UNIVERSITY KASDI MERBAH OUARGLA

Faculty of Letters and Languages

Department of English Language and Literature

Dissertation
Academic Master
Domain: English Language and Literature
Field: Translation and Translation Studies
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Title:

Facebook Terms Translation: Equivalence at Word Level

According to Mona Baker's Typology

Dissertation Submitted in Partial Fulfillment of the Requirements for the Master Degree in Translation and Translation Studies

Publicly defended

Before the jury

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Academic year: 2015-2016

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<u>العنوان:</u>

ترجمة مصطلحات موقع التواصل الاجتماعي "فيسبوك": التكافؤ على مستوى الكلمة طبقا لتصنيف منى بيكر

مذكرة مقدمة لاستكمال متطلبات نيل شهادة الماستر في الترجمة وعلم الترجمة

تمت مناقشتها علنيا

امام اللجنة المكونة من

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السنة الدراسية: 2015–2016

Dedication

"It would be kind to dedicate this work to my dear parents Mohammed and Yamina Laroui who always wished to live this moment with me, but unfortunately...!!The death interrupted this hope andjoy, they passed away, I would like to thank them as if they were alive. All praises be to Allah for what He gives and for what He takes".

Abderrezak Laroui

"To my parents

To those who taught me even a letter"

Mohammed Larbi Harrouz

Acknowledgements

First of all, we would like to thank the Almighty God, for giving us thestrength and health to write this dissertation.

We owe an immense debt of gratitude to our supervisor Mr. Ahmed Noureddine BELARBI since his sound advice and careful guidance contributed to the completion of this work.

For all our teachers of English in general, and those who have taught us translation in particular.

We would like to extend our thanks to those who took part in this study.

Finally, we would remiss without mentioning our families and friendsfor their love and support.

To each and every one of the above, we extend our deepest appreciation.

List of abbreviations

SL: Source Language.

TL: Target Language.

ST: Source Text.

TT: Target Text

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Introduction

The research problem

This study aims at investigating, comparing, and analyzing different Facebook terms and their translation from English into Arabic. It takes different examples as acase study and tackles areas where the translators, may be,succeeded and, sometimes, failed in the translation of Facebook terms from English into Arabic.

It also investigates the translators' choice of certain words according to technological norms, and whether or not equivalence is established at all levels, pragmatic, semantic and functional.

Aim of the study

This study attempts to check and shed light on some terms chosen from Facebook social media and their translation,then decide, after examination and the comparison of the examples, whether equivalence is achieved or not. Also, to check whether translators considered technological norms in their translations or not.

Research questions

Trying to investigate the translation problems encountered in translating Facebook terms from English into Arabic by a group of volunteer translators, it is crucial to answer the main question and several other questions as sub-questions to reach the answer of the main question.

Main question

Have the translated terms achieved their equivalents at word level or not?

Sub-questions

What kind of techniques adopted by the translators in order to achieve equivalence?

Did the technological norms (space) oblige the translators to choose one-to-one equivalence in translating Facebook terms?

Hypotheses

In an attempt to answer the questions raised by this study:

We hypothesize that most of the translated terms have achieved their equivalents both pragmatically and functionally.

We hypothesize that most of the translated terms have been literally translated.

We hypothesize that space did not oblige the translators to opt for one-to-one equivalence

Structure of the study

This study includes two parts and three chapters, two of which are theoretical and one practical. Part one is divided into two chapters, the first one attempts to explain the main concepts concerning terminology, while the second one is devoted to tackle equivalence. This chapter also deals with non-equivalence and its types, and ends with the different strategies adopted by professional translators. Chapter three is devoted to the description, analysis and comparison of thedata collected, and ends with a conclusion concerning the translated terms and their equivalents.

Part One

The Theoretical

Part

Chapter I

Terminology

1. Introduction

Terminology, according to M. Teresa Cabre (1999), started very early with the emergence of science and technology. These two aspects motivated terminology to emerge and establish a necessary tool for overcoming some of the difficulties associated with the spread of all aspects of knowledge and communication, especially with the beginning of the eighteenth century. The twentieth century witnessed the shift of terminology being a scientific field among sciences. Terminology is a science concerned with specialized terms of a certain field. Although it is not a new field of study, just in recent years became a specialized with its principles and methodologies. As a result, its value touched all aspects in the social and political fields all over the world.

Terms are the basis of translation and translation cannot be done without using terms. For this reasons, Part one is divided into two chapters, the first one attempts to explain the main concepts concerning terminology, while the second one is devoted to tackle equivalence. This chapter also deals with non-equivalence and its types, and ends with the different strategies adopted by professional translators. Chapter three is devoted to the description, analysis and comparison of thedata collected, and ends with a conclusion concerning the translated terms and their equivalents.

2. Definition of translation

There are many definitions of translation, each one reflects a theoretician's point of view, but all of them seek the same goal, equivalence. This has created a problem in that we find more than one definition.

Some theoreticians defined translation by focusing on the original source text effect, whereas others like (Nida and Taber, 1969 /1982) focused on reformulating the message of the ST into the closest equivalent of the TT. Thus, priority is given to meaning rather thanstyle. For others, « Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL).»(Catford, 1965: 20). Consequently, Catford's definition stresses the importance of equivalence.

Hatim and Munday (2004) view translation from two different angles: first, as a process when the translator transforms a text from SL into TL and, second, as a product, the focus on the result achieved by the translator, i.e. the product of thetranslation process.

3. Definition of Terminology

There are many definitions concerning Terminology:

Merriam-Webster Dictionary defines Terminology as follows:

"The technical or special terms used in business, art, science, or specific subject.

Nomenclature as a field of study."

While Cambridge Advanced Learner's Dictionary defines Terminology as:

"Special words or expressions used in relation to a particular subject or activity."

Terminology is a science whose aim is to study terms, which are lexical elements used in specialized fields and generated in such fields or modified from elements already existing in other fields.

