canned food	Sauce, spread, ice cream, popsicle, cake, biscuits, sweetened cereal, chocolate, crisps, salted nuts
Beverages	Energy drinks, fizzy drink, diet fizzy drink, pure fruits juice, fruits drink cordial, flavored milk, tea, coffee

Table 1:Types of Canned Food

3. English for Food

English is one of the most popular languages worldwide because language is the essential means of communication shared between people. It is an official language in many countries; it's the language of global communication and connecting people from different countries regardless of their culture, age, or sex. It has great importance in our lives; it's the language of many fields, including science, technology, business, etc.

Food and language are universal human traits both are transcending communication, cultural geographic boundaries, as language food also is a way to transmit information that's why learning language skills in the specific concept of food is important.

English is considered a foreign language in many countries to meet learning and communication needs. Using English in a particular domain named ESP (English for specific purposes), Hutchinson and Water define ESP as "an approach to language teaching in which all decisions as to content and method are based on the learner's reasons for learning." (Hutchinson & Water ,1987, p19) and they subdivided ESP into EST (English for science and technology), EBE (English for business and economics), and ESS (English for social science). English for science and technology is further classified into two branches: EAP (English for academic purposes) for the students' needs in using language appropriately for conducting studies and research, and EOP (English for occupational purposes), also known as EVP (English for vocational purposes), which provides a linguistic description of English in special contexts.

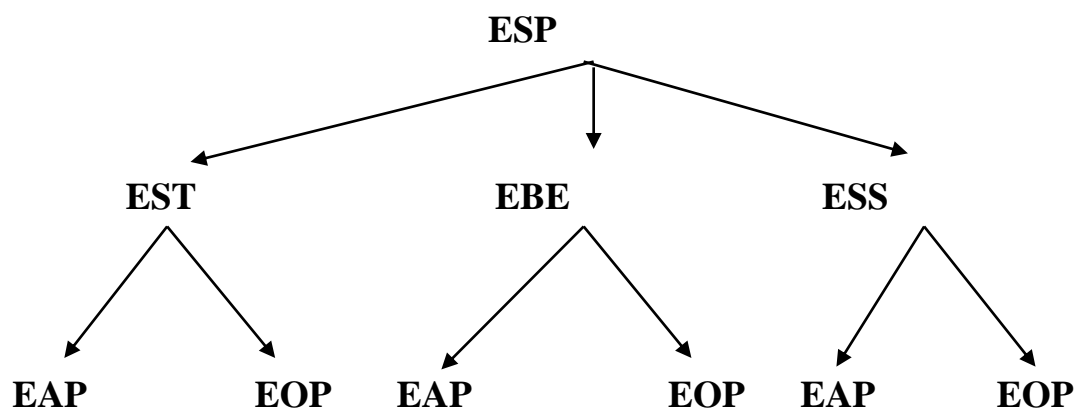


Figure 2: The Tree Model of English for Specific Purposes

(Hutchinson & Water.1987)

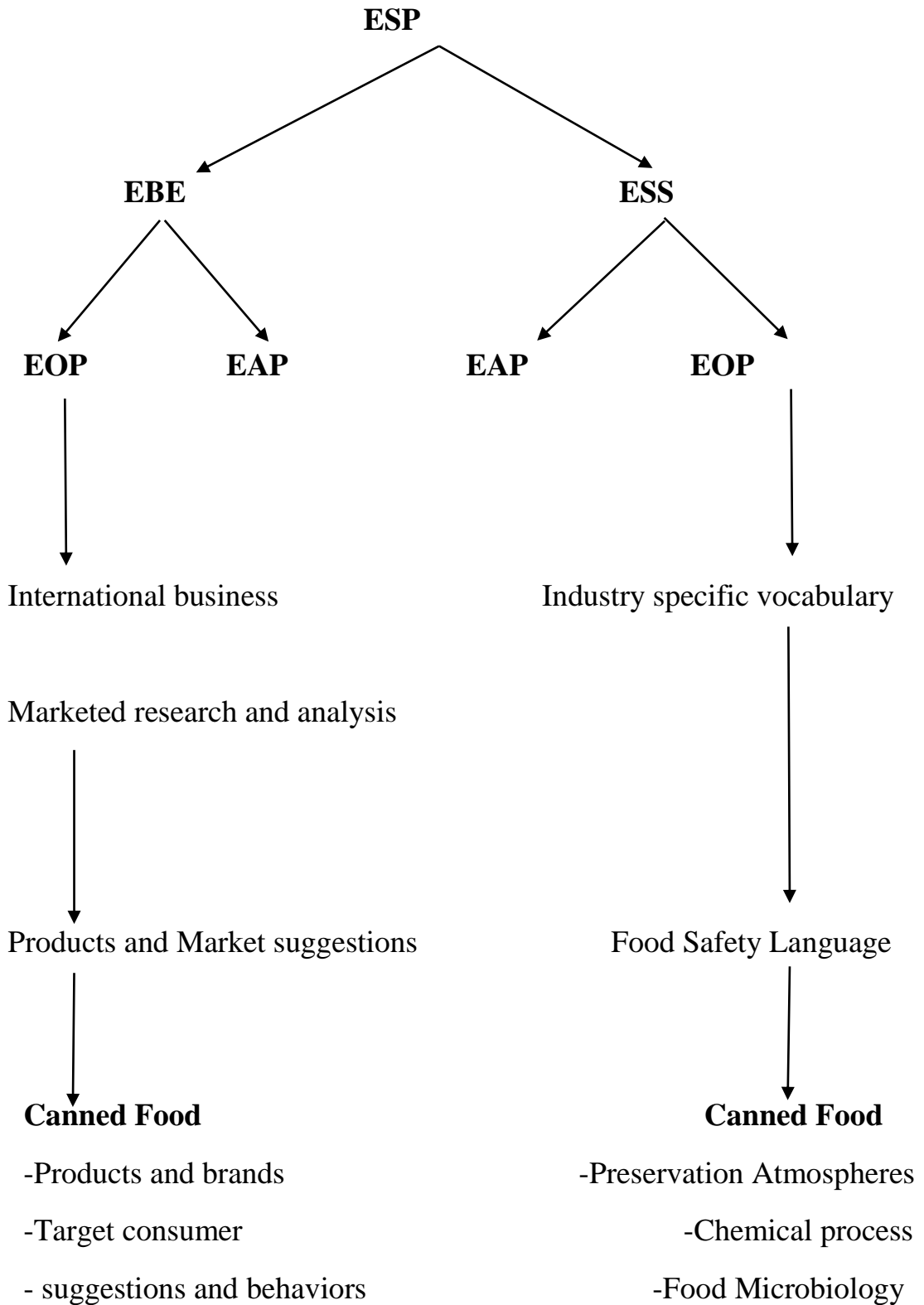


Figure 3: The Map Model of English for Food

Since English has become an international language in a variety of contexts and situations where the specific needs in the food domain have to be considered, English for food is a sub-branch within ESS and EBE. The word canning means to preserve food in airtight containers with specific atmosphere values and chemical acids. This protocol of preservation and industry may change the microbiological combination of the food, inactivate enzymes, and eliminate the risk of food spoilage. Occupational food safety is a sub-section of ESS that combines the vocabulary of the food industry and safety with linguistic demands.

The international business of canned food increased in the last few years, which was one of the products and markets segmented in the market. EBE uses the vocabulary of business (international and global) to facilitate the understanding of consumers, such as expiration dates, product names, and consumer targets.

English for Food governs effective communication by focusing on specialized vocabularies that involve the accurate rendering of contexts from one language to another. English for Food garners a deep understanding of the terminology to convey the meaning accurately and reach a successful meaning.

4. The Importance of English Canned Food Labels Translation

English has emerged as the global lingua franca in the 21st century; it is widely spoken over the world because it is the world standard language; it extends to over 1.4 billion people residing in countries where English has official status; the widespread use of English reached one out of five people speaking English in the world; and the ubiquity of the English

language was achieved by over 70% of world scientists reading in English.

"Translation plays a key role as a builder of bridges which enables people to go beyond the borders of the world staked out by their own language"(House;2015, p3), translation occupies a prominent position among other disciplines due to its crucial role in providing access to knowledge and facilitating communication, it facilitates the exchange of ideas and perspectives. Vinay & Darbelnet 1995 distinguished that translation is a device used in three main areas; education, professional, and linguistic research, as an educational activity translation is for promoting inclusive learning environments, professional is to facilitate communication between individuals, linguistic research is for comparative analysis and exploring language structure.

Translating canned food products labels into English strengthens market accessibility mainly because it is driven by two main factors. First, canned food products commonly integrate one or more foreign components, such as ingredients sourced from different countries; second, the import and export of canned food products are transacted between domestic companies and their affiliates, such as procurement, distribution, and trade partnerships.

It's clear that a significant part of the success of any canned food product is the ability to communicate effectively with the consumer. An effective translation of canned food products can enhance understanding between the product maker and the customer. The huge amount of canned food products that come from all over the world might be unfamiliar to customers.

One must ensure that the process of translating canned food labels is not an easy task; it poses many challenges, especially when the expressions used in canned food products might be cultural-specific terms that affect the meaning received by the target audience. Peter Newmark stated that "food terms are subject to the widest variety of translation procedures"(New mark;1988, p97).

Understanding the main concept of translation before translating food terms is necessary; it will help translators make decisions and choose the most appropriate translation procedure they need to use. Toury 1980 considers translation from the point of view of the target culture. In his theory, he focuses not on the notion of equivalence but on the "actual relationship "between the source text and its "factual replacement"(Toury,1980; p39), using the appropriate translation strategy when facing challenges is important because it may help to deliver the exact meaning and power the translation quality of the canned food labels and enhance its faithfulness.