Terminology refers to a technical vocabulary, i.e. a collection of terms which has a certain coherence because the terms belong to a single subject area.It is impossible to regard them as common words belonging to the general vocabulary of the layperson.Terminology can be considered the basis of specialized area, i.e. a set of concepts in a particular subject field. It covers all terms and expressions used in a particular or specialized field: medicine, technology, literature etc.

4. Term and Word

In terminology,according to M. Teresa Cabre (1999), the term or terminological unit is the mining unit made up of one single word (simple term) or several words and represents a concept in a univocal way in a specific semantic field. From this definition we can understand that a term is a specialized word in relation to its meaning and the field in which it is used.What can be noticed about terms and words in terms of the similarities and the differences is that a word is a unit described by a set of systematic linguistic characteristics and it refers to something in reality. It has a form, a simple or

complex, grammatical features and meaning. A term is a unit with similar characteristics used in a special domain. As a result, it can be said that the word in a special domain can be described as a term.Among the differences between the term and the word is that the term is most of the time a noun, while the word can be a noun, a verb, an adjective, an adverb, a determiner, a pronoun, a preposition, a conjunction, or even an interjection.Pragmatically speaking, in terms of the users, terms and words differ in the situations in which they are used, the subjects they talk about and the type of the discourse. Words can be used by all the speakers of the language, while terms can be used by the specialists of a certain domain. Words are used widely in comparison with terms. The term is usually limited to the specialists of the area in question. Words are used a lot in everyday-life, to express feelings, give orders, etc, whereas terms are used to talk about specialized topics.Finally, words are used in almost all types of discourse, while the use of terms is restricted to specialized areas. Terms usually appear in technical and scientific discourse

5. Terminology and Translation

According to M. Teresa Cabre (1999), translators and interpreters use many terms when they mediate between specialists. The aim of translation is to facilitate communication between speakers of different languages. Before translating any text the translator has to first understand the source text and this requires the translator to have knowledge of the specific terms of the source and target languages. Thus, the technical translator must, to some extent, be familiar with the subject area they are translating from. Not only should the content be taken into consideration intechnical translation, but also the form which should be natural to the target language reader. In the case of specialized translation, the reader will be a specialist. Consequently, the translator must select the topic in which they are good in order to produce good translation that respects both the form and the content.In addition, technical translators should fully know how to translate terms from one specific language to another, i.e. the translator should prepare bilingual terms that may occur in the subject area he or she is translating from and into, but sometimes the translator has to generate terms when the equivalent terms in the target language cannot be found. As a result, terminology has a very important role in technical translation, and it is an important feature in technical texts. Terminology is, maybe, the first thing noticed in any technical text. Moreover, it helps the information to be conveyed and understood. Today, the official and unofficial Arab

World agencies have started an important process of transferring new technical terms from the western world. The aim of this process is to find the equivalent for the SL terms in the TL. In this regard, there are four types of terms.

6. Types of Terms

Common terms: terms used by ordinary people.

Cultural terms: terms related to the way of thinking of a certain society or culture. For example: الخلافة والامامة والشورى are culturally specific Arabic terms.

Technical terms: terms concerned with material things that already exist or recently invented like: telephone, computer, satellite etc.

Scientific terms: are those terms used in scientific or knowledge areas. No science or knowledge can stand without them.

Each type of these terms has its own characteristics that distinguish it from the other types. For example, the use of scientific terms is confined to the specialists in that science, and must be used in science. If we did not have them, science could not be described, thus, science would not exist.It is illogical to deal with terms as they are of one type. Terms are of many types and each type has its characteristics which should be taken into account when studying and analyzing them. Based on this, the medical term, for instance, which is classified under the scientific term, is a type within a type. Consequently, mentioning the characteristics of all types of terms would take volumes. Since it is impossible for us to cover them all, we would take only one type as an example, then we refer to them in general.

7. Characteristics of terms

According to Gutierrez Rodilla (1998: 88-94) the features of terms are precision, emotional neutrality and stability.

Precision: the term is precise when the communicative dimension is not changing.

Emotional neutrality: the use of terms has to be free of affective, personal or subjective components.

Stability: refers to the validity of terms. Over time, this desired stability is not always achieved, since as research goes on, the concepts are modified and, consequently, the meaning of terms changes.

Specifically speaking, terms are very important components of science, and it is illogical for any science to stand up without them. Scientific terms are universal, once the term is created and used, it becomes widely known, understood and applied by the specialists all over the world with no regard to its cultural origin.Generally speaking, for a term to be accepted, it must:

- ❖ Be clear, precise and concise.
- ❖ Be easily pronounced and not strange.
- ❖ Be a component of a group of terms belonging to one system that symbolizes a certain related group of concepts.

It must also be taken into account that the generation of a specific term must begin from its concept, one term for one concept. But there may exist some international terms and used side by side with local ones. For example: Radio الراديو/المدياع

8. The problem of term unification

The unification of a term requires the application of some principles and strategies already agreed upon. Any disagreement among scholars on generating terms disregarding their concepts may lead to confusion.For instance, in Arabic, this disorder is apparently found in the concepts related to one specific field. Thus, these concepts mix up, become vague and lead to the use of some terms to express different concepts.Among the main reasons behind the disagreement on using one term, and the diversity of synonyms of terms are as follows:

Many countries of the Arab World were colonized by different foreign powers. This had a huge impact on the use of a certain term rather than another one. For example, in Algeria, there are certain terms used in legal contexts which are not used in, say, Saudi Arabia.Arabic dictionaries suffer from a lack of terms and there are gaps in Arabic terms; thus, this leads to the direct borrowing of foreign words.Arabic is so vast language and spoken in all the Arab countries. There are many dialects and this

diversity created different terms. For example: in Iraq, they say الاصول و الفروع while in Egypt they say الاسلاف و الاحفاد.