5. Cultural and Linguistic Difficulties in Canned Food Translation

Translators face considerable challenges in translating canned food products. In the process of transferring a text from one language to another, it may seem straight-forward, but in fact, it's more complicated due to the cultural nuances, culinary terms, and linguistic complexities.

5.1 Cultural Difficulties

Catford stated in his book *A Linguistic Theory of Translation* " the central problem of translation-practice is that of findings target language TL equivalents for source language SL items"(Catford,1965;p21) the transla-

tor generally face the challenge of lack of equivalence if the source language contains terms or concepts which is ambiguous to the target language speaker because they are related to beliefs , religious places names or particular traditional kind of food for example the traditional food "كسكس" in Arabic language does not exist in the English language so the translator will be in challenge to find a way to translate the word whether by paraphrasing (a type of North African semolina wheat dish) or transliteration (couscous).

5.2 Linguistic Difficulties

The differences between two languages rise problems to the translators in translating canned food products due to the non-equivalence between the source and target language

a) Idioms and metaphors

Idioms are expressions present a non-literal meaning, " a group of words established by usage as having a meaning not deducible from those individual words"(Oxford dictionary) the translator may have a trouble in finding the equivalence of these expressions even the meaning of the words is understandable but the meaning still figurative, such as the idiom "spill the beans" which means in Arabic "كشف السر" another idiom "piece of cake" which means in Arabic "سهل جدا"

b) Morphology and word formation

Languages follow a specific grammatical structures and rules for how words and sentences are formed these rules help communication within that language.

1. Borrowing

The most prominent word formation in translating canned food items is borrowing, it is common to adopt food names from other languages because food is related to traditions and may not have an equivalent in the target language. For example, the word "sushi" from Japanese this food item is borrowed directly into Arabic even other languages because that kind of food represent a dish does not exist in Arabic culture.

2. Homonyms

There are two types of homonyms

Homographs: it is words that have the same spelling but different meanings for example the word "date" has one meaning in Arabic which is "تمر" in English means " the fruit of date palm" and "specific point in time or a social appointment".

Homophones: it is words that have the same pronunciation but different spelling and meaning. For example:

"meat" which is animal flesh used as food.

"meet" which is to come into the presence or company of someone"

3. Marketing and Brandings

Marketing and brandings are crucial elements in translating food product the more the brand is translated effectively the more reach the audience, owners of product focus on creativity of their product names , translators in this process have to find a way to convey the essence of the brand maintaining the brand identity that reflect the tone and the message of the product .

4. Technical Terminology

Canned food products contain details and special knowledge translators must vary general terms and technical terms that are related with food science and industry, owners ensure that customers understand what they are consuming they always count the ingredients, canned food processing techniques, safety and quality control, the translator have to identify this list of knowledge that may include additives, preservatives, flavorings, and allergens.

6. English Canned Food Translation in Algeria

Translating canned food into English in Algeria has a rich and complex history influenced by various factors, it poses linguistic and cultural difficulties among other factors, translators have to control these factors to convey the meaning of the product accurately, to expand the product in the world and appeal the English-speaking consumers.

6.1 Factors controlling Translation of Canned Food

a) Multilingualism in Algeria

Multilingualism is the ability to use more than one language, either by an individual speaker or by a community of speakers. Multilingual people use more than one language; they have equal ability in two or more than three languages.

In Algeria, multilingualism reflects its rich history and diversity. Arabic is the official and most widely spoken language in Algeria; most Algerians speak Arabic effectively in work, education, and daily life. In addition to Arabic, many Algerians communicate in French due to the historical context Algerians speak Arabic effectively in work, education, and

daily life. In addition to Arabic, many Algerians communicate in French due to the historical context of colonization; they use French fluently as a second language in various official, cultural, and commercial domains. Also, the Amazigh language is the local language in Algeria; Algerians in the south and east regions use it daily and in education; it is considered an identity for the Algerians.

The practice of these languages and understanding the environment of Algeria, including the prominent languages Arabic, French, and Amazigh, is crucial in translating canned food, which governs the needs of the consumer. Offering products with bilingual labeling is necessary to cover all Algerian communities. Moreover, the product information is conveyed according to the target audience, which is essential for the consumer.

b) Compliance with Translation Laws in Algeria

Translation laws are legal regulations or provisions that govern the translated texts within a particular jurisdiction, and they defer from one country to another. In Algeria, authorities emphasize that translated canned food items should be available in French and Arabic.

The translation of specific items must comply with cultural sensitivities to avoid any potential for sensitivity when translating the canned food items to another language. These standards are set up to translate various types of canned food products, focusing on the importance of linguistic accuracy and effective communication with the Algerian consumer.

c) Modernization of Canned Food Translation

Modernization in translation is the adaptation of methods and techniques to meet the needs of the audience. Nowadays, when translating canned food products using modern methods to meet the expectations of consumers, the translator is obliged to follow certain evolutions in language, such as new terms and changing word usage. The translator must be familiar with the current usage of the target language to deliver an effective translated product to the consumer.

d) Marketing in Canned Food Translation

The translator must be conscious of market needs when translating canned food; this involves comprehension of the target audience, linguistic nuances, and client objectives and preferences.

The producers use slang in canned food products, and the translator has the responsibility to convey the original meaning of the product, especially with traditional foods, components, and common fixed expressions in the market.

6.3 Translation Difficulties of Canned Food in Algeria

Translating canned food labels into English in Algeria has become necessary; it provides information in another language about the brand, ingredient lists, usage instructions, and product labels. It also helps the consumer in decision-making by providing access to the product from diverse linguistic communities.

Canned food in Algeria is covered in packaging in Arabic, sometimes in French, but rarely in English because canned food in Algeria is named

according to the brand name or the product name. The brand name is important to differentiate canned food products; these brand names indicate regional associations to make the product memorable to the Algerian consumer. They incorporate words or phrases in Arabic or French inspired by the origins of different Algerian regions.

The product name which indicates the contents of the cans of the main ingredient in Arabic or French this strategy is for the consumer to quickly choose the wanted product, but it is common to find traditional Algerian foods are preserved in form of canned foods named by the main traditional ingredient such as couscous, Tagines , Harira soup, these factors make translating the canned food products into English not an easy task because the translator have to be proficient in both Arabic and French, they also need to be proficient in understanding the cultural nuances and different Algerian regional variations which include a deep analyzing to linguistic details and familiarity with the diversity of local dialects that influence the name of the canned food product.

Another difficulty facing the translator is that they have to understand industry-specific terminology related to canned food, for example, the technical terms used in describing the ingredients.

7. Conclusion

Canned food has become a central element of human lives due to its accessibility and long shelf life. It is an important component of modern life because its extended shelf life helps reduce food waste and allows easy storage, making it accessible for a year. Their long shelf life makes them consumed daily. Canned foods offer multiple choices and options to suit human and animal needs.

Translating canned food labels items into the global language English is important since language is the primary means humans use to transmit meaning. English is essential in the food industry and international business.

Choosing the appropriate strategy for translating canned food products is necessary because most of the translation problems are caused by the overuse of literal translation and transliteration.

Translating food into English in Algeria has become necessary for the movement of goods to a wider area and to upgrade Algeria to reach the countries of the developed world.

With the recent diversity of food products, it is imperative to market and promote according to market requirements, thus contributing to translation to attract local and global customers.

Translating canned food products always aims to create something appealing and attractive because they focus on attractive food terms with the process of conveying the meaning correctly.



CHAPTER-III. Evaluation Translation of Canned Food Labels in Algeria

1. Introduction

The following practical chapter is about evaluating the already translated marketed canned food labels provided by translators in Algeria, mainly the product name, brand name, ingredient lists, nutritional value, instructions, warnings, and slogans. By focusing on the level of competence, clarifying mistakes and failures in the source text (SL) or target text (TL), such as misspelling and grammar errors, providing a suitable equivalence rendition for the expression in canned food products, and majoring in the validity of translation,

This chapter presents definitions of the corpus and the methodology of analysis that examine each sample from different perspectives.

2. Definition of The Corpus

Corpus is the singular form of corpora; it is all the completed writings or works of an author. It is a systematic, large collection of language data (texts or spoken language data) that represents a sample of a specific language or linguistic analysis. It is the main resource for linguistic research, providing proofs to analyze language structure (vocabulary and grammar) across different contexts and domains.

The corpus is made up of a collection of canned food products from different supermarkets and grocery stores in Algeria, including the product name, brand logo, ingredient lists, nutritional value, and instructions or warnings.

Bellat is a company founded in 1970 that specializes in producing and marketing different canned food products in Algeria, such as hot dogs, corned beef, and chicken luncheon. Meat...

Tamlait is an Algerian company specializing in high-quality sweetened condensed milk manufacturing.

Alfa Interfood L.L.C, was established in 1992 and is an affiliate of "Harb Holding International S.A.L.", the factory located in the Lebanese Beka Valley. Known as one of the biggest manufacturers of ethnic packaged and canned food products in Lebanon, exporting to the big markets in the Middle East, North Africa, and South America under four main brands: Chtoura Garden, Chtoura Land, Chtoura Foods, Maxi Foods, relevant slogan: Natures Stories or حكايات الطبيعة.

Sipa L.L.C, founded in 1965, is an Algerian factory located in Annaba. It is the first company producing canned tomato paste in the country under its famous brand: Bestom. The factory has an interest in distributing its products all over Algeria, so it created five distribution centers in Souk Ahras, Constantin, Skikda, Tarif and Galama. Sipa became one of the leading factories locally and exported to Libya due to its taste consistency and high quality.

CONSERVERIE DES AURES-DAGHOUSSA: L.L.C, established in 1998 and located in Besbes, ElTarf, Algeria. Under the license of ORAKLAR Turkish Company. It is specialized in producing canned food products such as vegetables and fruits under the brand Fide, which was one of the most famous and demanded brands in the Algerian market.

3. Methodology of Analysis

The research answers the question of evaluating the translation provided by the translators in food cans.

Translations will be evaluated qualitatively by comparing them with the source language and original text, mentioning any mistakes that may occur in using translation procedures and strategies. The data will be classified into four parts, which are the product name, brand logo, ingredient lists, nutritional value, and instructions and warnings to investigate the faults made by translators. Each sample will be illustrated and explained.

4. Analysis of The Corpus

The analysis of the corpus is mainly about a comparison between Arabic as a source language and English as a target language to indicate where the translator failed or succeeded in the translation of canned food.

4.1 The Name of The Product

The name of the product describes the physical item or the content of canned food, it designed to facilitate connection with the costumers making it an essential marketing strategy.

The first part of analysis of the corpus start with translation of canned food names.

Pattern 01



Figure 4: American Mix vegetable (Eurl sand south -ورقلة- نقطة التوزيع)

Source language: Arabic "خلطة الخضروات الأمريكية"

Target language: English " American vegetable Mix"

The expression "خلطة خضروات أمريكية" means a blend of cut vegetables; they may be sliced, cubed, or chopped. It may include carrots, French beans, peas, and cauliflower.

Mentioning the word "أمريكية" is to clarify that the origins of the dish are from America ; it reflects American culture to give more clarification to the Arabic consumer.

The translation provided is "American Vegetable Mix." The expression is in the form of a descriptive statement in order to make it clear, facilitate understanding for the consumer, and identify the type of vegetable included. But since the English translation is targeted at English speakers, the word "American" is unused in English-speaking contexts. In that light, the English translation as a whole would be applicable if the word

"American" were omitted and changed to "mixed vegetables," which is a general term and commonly understood in English

Pattern 02



Figure 5: corned Beef (ورقلة-سوبيرات دريم لاند -)

Source language: Arabic "كورندبيف"

Target language : English "Corned beef"

The expression "corned beef" means a beef preserved and flavored by curing large-grain rock salt or corns of salt in order to preserve the meat. It is also called salt beef and is from Irish cuisine. The expression "corned beef" is transliterated as follow "كورندبيف", transliteration is expressing words of language by means of characters of another alphabet, the translator provided "كورندبيف" as an Arabic name for the product by using transliteration strategy which is not fully convey the essence to Arabic speakers, it's important to consider the customers understanding, in this case literal translation "لحم بقري مملح" is more accurate strategy in Arabic context it provides clarity of the term.

Pattern 03



Figure 6: Cooked Fava Beans With Chickpeas (قالوري حاج سعيد- لمقارين-)

Source language: Arabic "فول مدمس مع حمص حب"

Target language: English "Cooked Fava Beans with Chickpeas"

"Cooked fava beans with chickpeas" is a Middle Eastern dish. It refers to cooked fava beans until boiling with chickpeas together, adding some spices and olive oil. The ingredients of the dish are common in many cuisines, which made the translation clear.

Adding the word "cooked" to the expression is to specify that the dish has been cooked, but it is usually used in listing the ingredients, not in the product name.

The translation provided to the product is "فول مدمس مع حمص حب" the word "حب" describes the fava beans being cooked but the chickpeas being served as whole.

The expression describes the content of the canned food product because the translator provides a descriptive translation for both English and Ar-

abic consumers in order to clarify the content for the consumer and make it appealing at the same time.

The other picture shows the same brand of product with different ingredients. It is "فول مدمس مع كمون"; it refers to another way of cooking fava bean; it's with "كمون" which is a spice used in cooking dishes to add a special flavor.

The word "كمون" is translated as "cummin," which refers to the same meaning as the Arabic expression, except the word appears to be a typo because the correct term is "cumin."

Pattern 04



Figure 7: Concentrated Milk (الريتاج للوازم الحلويات و التغليف)

Source language :Arabic "حليب مركز محلي"/

Target language: English "concentrated Milk"/Sweetened Condensed Milk

The expression "concentrated Milk" means evaporating milk then removing water from it to get milk with a higher concentration of milk solids. It is often used in cooking and baking.

The expression "حليب مركز محلى" means milk sweetened with sugar after being concentrated; the difference between them is that concentrated milk is not sweetened, and it can be used as regular milk by just adding water.

The translator provided the expression "concentrated milk" for "حليب حليب", which is fully inaccurate for the product components and may confuse consumers.

On the instruction side, it is mentioned that "الحليب المركز المحلى محضر من", therefore the exact translation for the expression is "sweetened condensed

Pattern 05



Figure 8: Peaches Halves in Syrup (-هايبر مارشي بن ساسي-تقرت)

Source language: Arabic "أنصاف خوخ مع شراب"

Target language: English "halved peaches in syrup"

In the following example "أنصاف خوخ مع شراب" the word "أنصاف" in this context is meant the peaches cut in halves, the translation provided for this word is "halves" which means the peaches sliced in two pieces in this context. The Word "أنصاف" is an Algerian dialect word it indicates

the description of something cut in halves while it is the plural of the word "نص" it has several meanings including Moroccan dialect language it is set of rules used by teachers in form of Al-Matn and poems applied in the Quran for learners to facilitate memorizing and clarifying similarities in Quran verses ,additionally this word refers to split pieces of fruit so it might be more precise to say "halved peaches in syrup" to suit the exact meaning, the operation of moving from source language to target language needs the use of the right strategies to avoid facing difficulties and challenges in choosing the right word, the word above is misspelled it should be written with an "ص" instead of "ف" which is considered as a misprint or a typo committed by the translator which changed the whole meaning.

The translator failed in choosing the exact word "أنصاف" which caused problems of understanding and rendering the exact word in the target language for non-Arabic speakers.

4.2 The ingredient List

The ingredient list is a set of information provide consumers details about what the products contain during the process of preparation it includes the primary ingredients and additives.

The second part of analysis of the corpus start with translation of ingredient list of canned food labels.

Pattern 01

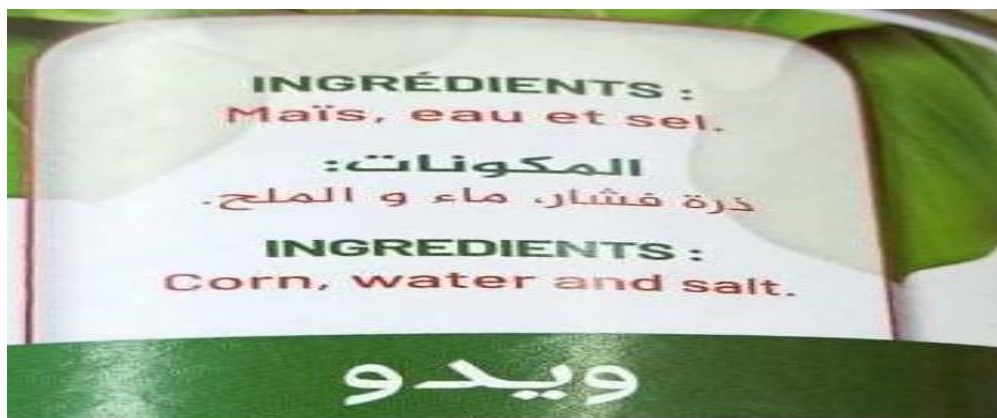


Figure 9: Sweet Corn (هايبر مارشي بن ساسي)

Source language: Arabic "ذرة فشار"

Target language: English "corn"

The word "ذرة فشار" means a type of grains used for preparing popcorns, the translation provided is "corn" which has a more general meaning, the word "corn" literally means "ذرة" and "فشار" is "popcorn". In this context the suitable translation for "corn" is "ذرة" because "ذرة فشار" usually refers to dry grains which are heated until they turn into popcorn not the wet sweetened corns or in syrup.

The translator applied the omission strategy, in this example since the omission of the word "فشار" is acceptable which is more close to the nature and texture of the product. Whoever translator makes distortion in conveying the meaning of the source message, he gives the suitable and accurate word depending on the product by generalizing the meaning instead of specifying it.

4.3 Instructions and warnings

Instruction from the verb instruct i.e. "teach" which are a set of information that guide the users of canned food products in the way to consume it.

Warnings from the verb "warn" i.e. to inform users about danger or problems that might be happen, both are important for the consumer health or indicating compliance with Islamic dietary such as HALAL and not HALAL

The third part of analysis of the corpus start with translation of instructions and warnings of canned food labels.

Pattern01 :



Figure 10: Ananas En Tranches Au Sirop Leger(Crest Line Market)

Source language: Arabic "جودة عالية"

Target language: English "Best Quality"

The two pictures show another type of canned food, which is pineapple slices in light sugar syrup, followed by the instruction "جودة عالية." It refers to the superior level of excellence of the product. In the process of translating into English, the translator provided the expression "Best Quality." The word "Best" means that the product is not compared with others because this word implies a superlative level within other options, which is not an accurate translation for the expression. If the translation into English was "high quality" instead of "best quality," it would be accurate for this context because the word "high" gives the possibility of lower quality and is a neutral and commonly used term.

4.4 Brand Logo

The word brand means elements that help to identify a unique association for a product that differentiates it from other brands, the word logo is a symbol represent an organization or product., the brand logo should be simple, unique, memorable, it should reflect the personality of the brand because it plays a key role in canned food labels and it is designed to be attractive and appealing.