Also, the absence of collective creativity creates a problem. Unlike Algeria and Tunisia, for example, Morocco, instead of adopting terms from academic Arabic, uses so many ordinary and common terms in their legislative law. The diversity of translation sources and the background of translators.The diversity of languages of the original terms creates a diversity of synonyms in translation.The more synonyms for one concept, the more confusion. Synonyms can be seen as a reason and a feature of this diversity of terms. In this connection, the translator faces this problem even before he starts translating and this is, maybe, due to the disagreement between the Europeans themselves about the term. Among the examples is the translation of the compound noun "Internet" into Arabic:

Interconnection Network: الشبكة الحاسوبية البينية it was named this way because it was invented the first time by the Pentagon to facilitate communication between its authorities.

International Network: When this network exceeded Ministries and companies to the lay people around the world, it was named الشبكة الدولية او شبكة المعلومات الدولية

Another example in the field of Internet is the English term "netizen" (network citizen) and its French equivalent "internaute", which means مواطن الشبكة

9. Techniques of translating English technical terms into Arabic

Dealing with terminology requires specific skills in the form of some techniques that are likely to be productive and serve the target language. Several Arabic agencies have devoted themselves officially or unofficially to produce new sets of terminology for Arabic that may facilitate the translation process when it comes to introduce new terms from the source language.There are several methods of translating technical terms into Arabic; each method differs from the other in the use and the results it produces. Those techniques will be discussed according to Ghazzala's (1995:163) point of view.

9.1. Transcription

Transcription is one of the techniques widely used to translate technical terms by introducing minor phonetic and morphological changes to the foreign term. It consists of writing the English term using the Arabic alphabet with no alteration to their pronunciation in the source language. For example:

- Microwave مايكرويف
- Megabite ميغابايت
- Tetrabite تيترابايت

The problem with transcription is that it does not give the meaning of the word in Arabic; besides the transcribed terms are not pure Arabic ones; they just borrowed and shaped in Arabic letters. Using transcription neither serves the Arabic language nor enriches its vocabulary. In fact, it implies that Arab translators are unable to invent new and pure Arabic terms and prefer the easy way to translate technical terms.Following this line of thought, Ghazzala(1995) argued that this method should be avoided except in the case were translators could not find equivalent for the term in Arabic language. For example:Sandwich ساندويتش

If the terms have their equivalents in Arabic, translators have to use them instead of transcription. For example:

- Computer حاسوب
- Virus جرثومة

This method will pose a problem if translators use it for ordinary terms that have equivalents in Arabic as shown by the word "email" usually transcribed as الايميلand for which the phrase الرسالة الالكترونية can be used.

9.2. Naturalization

The translator here can add new affixes to the foreign terms, but roots are left unchanged. According to Gazzala(1995), this method is the attempts to adopt the English terms to the morphology of Arabic word structures. For example

- Technology تكنولوجيا
- Oxide اوكسيد

- Biology بيولوجيا

This method is seen by Ghazzala (1995) better than transcription, though it is not pure Arabic. The roots are English even if they are naturalized. Naturalization does not take into consideration meaning. To overcome this problem, Ghazzala (1995) was for another method,that is using pure Arabic vocabulary. For example:

- Technology تقنية
- Biology علم الاحياء

According to Baker (1987) transcription and naturalization have been generally refused by the language purists, because they pose a threat on the identity of Arabic. To get over this obstacle, Ghazzala suggested that coinage is the best method. As for Baker (1987), there is no other way without coinage for creating new specialized terms for the Arabic language.

9.3.Coinage

This method presents new terms via two processes:

9.3.1.Derivation

Baker (1987) said that the Arabic language is usually called the language of derivation. She explained that the Arabic language word root system is built up on three main consonant roots. The roots are used to produce nominal and verbal forms by the addition of prefixes, suffixes, infixes and vowels. For example:

- Data معطيات from اعطى to give
- Generator مولد from يولد to generate
- Factory مصنع from صنع to manufacture

Derivation is based on measurements, it uses certain measures in the Arabic language to derive new terms.The most used ones are machine-names.For example:

مفعل-	مخبرLaboratory
مفعلة-	مشحمة Grease box مجزرة Butchery
مفعالة	ثلاجة Refrigerator خلاطة Mixer
مفعال	مثقاب Drill مكواة Iron

Baker (1987) supported this method and said that the render word not find difficulty in understanding the meaning of terms. That is to say, the terms are not new, they already exist but in different forms. Moreover, derivation is favored since the identity of the Arabic language is not affected and the derivation process is based on pure Arabic vocabulary roots. On the other hand, Ghazzala (1995) argued that derivation cannot be applied to all terms as some of them would not accept measures.

9.3.2. Revival

In Revival old Arabic words are brought back into use in modern language. The words fade away with the time, but in revival they are assigned with new meanings. Baker (1987) said that this method uses Arabic lexicon instead of trying to introduce new concepts that may take time to be adopted. For example:

- Train قطار originally meant a line of camels.
- Car سيارة originally used to mean the night travelers.
- Newspaper جريدة originally used to mean the small palm stick was used to write on.

Revival has proved its efficiency, but it is still difficult to search for old Arabic words since it consumes time and effort. This method is not always successful because some of the archaic words may not suit modern Arabic vocabulary, they were "a subject of much ridicule" (Baker,1987: 180).

9.4. Neologisms

Neologism aims at introducing new terms and concepts into Arabic language by translating the meaning. According to Mona Baker (1987) this method enjoys much acceptance. For example:

- Hardware اجهزة
- Phonetics علم الصوتيات
- Word processing معالجة الكلمات
- Software برمجيات

Finally, great efforts have been made to bring new technical terms into Arabic, but these methods should not threaten the Arabic identity. The translator should take into

consideration the differences between English and Arabic; that is why terms that are suitable to the Arabic language need to be coined.