The fourth part of analysis of the corpus start with translation of brand logos of canned food labels.

Pattern 01



Figure 11: Ananas En Tranches (هايبر مارشي بن ساسي)

Source language: Arabic "قوود ستار"

Target language: English "Good Star"

The expression (Good Star) is a brand name that represents the high and superior quality and brightness of the product, which conveys the message of the reliability and success of the products seeking to appeal to consumers about their services.

The expression "Good Star" transliterated to "قوود ستار" keeping the same essence of the original brand name and changing the characters to Arabic language in order to make it accessible to Arabic-speaking consumers, which is important to recognize the name of the brand, but the Arabic speaker will not understand the intended meaning of the brand. This is what makes the consumers not familiar with the expression because the transliteration strategy does not provide the direct equivalence of the meaning.

In this instance, literal translation is one of the solutions to having an equivalent, which is "النجم الجيد"; this may send the reader to another brand. That's why the translator preferred to keep the original brand name to maintain the originality and credibility of the product and to avoid double brand names.

Pattern02



Figure 12: El-Qods Tomato Paste (Crest Line Market)

Source language: Arabic "القدس"

Target language: English "EL-Qods"

The tomato paste "القدس" translated into "El-Qods" is a proper noun referring to the capital of Palestine in the Eastern Mediterranean area.

The word "القدس" has a direct equivalent in TL, which is "Jerusalem," but the translator kept the same word by using translation in translating the brand name. Here, transliteration is the preferred technique to present the identity of the product.

4.5 Nutrition value

Nutrition facts is listed information present details about nutrient content of a food product, usually it includes calories, micro nutrients (carbohydrate, protein, fats) and micronutrients (vitamins, minerals), nutrition facts are subdivided into two main parts nutrition facts and daily value.

The fifth part of analysis of the corpus start with translation of nutrition value of canned food labels

Pattern01

Valeurs nutritionnelles pour 100 grammes de Olives Dénoyautées Nutritional values for 100 grams of Pitted Olives		
Calories Calories:	115 kcal	الطاقة
Glucides Carbohydrates:	6,04 g	الكربوهيدرات
Sucres Sugars:	1,2 g	السكر
Protéines Proteins:	0,84 g	البروتين
Graisses Fats:	0,3 g	الدهون
Graisses saturées Saturated Fats:	0 g	الدهون المشبعة
Fibres Fiber:	3,3 g	الألياف
l'apport quotidien recommandé. Recommended Daily Allowance		
Vitamine C :	1,65 mg	فيتامين سي 2
Vitamine K:	10 à 20%	فيتامين ك 3
Vitamine B9:	20 à 40%	فيتامين ب 9
Potassium Potassium :	200 mgr	بوتاسيوم
Magnésium:	40 mgr	مغنيسيوم
calcium calcium :	37 mgr	كالمسيوم
Ingrédients : Olives vertes tranche , eau, sel, acide		

Figure 13: sliced green olive (سويبات شعبان-تفرت)

Source language: Arabic

Target language : English

The following table shows the nutrition information of sliced green olives, which is subdivided into two parts: nutritional values and recommended daily allowance. These two parts play a crucial role in consumer diets and inform users.

The nutrition value shows the nutrients and ingredients in the product.

The daily value specifies the percentage of each nutrient in one single serving of the food product according to the daily recommendation intake by the IOM Institute of Medicine in the United that established a dietary reference based on scientific research.

The translator translated the content of the table of both nutrition value and daily but didn't translate the titles of the table which may confuse the Arabic consumer.

For translating the titles into Arabic here are the translation:

"Recommended Daily Allowance" "الكمية اليومية الموصى بها"

"Nutrition value" "القيمة الغذائية"

Pattern02 :

VALEURS NUTRITIONNELLES القيم الغذائية NUTRITIONAL VALUES		Nutrition Facts (100g) القيمة الغذائية	
Pour / Por 100 g / لـ 100 غرام		Amount Per Serving	Porsiyon/Serving Size: 100g
Energie / طاقة	391 Kج / كج	Energy	الطاقة 82 kcal
Energy	93 Kcal / كج	Protein	البروتين 4.32 g
Lipides / دهون / Lipids	0,7 g / غ	Carbohydrate	الكربوهيدرات 18,91 g
Acides gras saturés / أحماض دهنية مشبعة / Saturated fatty acids	0,1 g / غ	Sugars	السكر 10,41 g
Glucides / سكريبات / Carbohydrates	16,8 g / غ	Fat	الدهون 0,47 g
Sucre / السكر / Sugar	2,8 g / غ	Saturated Fat	الدهون المشبعة 0,1 g
Protéines / بروتينات / Proteins	2,9 g / غ	Monounsaturated Fat	الدهون الأحادية غير المشبعة 0,067 g
Fibres / ألياف / Fibers	3,5 g / غ	Polyunsaturated Fat	الدهون غير المشبعة 0,16 g
Sel / ملح / Salt	0,4 g / غ	Dietary Fiber	الألياف الغذائية 4,5 g
		Sodium	الصوديوم 98 mg
		Potassium	البوتاسيوم 1014 mg

Figure 14: Sweet Corn / Tomato Paste (سويبرات بن مصطفى-تقرت)

Source language: Arabic "دهون"

Target language : English "lipids/fats"

The following table provides nutrition information for sweet corn and tomato paste. The figure shows a list of essential components: energy, protein, carbohydrate, sugars, and fats, which are important for body health. They are agreed upon by the USDA Department of Agriculture in all the words translated into Arabic, such as energy translated الطاقة, salt translated الملح, sodium translated الصوديوم, potassium translated البوتاسيوم. These are all components approved by the USDA.

The translator in the first table translated the word "دهون" as "lipids," and in the second table, the word "دهون" as "fat".

The word lipids refer to organic compounds that form the structure of living cells, it can be solid or liquid, lipids are soluble in organic solvents but are insoluble in water

The word fat refers to a type of lipid; they are energy reserves of the body; they can be only solid; they are oily substances insoluble in water and sparingly soluble in substances like alcohol. Fats are classified into saturated fats, unsaturated fats, monounsaturated fats, and polyunsaturated fats.

5. Data Analysis

The strategy	The sample	The category	Percentage %
Literal translation	"American Vegetable Mix" "خلطة الخضروات الأمريكية"	The name of the product	27.27 %
	"Sweetned Condensed Milk" "حليب مركز و محلى"		
	" Peaches halves in Syrup" "أنصاف خوخ مع شراب"		
Direct translation	"water""ماء"	Ingredient list	27.27 %
	"corn""ذرة"		
	"salt""ملح"		
	"Energy""طاقة"	Nutrition value	
"fats""دهون"			
Transliteration	"Protein""بروتين"		
	"corned beef" "كورندبييف"	The name of the product	27.27 %
	"Good Star" "قوود ستار"	Logos	
"El-Quds" "القدس"			
Expantion	"cooked fava beans" "فول مدمس وحمص حب"	The name of the product	9.09%
Idiomatic transla-tion	"Best Quality/hight quality " "جودة عالية"	Instructions and warnings	9.09%

Table 2: Data Analysis Table

The table shows a collected sample of the study with the strategy used in translating these samples such as nutrition value table or name of the product.

It's obvious that translators used strategies rather than other strategies.

Translators used literal translation four times in translating names of the product, this is a common strategy across translators to remain the familiarity of the canned food name to the consumers and keeping the original meaning of the product.

Sometimes translators opt for transliteration mainly in translating products name and brand logos because transliteration preserve the sound of the original text which ensure the recognition of the canned food product. Other times the cultural nuances of the product name or logo preserved with transliteration rather than translation.

It is remarkable that other strategies are used often such as direct translation and borrowing, especially in translating ingredients lists and nutrition values because it includes technical terms and most of the ingredients and nutrition terms have standard terms that are agreed and widely recognized in culinary industry.

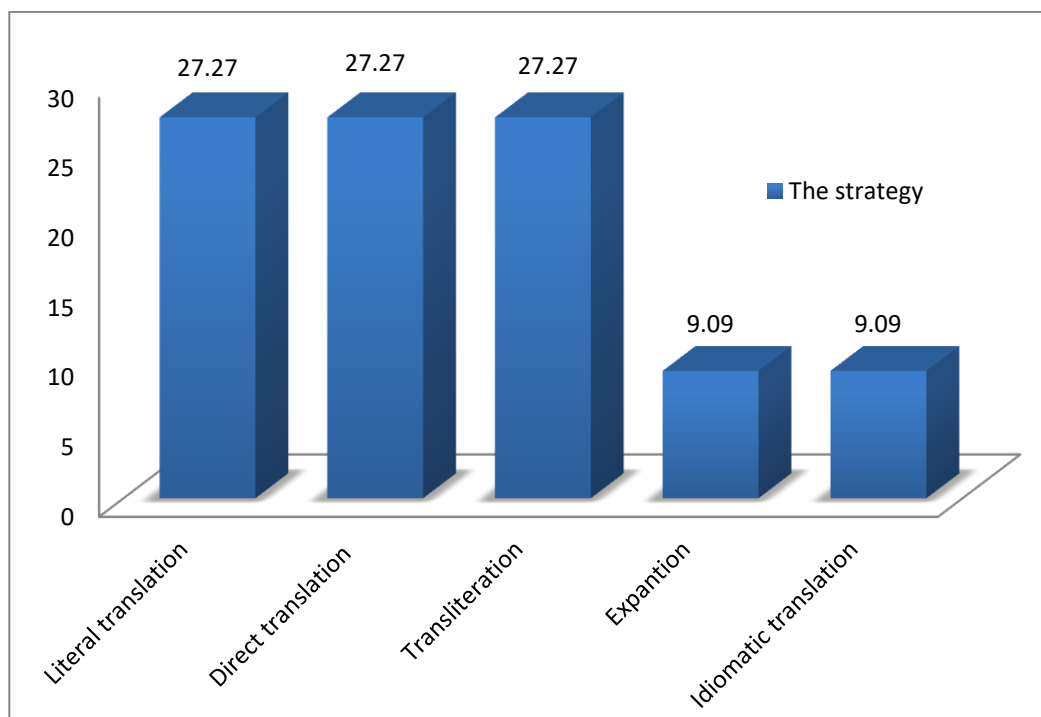


Figure 15: The Bar Graph of The Strategy used in Translating Simple

The following bar charts present graphical data about the percentages of strategies used in translating canned food products taken from the samples analyzed above. These strategies are literal translation, transliteration, expansion, idiomatic translation, and direct translation. The highest strategy used, as indicated by the taller bar, is literal translation (27.27%), and the least strategy used is expansion (9.09%)

This distribution of strategies reflects the translator's goals in conveying the meaning of canned food labels. These variations underscore the complexity of translating canned food labels and emphasize that the translator needs to employ strategies rather than other strategies.