10. Difficulties and challenges for translating English technical terms

Western technological products when distributed in Arab speaking countries carry with new terms that may have no equivalents in Arabic; thus, linguistic issues arise when technology develops, many new technical terms are introducing into Arabic through transliteration or coining. This makes it challenging to find standards for technical terms commonly used in English. When more technical terms are translated into Arabic, this challenge will decrease. Translating new technical terms is a challenge for the Arabs. The translator needs to use pure Arabic terms that accurately express the exact meaning of the SL terms. Arabic has developed primarily through literature, religious texts and poetry. Little modern technical writing has originated in Arabic and this creates a shortage of equivalent terminology. English and Arabic belong to different languages families. This leads to many differences in vocabulary and grammar and most of the language features. Al-Hassnawi (2010) said that the Arabic language suffers a serious shortage of technical terminology, and it is in need of introducing new terms, while English is considered by Al-Hassnawi a highly sophisticated technological language.

Chapter II

Equivalence at Word Level

1. Introduction

For Mona Baker (1992) equivalence at word levelis the firstthing that should be taken into account when translating from one language into another. The translator, before translating, he/she analyzes the ST words individually before he/she finds the TT equivalent terms.

Baker (1992) defines the word as the smallest unit, and it might be assigned different meanings. This means that the translator should be careful when dealing with single words.

2. Equivalence

Defined simply, equivalence "is the closest possible approximation to source text meaning"Hatim& Mason, 1990. p. 08).Equivalence can be considered as a key concept and a central issue in translation."Equivalence is a bilingual synonym or sameness based on lexical universals and cultural overlaps" (As-Safi, p. 58). Many theorists assume that translation cannot stand by itself without equivalence. Thus, equivalence is a milestone and translation must be based on some kind of equivalence depending on the rank: word, sentence, or text level.

3. Types of non- equivalence at word level

According to Mona Baker (1992), some types of non-equivalence are as follows:

3.1.Culture-specific concepts

This refers to some words or concepts which can be found in the SL and are not known in the TL. Therefore, they have no equivalents, and they may be culture-related or society-related concepts.

3.2.The source language concept is not lexicalized in the target language

This refers to the concepts that exist in the TT but the terms are not coined, or "simply not lexicalized" (Baker, 1992, p. 13).

3.3.The source-language word is semantically complex

This refers to the complexity of a certain word's meaning. Sometimes a word may have a very complex meaning but this sometimes is not noticed only in the process of translating when the translator encounters such words.

3.4.The source and target languages make different distinctions in meaning

What is important and distinctive in one language may not be important and distinctive in another language. According to Mona Baker (1992) in Indonesian there are two distinctive words for going out in the rain with a knowledge that it is raining and going out in the rain without a knowledge that it is raining, "kehujanan" and "hujanhujanan" respectively. In English there is no distinction in meaning between the two words.

3.5.The target language lacks a superordinate

The TL does not have superordinate (general word) but may have hyponyms (specific words). Mona Baker sets the example of the English superordinate word "facilities" which has no equivalent in the Russian language. However, the Russian has several specific words of its types.

3.6. The target language lacks a specific term (hyponym)

The target language may lack a hyponym but have a superordinate. For example, there are more than three-hundred types of cheese and the target language may use a general word for one type of cheese which is cheese.

3.7.Difference in physical or interpersonal perspective

According to Mona Baker the importance of physical perspective may be more in one language than another. This physical perspective "has to do with where things or people are in relation to one another or to a place, as expressed in pairs of words such as: come/go, take/bring, arrive/depart, and so on" (Baker, 1992, p:20).

3.8. Differences in expressive meaning

A word in the target language may have the same propositional meaning as the SL word, but it may differ in the expressive meaning. This may create a problem to

thetranslator in a given context. In English the word "homosexuality" is not a pejorative word; however, its equivalent in Arabic is شدود جنسي which is inherently more pejorative and suggests disapproval.

3.9. Differences in form

The TL often does not have equivalent forms for SL forms. A good is suffixes and prefixes in English have no direct equivalents in Arabic: "retrievable" as can be retrieved, and "drinkable" as suitable for drinking. To translate such forms, Arabic uses paraphrase depending on the meaning of the word in question.

3.10. Differences in frequency and purpose of using specific forms

Even if the target language has direct equivalents for SL forms, the target language may differ from source language in the frequency and the purpose for which the forms are used. According to Mona Baker English more often uses the –ing form which has equivalent for it in German, but translating every -ing English form with the equivalent German –ing form "would result in stilted, unnatural style" (Baker,1992, p:22)

3.11. The use of loan words in the source text

Loan words are one of the problems translatorencounter when doing their translations. English, for example, has many borrowed words from different languages and are used for the purpose of adding an air of sophistication and for their prestige value. According to Mona Baker, the word "delitarite" is a borrowed word and used in Russian and Japanese, but we do not find its equivalent loan word in Arabic. Its propositional meaning can be translated but not the stylistic effect.

4. Techniques used by professional translators

According to Mona Baker, there are some strategies used by professional translators for dealing with various types of non-equivalence:

4.1. Translation by a more general word (superordinate)

To deal with various types of non-equivalence, this strategy is one of the most used ones, especially when propositional meaning is addressed. For example: drugs

instead of opium poppy in (The police have found opium poppy in one of the passenger's cases (وجدت الشرطة المخدرات في احدى حقائب الراكب)

4.2. Translation by a more neutral/less neutral expressive word

In doing their translations, translators may foreignize, domesticate or neutralize the target text. Sometimes they neither adhere to the source text nor try to find the equivalent word, they just neutralize the target text. For example: "Aye, springs to catch woodcocks نعم احابيل اصطياد سادج الطيور". In this example the word "woodcocks" is translated into "سادج الطيور". The translator neither adhered to the ST nor tried to find a direct equivalent to the word "woodcocks."

4.3. Translation by cultural substitution

This strategy involves translating a SL cultural word into a target language cultural word. For example: "As graceful as a swan رشيق كالغزال "

4.4. Translation using a loan word or loan word plus explanation

When a source language word is culturally specific word and there is no equivalent in the target language, the translator may use a loan word followed by an explanation, and the reader will find no difficulty or ambiguity in understanding the loan word. For example: UNESCO منظمة التربية والثقافة والعلوم التابعة لمنظمة الامم المتحدة

4.5.Translation by paraphrase using a related word

This strategy can be used when the concept of a source language is lexicalized in the target language, but this lexicalized has a different form. For example:" the rich and creamy KOLESTRAL-SUPER is easy to apply and has a pleasant fragrance كولسترال سوبر غني ومكثف في تركيبته التي تمنح مستحضرا يشبه الكريما " (p. 37).

4.6. Translation by paraphrase using unrelated word

According to Baker (1992) this strategy is used when the source item is not lexicalized in the target language. This strategy is based on modifying a superordinate or uncovering the meaning of the source language word.

4.7. Translation by omission

This strategy is based on omitting some irrelevant, repetitious or redundant words without harming or affecting the meaning. For example: "He is dead and you alive انه ميت وانت حي ترزق " meaning is the same. It did not change.

4.8. Translation by illustration

If the source language word has no equivalent in the target language, this strategy can be used. For example: "What is the news on the Rialto? By using the strategy of addition, it can be translated into ما اخبار بورصة ريالتو "

5. Conclusion

The aim of this chapter was to review some aspects concerning terminology. It presented first, the definition of terminology, types and its characteristics It discussed technical terms which is, in fact, not a simple task for the translator. For that, this chapter showed how terminology is considered to be a serious obstacle in translating technical terms from English into Arabic. The translator must know and have a wide background knowledge, which may help in choosing the appropriate translation technique in order to translate then English terms accurately. Second, it attempted to discuss equivalence by providing some simple definitions, types of non equivalence, and techniques used by translators to overcome those types of non equivalence faced by translators.

Part two

The Practical

Part

Chapter III

Analysis and Comparison of the Translated Facebook Terms

1. Introduction

The main concern of this chapter is to confirm or refute the hypotheses hypothesized earlier. This is attempted through the analysis and comparison of the terms chosen from the Facebook page: the English and the Arabic version. Famous terms and the most commonly used ones by users on Facebook were chosen to be compared and analyzed in terms of equivalence: one-to-one, semantic and pragmatic, and in terms of the techniques used in translating those terms.

2. A brief Account for Facebook

People like to communicate whether face to face, on the phone, or by using other means of communication. Facebook is one of the most dominant means among other means of communication. It is the name of a social-networking website that was founded in Harvard University during 2004 by Mark Zukerburg. In February 2004, Mark Zukerburg launched "Facebook" as the original name after a questioner was distributed among students and the staff in order to choose the appropriate name that can be suitable for this website. As a result, after one month the undergraduate students had a profile. Facebook was spread to other universities in the US. Eventually, all of the US universities became Facebook.come. In August 2005, it became a worldwide network all over the world. Mark Zukerburgwas born on May 14/1984 in New York, he was a computer programmer and a student at Psychology Department in Harvard University, and later the founder of the social networking website Facebook. He was a computer programmer at the age of twelve, then to keep up with his interest in computer science, his parents hired a private computer instructor "David Newman" to teach him at home, but after that they provided him graduated courses at nearby Mercy college. This formation made him a very intelligent person in the field. Before he founded Facebook, he created many programs, games, and electronic pages that allowed the users of the Net to check their degrees and other things related to the educational field. Facebook continued to succeed in spite of the criticism, it passes1,23 billion monthly users, 945 million mobile users, and 751 million daily users.

3. Methodology

To investigate the translated Facebook terms from English into Arabic, twelve terms weretaken from the English Facebook page, and the same number of terms

weretaken from the Arabic Facebook page. The Investigation and analysis go through a comparative and analytical study and an investigation of the semantic and pragmatic equivalence at word level between the translated terms from English into Arabic. In addition, the chosen terms will be analyzed in terms of equivalence at word level in order to check whether one-to-one equivalence is achieved or not.

4. Corpus

Very briefly, a general idea about the corpus which is used in this dissertation will be given."Facebook" is one of the most well-known and dominant means of communication in the world, which was founded by Mark Zukerburg in 2004.

5. Corpus analysis

As mentioned before, the analysis goes through the comparison and analysis of some selected English Facebook terms and their translations in the Arabic version. Moreover, this part will attempt to apply the information of the first part on the following terms in order to show to what extentone-to-one, semantic and pragmatic equivalence is achieved.

5.1. Translation of the term Facebook

Dr Ibrahim Mohammed Hakouma(www.m-a-arabia.com) suggested to arabicize the term Facebook into الواجوه, but he was praised and criticized on several grounds. DrAbderrehmanBoudaraa praised Hakouma's efforts to arabicize the term Facebook, and said he was right in investigating the lexical root and its structure form فاعول.But according to Abderrehman, what is noticeable in his suggestion isstrangeness. The word,does not allocate only in a context or a system of speech, otherwise every واجوهindicates a major facade even if it were a shop, market or exhibition. If it is said شبكة التواصل الاجتماعي with a specific sign (f) الواجوه, it may then be acceptable.

DrSadek Abdullah Abu Soliman suggestedمشخصن orمشخص. Undoubtedly, pleasing all people, urging them to accept a replacement for a structure or word spread in one language, and become familiar among people is one of the difficult things to be achieved overnight. This is because there are different tastes, cultures, standards, incentives, and attitudes (their arguments and proofs). Semantically speaking, meaning of words and structures change over time. The meanings of المجد، والنفاق، والزكاة، والصلاة،

والمذياع، والقطار والسيارةand many others have changed nowadays. They do not now mean what they used to mean in the past.