6. Conclusion

Canned food products translation in Algeria have occasionally committed some certain inaccuracies as a result of lack of knowledge and expertise within culinary industry, bearing in mind the hard work done by translators to convey the information in canned food labels accurately despite many difficulties in rendering the meaning effectively such as cultural nuances, culinary terminology and many nuances.

While evaluation is important because mistakes and mistranslation is important because mistakes and mistranslation can appear during the translation process.



Conclusion

Translation is the act of converting not only texts or speeches but also ideas, feelings, emotions, and cultural nuances from one language to another. It facilitates communication between different nations because it bridges the linguistic and cultural sensitivity between the source text and the target text.

The translation profession is one of the oldest and most indispensable occupations in daily life. This is the impact of different geographical areas. The translator plays the role of liaison between many parties. The aims of translation study vary; therefore, interpretation and translation, which is the transfer of literature and scientific knowledge from one language to another,

Evaluation is the process of examining a completed work by assessing its effectiveness in any domain in which strengths and weaknesses arise to help find improvements or solutions. Evaluating a translated work is a crucial stage in reaching an authentic translation. Experts investigated various methods and theories of evaluating a translated text, such as functional equivalence theory and back translation. These methods are for ensuring the coherence of the translated text. To achieve a high-quality translated text, Jouliane House created a model to assess the quality of translation. The model assesses the translation from various perspectives, which are textual analysis, comparison, describing the types of translations, and the cultural filter. Scientists are still working on applying new methods of evaluation in order to avoid mistakes or failures in the translated text because mistakes in general occur due to human causes, but if the mistakes occur in language, it goes to profitability levels.

It is confirmed that translation is categorized into free translation and literal translation; they differ from the perspectives of the scholar. For instance, Venay and Darbelnet divided the strategies into direct and oblique strategies; each strategy is divided into the following: direct translation, borrowing calque, literal translation, oblique translation, transposition, modulation, equivalence, and adaptation. Applying the conventional strategy in translating texts is important to reach a faithful text and overcome the challenges of translation. Those strategies help the translator convey the intended meaning to produce a high-quality translated text.

Everyone believes that translation is a means of communication, but the role of translation expands even further. It is the means prevailing in all areas such as politics, economics, and technology, speaking of translation. The English is currently the language of the world; it is the reference language for many countries in the world. Translation into English has been able to occupy all fields, including food, which varies from one region to another, but the word is full of different types of dishes that are exported to different regions of the world in cans to preserve their content and prolong their shelf life.

The English language has become the most used language globally due to its historical background and the rich culture of the countries speaking it, such as the United Kingdom, Canada, and the United States. The influence expanded to various domains: science, politics, economics, and food. For that reason, officials of the food industry tend to use English in culinary terms, and especially in the canned food domain, they use English for easy communication between customers.

English is becoming the dominant language as a result of the investigations and theories made by dominant scholars Peter Newmark, Jouliane House, and others in the translation field.

People have recently become frequent users of canned food products due to their availability and long shelf life. Canned foods offer easy solutions for busy people and emergency situations. There are variations of canned food for humans, like meats, fish, milk, tomato paste, fruits, and even canned food for animals. If we come to the scientific side, we can categorize canned food according to the PH value.

Canned food is a double-edged sword because huge amounts of it can damage human health and cause some diseases, for instance, BPA exposure and or Botulinum celiac disease.

So, officials rely on translating the content of labels into English or French to communicate information to everyone but English is the suitable solution to translate this context, this is what makes the translator loses control in communicating certain meanings especially related to culture, causing errors in some translations of canned food products, this what raised the question of if translators succeeded in conveying the meaning in translating canned food products.

The translator can face linguistic and cultural difficulties in conveying information about canned food products. These difficulties appear in the cultural-specific terms and finding the exact equivalent of them; linguistically, they can appear in finding the equivalent idiomatic expression or in borrowing; they also appear in the marketing elements and especially in technical terminologies.

This research aimed to be selective, focusing on the daily difficulties faced by translators of canned food products by evaluating the translation on labels. Otherwise, this work tried to provide theories and proofs of translation studies research and suggest solutions and other possibilities for some canned food translations. Furthermore, this research investigates the mistakes and points of weakness of translations in order to reduce the number of times the translator fails to convey the meaning.

Canned food labels are rich in culinary terms such as unfamiliar dishes or those related to culture. These terms are not easy to translate, which is why the translators adopt different strategies such as literal translation, transliteration, and borrowing. Sometimes the strategies are applied correctly in a successful way, but other times they are applied wrongly as a result of a lack of awareness.

Translating canned food raises a dilemma, which is when the translator provides creative equivalents for what is unfamiliar instead of direct equivalents or word substitutions, which is considered unfaithful translation because it depends on the translator's knowledge and understanding of the target language and source language.

To conclude, choosing the suitable strategy to translate canned food labels is of vital importance, as most of the translation problems reported in this study resulted from applying inappropriate translation strategies. Translating canned food labels makes the translator face challenges and difficulties as a result of cultural and religious connotations.

Recommendations:

Algeria is a rich industrial country with different industrial sectors such as food companies that produce huge amounts of products, including canned food products. Some of the prominent are Civital or Belat. These companies contribute to processing canned food and delivering it to Algerian consumers. That's why the companies should consider the role of translators, and this can be achieved through well-knit translators and expertise in the source and the target language.

Every piece of information mentioned on the canned food label is important for consumer health because it includes details about the nutrition, the ingredients, the product name, and some indications and warnings. The translated version of this information helps the consumers make decisions about the product, which is why the translator has to choose the appropriate strategy that focuses on the nature and meaning of the product.

As the translators produce the translations based on a theoretical background, forgetting the practical work, that's why they have to interview the target audience to assess the quality and examine how the audience receives the translations.

Summary

ملخص الدراسة

"من تعلم لغة قوم أمن مكرهم" بل، وأخذ عن علمهم يعرف القرن الأخير حركة عولمة سريعة مستمرة عبر الأجيال المتعاقبة حيث تعددت مصادر العلوم، فاختلفت بالضرورة لغاتها؛ مما أوجب على الأفراد تعلم لغة غير اللغة الأم، فافتكت اللغة الإنجليزية المرتبة الأولى لغزوها شتى مجالات الحياة بعلمها كالاقتصاد والطب وكذا مجال الصناعات الغذائية. تلعب اللغات دورا أساسيا فهي جوهر حياتنا ووسيلة تواصلنا مع العالم وتعبر عن شخصية المجتمع الذي تمثله كما أن تعلم اللغات يتيح لأفرادها آفاقا كثيرة على المستوى العالمي. وبشكل عام اللغات هي جسر التواصل وسر العلاقات بين مختلف الشعوب.

عرفت الترجمة حركة ازدهار كبيرة لم تشهدها من قبل ملبية بذلك احتياج كل مجال، وكل فئة عمرية بالمجتمع.

يعود تاريخ الترجمة منذ العصور القديمة التي تم فيها نقل المخطوطات والكتاتيب إلى غاية وصولنا إلى الطرق المعاصرة، فتجلت عملية الترجمة في نقل نص من لغة إلى لغة أخرى بالضبط ولا تكتمل العملية بنقل النصوص فقط، بل بإيصال المعنى والإبقاء على نفس شحنة النص الأصلي، وللوصول لهذه النتيجة يتطلب على المترجم فهم الهدف من النص الأصلي، وكذا الإحاطة بثقافة النص لتقديم ترجمة وفيه وفعالة للنص الأصل مطبقا جملة من الاستراتيجيات مثل الترجمة الحرفية، النقحرة، التكافؤ، التكييف الثقافي بحيث يتم اختيار كل استراتيجية طبقا لطبيعة النص والغرض منه فهي تبني بذلك جسرا يربط بين اتجاهين مختلفين أو تعمل كزجاج شفاف يعكس الثقافات والتوجهات وكذا المشاعر.

تنقسم الترجمة إلى ثلاثة أنواع، ترجمة داخلية أي الترجمة في نفس اللغة، ويتضمن هذا النوع شرح النص وتفصيله بطريقة مختلفة بذات اللغة مثل ما يظهر في القواميس، ونجد الترجمة الخارجية: حيث يتضمن هذا النوع ترجمة نص من لغة إلى لغة أخرى كالترجمة من اللغة الفرنسية إلى اللغة الإنجليزية، أخير ترجمة الإشارة: وتتضمن تحويل النصوص والكلمات إلى لغة الإشارة سواء سمعية أو نظرية مثل ترجمة الروايات إلى أفلام أو مسلسلات تلفزيونية.