In the light of this, it can be said that the structure فيس بوك has obviously semantically changed. Nowadays, its meaning is no longer restricted to سجل شخصي"personal record" or ملف شخصي profile as inسجل الطالب :student's record or ملف الطالب student's filewhether or not published to everyone on the wallالجدار Or computer screenشاشة الحاسوب

Also, the suggestionsالواجوه، الواصول، الكاشوف asarabicized terms for Facebook are inadequate and not exhaustive. Its mechanism and function is no longer limited by displaying or publishing personal information, it now goes beyond that. It becomes popular and general in all aspects of life: you can define, disclose, describe, connect, share, face…etc. In this sense, to arabicize Facebook into مشخص او مشخص is unacceptable because in Arabic شخص الشيء اذ عاينه

DrAbdelhalimRayouki criticized Hakouma's translation by saying that it does not reflect the Facebook conception. Hakouma translated the term "face" and found the Arabic equivalent وجه and put it in the form ofفاعولwhich is incompatible with the concept of Facebook for many reasons. Some people translated the term Facebook into وجه الكتاب which is a big mistake. They translated the term literally which is scientifically inappropriate. They think that every word in English has only one meaning and that is incorrect, because there are many English terms which denote several meanings.

The term "Facebook" consists of two words "face" and "book" and each word has many meanings in English. The word "face may mean as follows:

وجه (انسان، عملة،قماش...)

شخص

سيمياء الوجه و معالمه

هيئة

تعبير وجهي(حزن، الم، فرح)

مظهر خارجي

كرامة (ماء الوجه)

الثقة بالنفس

جراة

وقاحة

مقدمة او واجهة

نهاية نفق اومنجم

سطح الحرف المطبعي

الاماكن وسماتها السطحية (في علم الطبوعافيا)

While the term "book" may mean:

كتاب

يسجل (سجل)

يدون

يشتكي من امر ماء

يحجز

يستاجر او يستخدم

يحدد او يعين امرا ما كالوقت مثلا

Before knowingwhich of the previous meanings is the intended one for the structure "Facebook", we need first to look at how this term was put in the West so that we know which of the previous meanings serve its meaning in Arabic. In other words, we must consider its concept before putting the term.

The word "Facebook" was a name of mural at Harvard University, United States (some research say that this mural was in the eighties of the last century). This mural was meant to introduce students, especially new ones, to one another. They write their

names, date of birth, hobbies and put a picture on a sheet of paper and post it on the wall so that other students recognize and get to know to him or her. Facebook was the name of this mural. The idea was wonderful and, subsequently, spread among schools and high schools. In 2004, someone thought to create a site to be similar to this mural to open the way for the rest of people to get to know to one another by keeping the name "Facebook". Then, the site spread, expanded and dominated. If we come back to the first idea which was a mural that connects and gets people and students to know one another, we find that the term "Facebook" should not be translated into وجه الكتاب because if we look back into the above meanings of "face" and "book" we choose what may be similar to the idea or concept of a mural in Harvard University as follows: سجل شخصي او مدونة شخصية او البطاقة الشخصية او المعلومات الشخصية these meanings are close to the concept of Facebook represented on a mural. Therefore, translating Facebook into الواجوهis incorrect and incompatible with its concept, and thinking that "face" always means الوجه is a common mistake.

Dr Abdurahman Soliman said that Facebook is not a term, but a name of a program or software of social networking, and it is compounded of two words: "face" meaning الوجهand "book" meaning كتاب and among the meanings of book is دفتر، سجل, ديوان.

who are مجمع الاشخاص، ديوان الافراد، سجل الاشخاص What is meant by "Facebook" is required, supposedly, to post their pictures ontheir accounts so that acquaintance is completed. Thus, the use of word "face" is intended to mean the picture that shows your face.

On the other hand, translators today tend to translate the English names of modern electronic machines and programs into Arabic usingفاعول as earlier translators did. For example: ساطور، ناطور، راموز، ناقوس، شاقول... By using this method, we have now:

باحوث (محرك البحث في الشبكة العنكبوتية)

ناسوخ (الة الفاكس)

As it was stated above, there have been many attempts to translate the term "Facebook" into Arabic, but none was successful. Transliteration is the best way to translate the term "Facebook". The early Arab scholars arabicized Socrates into سقراط, Troy into

سغرام and Caesar into قيصر. Similarly, the term Instagram can be translated into سغرام and consequently it will open the door of derivation for this word: سغرم، يسغرم، سغرمة على السغرام، فهو مسغرم ووهي مسغرمة

As a result, names and proper nouns should not be translated.Facebook is a site, it is a name, a proper noun, and proper nouns stay as they are. For example:

"موقع طارق ابن زياد" must not be translated into " knocker son of grower"

"Bill Gates" is "بيل غيتس" Bill Gates" should not be translated into بوابات الفاتورة

Bush should not be translated into اعشاب.

عبد الله is Abdullah not Slave of God

Youtube is يوتيوب not انت انبوب

According to Mona Baker, the strategy used by the translators to translate the term "Facebook" is translation using a loan word. This type of terms, once translated or their meanings are explained,are used on their own, because there is no need to repeat that explanation since theirmeanings are already understood by the reader. Finally, what can be said on the term Facebook is that names and proper nouns should not be translated, they stay as they are.

5.2. Translation of the term "Home"

The Home page is the first page yousee when you login. It includes news feed, notifications, requests and birthday updates. Translators translated this term into الصفحة الرئيسية, they depended on achieving the functional equivalence so that the reader understands the intended meaning clearly and unambiguously. Equivalence at word level is not achieved, i.e. one to one is not achieved, but one-to-many is established. Thus, here, the translators resorted to the strategy of translation by illustration to deliver the intended meaning and to achieve functional and pragmatic equivalence rather than the formal one.

When one-to-one equivalence is difficult, impossible or does not reflect the intended meaning, we opt for one-to-two or any other different form that expresses the same expressed by the very word. The word "home", as we all know, means the principal page of the site from which we navigate and get all the links. In Arabic , the translators

could just opt for One to One , for if we use the word " "الرئيسية « Home » the meaning and the function will not alter, they keep the same. Adding the word الصفحة is just a try to avoid semantic ambiguity that may not be since we are using it in its particular context.

5.3. Translation of the term "Poke"

Often, many Facebook users use the term Poke, that has spread widely recently, as an essential means to lift the ban on some accounts, which usually are blocked from commenting or and from using many of the basic services in the Facebook account. Poke has become popular by via sending dozens of requests and publishing it among different groups under the words "please poke me". This feature (poke) on Facebook is used to excite your friend in a different way from writing or usual speech, it reminds him of your presence and to pay attention to you as if there are two friends one friend touches the other to tell him "I am here", and when you poke someone, a notification will be sent to tell him so. Poke has many benefits, the most important is that it is a means of communication among friends in a different way, and most importantly, it is to keep your personal account active and effective, as it contributes to keep your account away from probably being closed, which may be caused by repeated bans that may affect your account.

The translators translated the term Poke into نكز whichmeans in Arabic:

" ... و النكز هو الدفع والضرب، نكزه نكزا اي دفعه و ضربه، والنكز: طعن بطرف سنان الرمح، والنكز: الطعن
liberary.islamweb.net). والغرز بشيء محدد الطرف، وقيل: بطرف شيء حديد..." As a result, the meaning is achieved and the equivalence at word level is achieved at least functionally.

Pragmatically speaking, the choice of the Arabic term نكز is not really clear for as we have above cited a lot of many synonyms expressing the same meaning. The pragmatic aspect of the word "نكزatfrequency level is lost. In English the word « poke » is frequently used in the ordinary speech at the two stylistic registers « formal » and « informal" . However in Arabic, "نكز" can be rarely identified by the Arabic users for it is hardly used in Arabic.

5.4.   Translation of the term "Likes"

Under any post on Facebook, you find three words: Like, comment and share. When you feel attracted by a post, you may press the like button. When you go to the activity log, you find the number of posts you liked under the term "likes". This termhas been translated into تسجيلات الاعجاب.According to Mona Baker's strategies, the strategy used to translate this term is translation by paraphrase using a related word since the concept expressed is lexicalized in the target language but in a different form. The translators here used the technique of addition for the purpose of clarification and to make users understand what this button is used for. As a result, semantic equivalence is achieved but equivalence at word level is not achieved, one word in the SL VS two words in the TL.

5.5.   Translating the word "Timeline"

First of all, let us discuss this term in order to give its meaning and its function. Timeline is a compound noun found in the first page given to it an icon where students can receive messages, photos and other things. This name was found back before the emergence of Facebook. It describes a wall at Harvard's University where students can write their names, their likes, dislikes and they may post their photos or other things on this wall. After the creation of Facebook page, the "wall" became "timeline", thus, the word changed but the function remained the same, and people till now still say the "wall" instead of "timeline". Translators translated the compound noun "timeline" into one word"اليوميات"" based on its function,this one expresses the same function as the function of the English Facebook page. As a result, the meaning is achieved functionally and pragmatically, but the form is lost. That is, equivalence at word level, one-to-one is not achieved.

5.6.   Translation of the word" status"

Cambridge dictionary defines "status" as

- "An accepted or official position, especially in asocial group.
- The amount of respect, admiration, or importance given to a person, organization or object."

On the other hand, on the social media website Facebook, status is a piece of information that you publish about yourself telling people what you are doing or thinking, your current situation, state of mind or opinion about something, at a particular time. For example: 'when Iupdated my status on Facebook the other day, I was "drinking a cup of coffee." The term "status" on Facebook is translated into Arabic " الحالة ", i.e. your situation, and the translators depended heavily on its meaning on Facebook, not on its linguistic meaning found in dictionaries. One-to-one equivalence is achieved and the technique used is literal translation based on the function and the intended meaning of the word for the target users of Facebook.

5.7. Translation of the word "Friend requests"

The Facebook users usually use this icon to send a request to a new friend in order to achieve their acceptance. This term is translated into Arabic as "طلبات الصداقة". Here translators translated the concrete noun friend into an abstract noun الصداقة. However, the word صداقة in Arabic is friendship in English, and instead of translating the word friend into صديق they translated it into الصداقة based on the meaning of friendship, and this is maybe due to their consideration that the word friend is "friendship". Here, the technique adopted in translating the word friend is modulation from the concrete to the abstract. Thus, One-to-One equivalence is achieved. Concerning the word requests, they translated it into طلبات. They adopted literal translation as a technique. Again, One-to-One equivalence is achieved to the entire compound noun semantically and pragmatically.

5.8. The translation of the word "Post"

Since the idea came from Harvard's mural, when they used to post pieces of paper on the mural written on them their names and hobbies etc, it is no strange to find the term post on Facebook too. From posting on the mural, where everybody comes and sees the post, to posting on Facebook, where the post goes to everybody, the meaning of the two posts is slightly different. In Facebook's language, to post is to publish something such as a message or picture on the social media website Facebook. For example: "I posted a picture yesterday" or "A lot of people have commented on my post." The term is translated into نشر. If you translate it back into English, the translation would bee like: "spread or publish." Clearly, this term is translated functionally holding

in mind the idea that any post is spread and any of your friends can see this post. Linguistically speaking, the term post in this sense is more equal to "لصق" than "نشر" but Facebook gave the term "post" a new meaning. As far as equivalence is concerned, one-to-one equivalence is achieved and, consequently, one characteristic of terms is achieved which is conciseness.