يقوم أساس هذا البحث على منهج التقييم وهو منهج يمارس في تقييم جودة أي عمل بناء على منهجية معينة ومجموعة من المعايير وهو مطبق في العديد من المجالات كالتعليم، الصحة، التكنولوجيا، الترجمة و غيرها. مبادئ وأسس هذا المنهج تشمل الفعالية، الموضوعية، جمع معلومات، وتحليل البيانات. تطبيق هذه المعايير يوفر نتائج مبنية على أدلة ونتائج مساعدة في تطوير العمل القادم.

عمل المترجمون على انتقاء نظريات مناسبة لتقييم جودة الأعمال المترجمة بحيث هذه النظريات تظهر مدى قرب النص المترجم للنص الأصلي أو بالأحرى معنى النص الأصلي من جميع النواحي اللغوية والثقافية، ولعل أشهرها هي النظرية الغائية وأساسها أن الترجمة جل تركيزها على الهدف والغاية منه، فعلى المترجم أن يحدد الهدف قبل الشروع في ترجمة النص فيجب ترجمة النص الأصل على أساس الغاية المقصودة للنص الهدف. كما يستند فئة من المترجمين على نظرية الترجمة الرجعية وأساسها إعادة ترجمة النص المنتج إلى اللغة الأصل للتحقق وتقييم جودة ودقة الترجمة. بحيث جودة النص المترجم تعكس خبرة ومهارة المترجم ومدى فهمه للنص الأصلي فتبرز مدى كفاءته وحنكته في الترجمة.

تمارس الترجمة في الحياة اليومية فهي جزء لا يتجزأ منها في عصر الانفجار العلمي والتعدد اللغوي. إن ما توصل إليه العالم من معرفة، وما تقدمه البحوث من اكتشافات ودراسات في المجالات كلها بفضل الأعمال المترجمة فإيقاؤها بلغتها الأصل يحجب عن العالم آفاقاً غنية ، فالترجمة جعلت العالم غرفة صغيرة لأنها وسيلة لتجاوز الحواجز اللغوية والثقافية وتبادل المعرفة بين الشعوب.

يعد نشاط الكلام والأكل أساسيان بشكل يومي وأكثر ما يتوجه إليه الإنسان في نظامه الغذائي هو المعلبات الغذائية نظرا لعمرها طويل المدى وثمنها المناسب لجميع شرائح المجتمع ويعود أيضا لاستعمالها البسيط فلا تكاد تخلو الوجبات اليومية من الأطعمة المعلبة التي نراها بأشكال وأحجام وألوان مختلفة متنوعة بملصقات تبرز محتواها باللغة الأم وأحيانا مترجمة إلى لغات أخرى كالفرنسية والإنجليزية. تتنوع المعلبات الغذائية، فمنها المخصصة للإنسان كالتونة والطماطم والحليب المركز، ومنها للحيوانات ونظامها الغذائي، كما أنها تعتبر أسهل مصدر للعناصر الغذائية الضرورية للإنسان حيث إنه يمكن للعلبة أن تجمع أكثر من عنصر غذائي واحد غني للجسم ما يجعلها معقدة التركيب العلمي والإكثار من استهلاكها قد يهلك بصحة

المستهلك، ويسبب له مشاكل صحية عديدة كالأمرض التي تمس الجهاز الهضمي والمناعي. مما يجعل توفر الترجمة على ملصقات الغذاء المعبأ أمر أساسي وضروري لصحة المستهلك.

يحتوي ملصق المعلبات عادة على اسم المنتج، قائمة المكونات وجدول القيم الغذائية وكثيرا ما نجد تحذيرات ونصائح لذوي الاستعمال، فكل هذه المعلومات أساسية للمستهلك فصحتها تعكس جودة المنتج. هذا ما يؤكد أن ترجمة الملصقات إلى اللغة الإنجليزية على المعلبات الغذائية أمر بالغ الأهمية فالترجمة توسع استهلاك المنتج وتسويقه والأهم من ذلك هو توفير معلومات غذائية للمتكلمين باللغة الإنجليزية، وتساعدهم الترجمة في اتخاذ القرار خاصة الذين يتبعون حمية غذائية أو يعانون حساسيات ضد عناصر غذائية معينة.

الجزائر دولة مستقلة ذاتيا في مجال تصنيع المواد المعلبة وتسويقها، وهذا يعود إلى التنوع الهائل في شركات تصنيع المواد المعلبة المحلية التي تعتمد على مواد أولية محلية هذا ما يجعلها تنافس شركات تصنيع عالمية ولتعزير هذه المنافسة تُترجم المعلبات إلى لغات أخرى، لكن اللغة الأبرز في ترجمة المعلبات في الجزائر هي اللغة الفرنسية، وهذا يعود إلى عدة أسباب منها الخلفية الاستعمارية وأثر الاستعمار في فرنسة الشعب الجزائري وأسباب قانونية تعود إلى فرض اللغة الفرنسية في عدة مجالات، ومنها مجال المعلبات وترجمتها وأسباب أخرى سياسية تسويقية.

أصبح من الأمر الإلزامي تعميم وإلزام ترجمة المعلبات في الجزائر إلى اللغة الإنجليزية لأنها ببساطة لغة القرن، وهذا لا يمنع المترجم من مواجهة صعوبات في ترجمة المواد المعلبة خاصة في الجزائر في لا تكاد تخلو من المكونات المتعلقة بالثقافة الجزائرية التي تعتبر أمرا غريبا أو جديدا بالنسبة للآخرين، هذا ما يجعل المترجم في تحدي اختيار الاستراتيجية المناسبة لتحرير ترجمة تناسب المتلقي، وتحافظ على نفس المعنى الأصلي.

قد يقع المترجم في إشكالية كيفية إيصال المعنى المكتوب على ملصق المعلبات هذا ما وضح مسار البحث تحت سؤال رئيسي وجوهري وهو: إلى أي مدى نجح المترجم في نقل المعنى المتضمن في ملصقات المواد المعلبة الغذائية المسوقة في الجزائر؟

وللإجابة عن هذا السؤال يتعين تفصيله وطرح جملة من الأسئلة الفرعية وهي:

ما هي الصعوبات التي واجهت المترجم في نقل المعنى المتضمن في المعلبات الغذائية؟

ما هي أهم الاستراتيجيات المستعملة في ترجمة المعلبات الغذائية؟

ولتحقيق أهداف هذه الدراسة اقترحت هذه الفرضيات:

تحتوي المعلبات الغذائية في الجزائر على أخطاء في ترجمتها

تترجم المعلبات الغذائية على أساس الخلفية الثقافية.

تحتاج المعلبات الغذائية في الجزائر للتطوير من ناحية ترجمتها.

يتمحور هذا البحث حول تقييم جودة الترجمات الموجودة في ملصقات المعلبات المتوفرة في السوق الجزائرية خاصة المحلية منها كهدف أساسي والغرض من هذا هو إيجاد مواضع قوة وضعف المترجم في ترجمة الملصقات اعتمادا على المنهج التحليلي النقدي لإيجاد الأخطاء التي قد تؤدي إلى مشاكل صحية للمستهلك عند اطلاعه على الملصقات.

بحيث يحتوي على عينات محللة لمجموعة من الصور الملتقطة من عينات المحلات التجارية ونقاط توزيع بمدينة تقيت وورقلة، وتعتمد هذه الدراسة على تحليل الملصق من جميع نواحيه والتي هي: اسم المنتج، اسم العلامة التجارية، تحذيرات وتوجيهات، جدول القيم الغذائية وخانة المكونات، حيث تم تحليل كل عنصر من العينات الموجودة ودراسته من اللغة الأصلية، والتي هي العربية إلى اللغة الهدف والتي هي اللغة الإنجليزية.

يعتمد البحث على منهج تقييم جودة الترجمة، فهو ينقسم إلى قسمين جزء نظري وآخر تطبيقي، الجزء النظري ينقسم إلى قسمين الفصل الأول يحتوي على مفاهيم عن الترجمة وتقييم جودة الترجمة والأخطاء في اللغة والترجمة واستراتيجيات الترجمة أما الفصل الثاني، فيحتوي على مفاهيم عامة أن المعلبات الغذائية وأنواعها واستعمال اللغة الإنجليزية في مجال الغذاء والمعلبات وتاريخها كما ذكّرت الصعوبات الثقافية واللغوية التي تواجه المترجم في ترجمة المعلبات.

فيما يتعلق بالجزء التطبيقي فهو يشمل عينات موضحة ومحللة كما و ترجمات مقترحة قد تكون مناسبة للبيئة في حال وجود إخفاقات، وهذا لجعل المستهلك أكثر استفادة من نتائج البحث.

ملصقات المواد الغذائية المعلبة غنية بمصطلحات الطهي مثل الأطباق المتعلقة بالثقافة الأم، فليس من السهل ترجمة هذه المصطلحات لهذا يفضل المترجمون استراتيجيات عن أخرى مثل الترجمة الحرفية. النقحرة، الترجمة المباشرة.

ينجح أحيانا المترجم في إيصال المعنى، وقد يخفق أحيانا أخرى، تثير ترجمة المواد المعلبة صعوبات ومعضلات خاصة عند تقديم المترجم لترجمة إبداعية عوضا عن الترجمة المباشرة أو التكافؤ المباشر، فمنهم ما يعتبرها أنها ترجمة غير وافية لأنها تعتمد على معرفة المترجم ومدى فهمه للغة الأصل واللغة الهدف.

إن ترجمة المواد المعلبة ليس بالأمر السهل، ويعد اختيار الاستراتيجية المناسبة لترجمة الملصق أمرا مهما حيث يتوجب على المترجم تأسيس الترجمة انطلاقا من اختيار الاستراتيجية المناسبة لكل عينة على حدى لأن معظم مشاكل الترجمة التي حُلَّت سابقا كانت نتيجة لتطبيق استراتيجيات غير مناسبة من خلال أحد الدلالات الثقافية والدينية التي على ملصق المواد المعلبة على عين الاعتبار

يقدم هذا البحث توصيات لتأكيد النتائج المتحصل عليها ومنها: على الشركات ومسؤولين إنتاج المواد الغذائية المعلبة الاهتمام بمنصب المترجم وتعيين ذوي الاختصاص لأن دوره لا يقل أهمية عن بقية طاقم العمل وهذا لزيادة إنتاجية ونوعية المنتج المصنع وتسويقه لخارج الحدود الجزائرية.

ولضمان تقديم أفضل خدمة ترجمة ممكنة على المترجم تقييم ترجمته وإعادة النظر فيها لأكثر من مرتين مرورا بمناهج التقييم المتبعة من طرف المنظرين في علم الترجمة وكذلك لتفادي الأخطاء الإملائية، اللغوية، النحوية، والحفاظ على الاتساق والانسجام.

ينبغي على المترجم ثراء الزاد المعرفي مجال المواد الغذائية والتخصص فيه للتقليل من الصعوبات والإخفاقات التي يمكن أن تواجهه في اختيار الاستراتيجية المناسبة لترجمة النص الهدف و التي توضح معناه وطبيعته، وتيسر للمستهلك اتخاذ القرار في اختيار ما يريد من المنتجات.

تعتمد شركات الصناعة الحديثة على العمل الجماعي بشكل كبير وهذا لتحسين بيئة العمل وتعزيز العلاقات بين العمال فعلى المترجمين تشكيل فريق عمل جماعي لمشاركة الأفكار

وتوسيعها ومشاركة الإبداعات والوصول الى ترجمة سليمة للمعلبات الغذائية فيمكن للمترجم أن لا يكون على إطلاع بثقافة مدينة معينة خاصة أن الجزائر قارة متنوعة الثقافات لكن تشكيل فريق عمل يمكن للمترجم التغلب على هذه الصعاب. كما يمكن تنظيم دورات تدريبية دورية لتحسين مهارات المترجمين ومواكبة التطورات في مجال الأغذية، فالمترجم الجيد هو استثمار للشركة ودليل على كفاءتها.

لتحسين الترجمات وجودتها على المترجم الاستعانة بأدوات خارجية كالفواميس ولكنها لم تعد كافية في وقتنا الحالي فالاستعانة بالتقنيات التكنولوجية الحديثة يساهم بشكل كبير في تحسين جودة ترجمة المعلبات الغذائية وكذا تسريعها فهذه الوسائل لا تخفي دور المترجم كما يظن البعض ولكنها تشارك في تحسين كفاءة عمله في وقت وجيز ومجهود أقل ومنه رضا المستهلكين عن المنتجات.

قبل نشر الترجمة على المترجم أن ينظم لقاءات حضورية عملية مع عينة من الجمهور المتلقي لتقييم ترجمته المسودة وإعادة النظر في ما هو مترجم ، فجل الترجمات تكون مبنية على الخلفية النظرية للمترجم فقط ، فالتقييم الحضورى طريقة فعالة لضمان نتائج جيدة .

تعتبر المصطلحات التقنية أحد الصعوبات التي تواجه المترجمين في بعض المجالات منها مجال ترجمة المعلبات والمصطلحات الخاصة بالطعام فهذه المصطلحات ذات دلالة لغوية ثابتة ومعترف بها فالحل الأمثل هو إنتاج قواميس خاصة بمجال المعلبات الغذائية لما يحتويه من عناصر مختلفة كجدول القيم الغذائية ، المكونات، اسم المنتج ، التحذيرات والتوجيهات .

تتيح الأدوات التكنولوجية المصادر والمراجع لمختلف المواضيع وبأعداد هائلة بضغط زر، فاستخدام المراجع يعد أمرا أساسيا للشروع في ترجمة المعلبات وهذا يكون بالاطلاع على كتب في هذا المجال أو بحوث عن الأخطاء الشائعة وتقييمها بهدف تجنبها وتحسين جودة الترجمات على ملصقات المعلبات الغذائية.



References

- Adab, B. (2001). *The Translation of advertising*. *Babel*, 47(2), 133-157.
- Al-Tahtamouni, S. (2006). *Translating cosmetic labels* (Unpublished Master's Thesis). Yarmouk University, Jordan.
- Blum, M. (2024). *Community assessment of natural food services*. Oxford University press
- Brower, R. A. (1959). *On Translation*. Cambridge, MA. Harvard University Press 2024. (pp. 232-239).
- Catford, G. C. (1965). *Linguistic theory of translation*. London, Oxford University Press.
- Chesterman, A. (1989). *Readings in translation theory*. Routledge.
- Chiaro, D., & Rossato, L. (2015). *Food and translation, translation and food*. 21(3). 237-243. *Corpus analysis: language structure and language use*. Saarland University.
- Collin, V. H. (2006). *Oxford Word power English Arabic*. (2006), (2nd ed.). Oxford, Oxford University.
- Dan, K. (2008). *English for occupational purposes: one language* (2008). Messey University New Zealand.
- Goui, D. (2015). *An overview on interference*, *Cahiers de Traduction*, Université d'Alger,
- Goui, D. (2017). *Translating gender between Arabic and English*, translation across time and space, Cambridge Scholars Publishing, UK.
- Goui, D. (2023). *Translation and chaos in the Arab world, situation and remedy*, Migration letters, UK.
- Goui, D. (2024). *Death of the truth in translation revisited "accuracy or excess of limits"*, *Kurdish Studies*, 12
- Goui, D. (2020). *Translating and interpreting difficulties of immigration issues in Algeria*, *Conceiving migration and communication in global perspective*, Cambridge Scholars Publishing, UK

Hartle, J. C., Navas-Acién, A., & Lawrence, R. S. (2016). *The consumption of canned food and beverages and culinary Bisphenol A concentrations in NHANES 2003-2008: Environmental research*. 150. 375-382.

Hutchinson, T. & Waters, A. (1987). *English for Specific Purposes: A Learning-Centred Approach*. Cambridge University press.

Jacobson, P. F., & Cairns, H. S. (2008). *Considering linguistic input in a bilingual situation: Implications for Acquisition language*. speech, and hearing services in schools. 39(3), 352-364.

Jakobson, R. (1959). *The linguistic aspects of translation*. R. A. Brower (Ed).

Mark, S, & Moira, C. *Dictionary of translation studies*. (1997) Target, 11(1), 172-175. Manchester: St. Jerome publishing.

Newmark, P. (1988). *Textbook of translation*. New York, Prentice Hall.

Palumbo, G. (2009). *Key terms in translation studies*. Bloomsbury publishing.

Schulte, R., & Venuti, L. (1995). *The translator's invisibility: a history of translation*. World literature today. 69(4), 886.

Shin, J. (2010). *Applying translation quality assessment models to translator training*. Beon'yeoghag Yeon'gu, 11(3), 121-142.

Todd, C, & Jeffrey, M., Farber, M. (2000). *Safe handling of food*. (Pp.40-335). Shuttleworth.

Vinay, J., & Darbelnet, J. (1995). *Comparative stylistics of French and English*. The Benjamins translation library.

Xiumei, X., & Baker, M. (2006) *Translation and conflict: A narrative account*. Routledge, 56(4), 397-401.

جمال، قوي. (2015). الترجمة وهندسة حرب السلم. الترجمان، 24(2).

حسام، سالم الخطيب. (2011). مشكلات الترجمة. مجلة الامن والحياة.

حسين ،علي موصلي .(2018).المعجم الحديث لمصطلحات الصناعات الغذائية .دار علاء الدين للنشر والطباعة .دمشق.

عبد القادر،محمد احمد.علي، فهمي . (1993) . معجم الصناعات الغذائية والتغذية : المصطلحات التعريفية الفنية والعلمية .الدار العربية للنشر والتوزيع.القاهرة.

Web sites

Retrieved November 05,2023, 02:05PM, from

<https://doi.org/10.2307/40151837>

Retrieved January 02,2024, 04 :15AM, from

[https://doi.org/10.1044/0161-1461\(2008/033](https://doi.org/10.1044/0161-1461(2008/033)

RtrievedJanuary20,2024,11:06PM,from

<https://lib.ugent.be/en/catalog/rug01:002028359>

RtrievedMarch10,2024,12:30AM,from

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

Retrieved March25,2024,06 :17PM, from<https://dictionary.cambridge.org/>

Retrieved April 15,2024, 09 :40AM, from<https://apastyle.apa.org/blog/>

Appendices

Appendix 01 : Glossary

English	French	Arabic
Bacteria	Bacteria	البكتيريا
Bisphol	Biphol	بيسبول
Botulinum	Botulinique	الوشقية
BPA exposure	Exposition au BPA	تعرض للبيسفنول أ
Celiac disease	Maladie ceiliaque	مرض الاضطرابات الهضمية
Enzymes	Enzymes	الأنزيمات
Food Spoilage Organisms	Organismes responsables de la détérioration des aliments	الكائنات الحية المفسدة للأغذية
Hermetically	Hermétique	بإحكام
Gluten	Gluten	غلوتين
Gluten Sensitive Enteropathy	Enteropathie Sensible au Gluten	اعتلال معوي حساس للغلوتين
Light Syrup	Sirop léger	شراب مخفف
Low Acidity	Faible acidité	حموضة منخفضة
Microorganisms	Microorganismes	الكائنات الحية الدقيقة
Microbiological	Microbiologique	المكروبيولوجية
Pathogenetic	Pathogénie	مسببات الأمراض
PH value	Valeur de PH	معدل الحموضة
Toxin	Toxine	السم

Appendix 02 : List of pictures



Picture01 : سوبرات بن مصطفى-تقرت



Picture02 : Tomato Paste (سوبرات بن مصطفى-تقرت)



سوبرات شعبان-تقرت : Picture 03



(-سوبرات شعبان-تقرت) sliced green olives : Picture 04



Picture 05:(Crest Line Market)



Picture 06 : Ananas En Tranches Au Sirop Leger(Crest Line Market)



Picture 07: El-Qods Tomato Paste (Crest Line Market)



Picture 08 : الريتااج للوازم الحلويات و التغليف



Picture 09 : Concentrated Milk (الريتااج للوازم الحلويات و التغليف)



Picture10 : Sweetened Condensed Milk (الريتااج للوازم الحلويات و التغليف)



ورقلة-سوبرات دريم لاند : Picture 11



ورقلة-سوبرات دريم لاند) corned Beef : Picture12



هايبر مارشي بن ساسي-تقرت : Picture 13



(-هايبر مارشي بن ساسي-تقرت) Peaches Halves in Syrup : Picture14



(هايبر مارشي بن ساسي) Ananas En Tranches : Picture 15



Picture16 : Sweet Corn (هايبر مارشي بن ساسي)



Picture 17 : Peaches Halves in Syrup (-هايبر مارشي بن ساسي-تقرت)



قالوري حاج سعيد- لمقارين: Picture18



(-قالوري حاج سعيد- لمقارين Cooked Fava Beans With Chickpeas : Picture19



(نقطة التوزيع -ورقلة- Eurl sand south American vegetable Mix : Picture20

Appendix 03 : Photography Permits



وزارة التعليم العالي والبحث العلمي
جامعة قاصدي مرباح ورقلة
كلية الآداب واللغات الأجنبية
قسم اللغة الإنجليزية



بتاريخ يوم : 17/04/2024
الى السيد مدير المحل التجاري : كريس
لاين ماركت ورقلة
حناك عماد الدين

السيدة :
بن شلوية آية الرحمان
بوحفص فاطمة الزهراء
طالبة ماستر 2 تخصص ترجمة
جامعة قاصدي مرباح ورقلة

الموضوع : طلب الحصول على رخصة التصوير الفوتوغرافي للمنتجات الغذائية
تحية طيبة وبعد :

في إطار دعم المعرفة النظرية للطلبة وربطها بالجانب التطبيقي, و تعزيز البحث العلمي
يشرفنا أن نتقدم لسيادتكم بهذا الطلب قصد التصريح لنا بالتصوير الفوتوغرافي لبعض
المنتجات الغذائية المعلبة.

نشكركم على حسن تعاونكم وتقبلوا منا أسمى عبارات التقدير والاحترام.

توقيع مدير المحل التجاري



توقيع الطالبة



وزارة التعليم العالي والبحث العلمي

جامعة قاصدي مرباح ورقلة

كلية الآداب واللغات الأجنبية

قسم اللغة الإنجليزية



بتاريخ يوم : 18/04/2024

السيدة :

الى السيد مدير المحل التجاري :

بن شلوية آية الرحمان

بن ساسي حمزة

بوحفص فاطمة الزهراء

(بن ساسي هايبر مارشي)

طالبة ماستر 2 تخصص ترجمة

جامعة قاصدي مرباح ورقلة

الموضوع : طلب الحصول على رخصة التصوير الفوتغرافي للمنتجات الغذائية

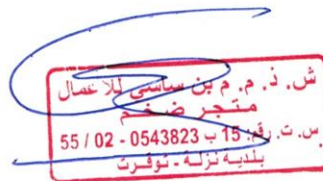
تحية طيبة وبعد :

في إطار دعم المعرفة النظرية للطلبة وربطها بالجانب التطبيقي, و تعزيز البحث العلمي
يشرفنا أن نتقدم لسيادتكم بهذا الطلب قصد التصريح لنا بالتصوير الفوتغرافي لبعض
المنتجات الغذائية المعلبة.

نشكركم على حسن تعاونكم وتقبلوا منا أسمى عبارات التقدير والاحترام.

توقيع مدير المحل التجاري

توقيع الطالبة



(Handwritten signature of the student)

هايبر مارشي بن ساسي (تقرت): Photography Permit02



وزارة التعليم العالي والبحث العلمي
جامعة قاصدي مرباح ورقلة
كلية الآداب واللغات الأجنبية
قسم اللغة الإنجليزية



بتاريخ يوم: 08/05/2024

السيدة :

الى السيد مدير المحل التجاري :
نقطة التوزيع
فنان حلوة

بن شلوية آية الرحمان
بوحفص فاطمة الزهراء
طالبة ماستر 2 تخصص ترجمة
جامعة قاصدي مرباح ورقلة

الموضوع : طلب الحصول على رخصة التصوير الفوتغرافي للمنتجات الغذائية

تحية طيبة وبعد :

في إطار دعم المعرفة النظرية للطلبة وربطها بالجانب التطبيقي، و تعزيز البحث العلمي
يشرفنا أن نتقدم لسيادتكم بهذا الطلب قصد التصريح لنا بالتصوير الفوتغرافي لبعض
المنتجات الغذائية المعلبة.

نشكركم على حسن تعاونكم وتقبلوا منا أسمى عبارات التقدير والاحترام.

توقيع مدير المحل التجاري



توقيع الطالبة

(Handwritten signature)

(ورقلة) نقطة التوزيع: Photography Permit 03



وزارة التعليم العالي والبحث العلمي
جامعة قاصدي مرباح ورقلة
كلية الآداب واللغات الأجنبية
قسم اللغة الإنجليزية



بتاريخ يوم: ١٧/٠٤/٢٠٢٤
الى السيد مدير المحل التجاري : الرتاج
للوانم الحلويات والتقليل
بن يوسف حمدي

السيدة :
بن شلوية آية الرحمان
بوحفص فاطمة الزهراء
طالبة ماستر 2 تخصص ترجمة
جامعة قاصدي مرباح ورقلة

الموضوع : طلب الحصول على رخصة التصوير الفوتغرافي للمنتجات الغذائية
تحية طيبة وبعد :

في إطار دعم المعرفة النظرية للطلبة وربطها بالجانب التطبيقي، و تعزيز البحث العلمي
يشرفنا أن نتقدم لسيادتكم بهذا الطلب قصد التصريح لنا بالتصوير الفوتغرافي لبعض
المنتجات الغذائية المعلبة.

نشكركم على حسن تعاونكم وتقبلوا منا أسى عبارات التقدير والاحترام.

توقيع مدير المحل التجاري



توقيع الطلبة

الرتاج للوانم الحلويات (ورقلة): 04 Photography Permit



وزارة التعليم العالي والبحث العلمي
جامعة قاصدي مرباح ورقلة
كلية الآداب واللغات الأجنبية
قسم اللغة الإنجليزية



بتاريخ يوم : 20-04-2024

الى السيد مدير المحل التجاري : سوبرماركت
الطاهر بالمصطفى.

السيدة :

بن شلوية آية الرحمان
بوحفص فاطمة الزهراء
طالبة ماستر 2 تخصص ترجمة
جامعة قاصدي مرباح ورقلة

الموضوع : طلب الحصول على رخصة التصوير الفوتغرافي للمنتجات الغذائية

تحية طيبة وبعد :

في إطار دعم المعرفة النظرية للطلبة وربطها بالجانب التطبيقي, و تعزيز البحث العلمي
يشرفنا أن نتقدم لسيادتكم بهذا الطلب قصد التصريح لنا بالتصوير الفوتغرافي لبعض
المنتجات الغذائية المعلبة.

نشكركم على حسن تعاونكم وتقبلوا منا أسمى عبارات التقدير والاحترام.

توقيع مدير المحل التجاري



توقيع الطلبة

(Handwritten signatures)

سوبرماركت الاخوة بالمصطفى(تقرت): Photography Permit05



وزارة التعليم العالي والبحث العلمي
جامعة قاصدي مرباح ورقلة
كلية الآداب واللغات الأجنبية
قسم اللغة الإنجليزية



السيدة :
بن شلوية آية الرحمان
بوحفص فاطمة الزهراء
طالبة ماستر 2 تخصص ترجمة
جامعة قاصدي مرباح ورقلة

بتاريخ يوم : 17/04/2024
الى السيد مدير المحل التجاري :
سوبرات دريم لاند
شاوي محمد الطاهر

الموضوع : طلب الحصول على رخصة التصوير الفوتغرافي للمنتجات الغذائية

تحية طيبة وبعد :

في إطار دعم المعرفة النظرية للطلبة وربطها بالجانب التطبيقي، و تعزيز البحث العلمي
يشرفنا أن نتقدم لسيادتكم بهذا الطلب قصد التصريح لنا بالتصوير الفوتغرافي لبعض
المنتجات الغذائية المعلبة.

نشكركم على حسن تعاونكم وتقبلوا منا أسمى عبارات التقدير والاحترام.

توقيع مدير المحل التجاري



توقيع الطلبة

سوبيرات دريم لاند (ورقلة): Photography Permit06