5.9 Translation of the term "block"

The term block is defined by Cambridge dictionary as follows:

"To prevent movement through something

To be between someone and the thing they are looking at, so that they cannot see

To stop something from happening or succeeding."

By looking at these definitions, it is realized that the Arabic translation حظر is a little bit mysterious. The term حظر is not the equivalent to any of the abovementioned definitions. But by looking at another definition, this time Oxford dictionary, the meaning is more or less exactly the same as the word حظر in Arabic:

" to prevent access to or the use of (e-mail or a website or mobile phone) "

In Arabic the term حظر isdefined in Lissan Al-Arab as:

"حظر: الحظر: الحجرن وهو خلاف الاباحة. و المحظور: المحرم. حظر الشيء يحظره حظرا و حظارا وحظر عليه: منعهه وكل ما حال بينك وبين شيء، فقد حظره عليك وفي التنزيل العزيز: ' وما كان عطاء ربك محظورا.' وقول العرب : لا حظار على الاسماء يعني انه لا يمنع احد ان يسمي بما شاء ان يتسمى به. و حظر عليه حظرا: حجر و منع...(library.islamweb.net)"

From this comparison, it isnoticed that the term"حظر"is equivalent to the term "block", and the meanings are almost exactly the same. Equivalence at word level, i.e. one-to-one equivalence, is achieved, and the term is precise, concise and to the point.

5.9. Translation of the term "tag"

Tagging a person in a status update, timeline post or media item creates a link from that person's timeline to the tagged content. Tags are commonly used as a way to mention or publicly message other users through the timeline as well as connect user accounts to photo and video content that features or references the user. Overusing and

inappropriately using the "tag" feature is known to frustrate some users (http://classroom.synonym.com).However, in Quamus Al-maani, "tag" is defined as:

- "A label for tying on an object to show its address. بطاقة، لقب، جزارة، رقعة، كنية، لصيقة،.

- Tag: join or attach. الحق"

Although the tag feature is known and used frequently by Facebook users, this feature is still semantically ambiguous to many of them. The term "tag" is translated into اشار الى which needs some clarification because "tag" and "share" are semantically intertwined to some extent. One-to-one equivalence is not achieved as well as semantic equivalence.

5.10. Translation of the term "shared"

"Sharing" (http://classroom.synonym.com), is the act of posting content to your timeline or someone else's timeline for other Facebook users to see. You can share content posted through your account and content that appears in your timeline by clicking the "share" link under the post and specifying the intended audience.Status updates are the de facto shared content tag as they are automatically shared on a user's timeline. Users can also share website links, images and videos content. As it was stated above, tag and share are two intertwined features of Facebook: you can tag and share in the same time or perform only one these tasks.The term shared is translated into تمت مشاركةas in "Ahmed shared a photo with you", and its translation on Facebook is like this: تمت مشاركة صورة معك من قبل احمد. The question is why تمت مشاركة من قبلandThe translation would have been better if it were translated into شارك احمد صورة معك without من قبلi.Semantically speaking, equivalence is achieved, but formally it is not. تمت and من قبل.

6. Findings

Throughout the analysis and comparison of the translated Facebook terms from English into Arabic, the following results were found in the practical chapter of this research which revealed that literal translation is the most used technique by the translators of Facebook terms. Also, it was proved that most of the translated terms have achieved their functional, semantic and pragmatic equivalence, irrespective of one-to-one equivalence in some instances. As far as one-to-one equivalence is concerned, it

was found that one-to-one equivalence was sometimes an obstacle for the translators,and this is because languages differ in perceiving the world. What may one language express in one word, the other one may express it in two or more words as in the case of the term "Home" which was translated into "الصفحة الرئيسية".and "Likes" into "تسجيلات الاعجاب"One case on non-equivalence was proved to be an obstacle for the translators, and that is the term "Facebook" itself. Finally, it was found that space did not oblige the translators to choose one-to-one term since we have many instances of one-to two terms.

7. Conclusion

This chapter was carried out to answer the questions that raised this study, concerning the translation of Facebook terms, one-to-one equivalence, semantic equivalence, pragmatic equivalence, and the techniques used by the translators in order to translate these terms. The analysis revealed that most of the terms were translated semantically, functionally and pragmatically according to their functions in the SL. Different techniques were used in translating these terms into Arabic, but predominantly literal translation which was appropriate in almost all cases.

Conclusion

Translating technical terms is not an easy task for it requires a lot of integrated skills that cooperate for the overall object that is rendering the closest equivalent in terms of form, meaning and function. Facebook terms are not an exception for they impose the same old and new problematic always rises in such fields of study.

In our research we have investigated the most frequented terms that facebookers deal daily with such as: poke, tag, post and like...etc to see to what extent these terms are appropriately reflected pragmatically and functionally in Arabic. After the investigation and the analysis basing upon Baker's typology equivalence at word level, we concluded with the following: most Facebbok terms are translated literally. For example: 'Requests' 'طلبات', 'share' 'مشاركة', 'comment' 'تعليق'. The compound ones are transposed such as: 'Friend Rrequests' 'طلبات الصداقة' in which the concrete noun becomes abstract. Other ones are explained or expanded like 'Home' 'الصفحة الرئيسية'. What is noticed is that the group of volunteers did opt for keeping the same effect felt by the Western users and sometimes they look back at the Classical Arabic dictionaries just in translating the term 'Poke' with 'نكز'.

At the end, we can say that our previously mentioned hypotheses are proved. We can surely say that most translated terms have achieved their equivalents both pragmatically and functionally. We can say that most of the translated terms have been translated literally and that space did not oblige the translators to opt for one-to-one equivalence.

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Abstract

This study attempts to investigate Facebook terms translation from English into Arabic and to draw attention to the role of adopting the appropriate techniques by a group of volunteers in order to produce high quality translation and to achieve equivalence at word level, which is a difficulty that translators face in rendering some terms into Arabic. Moreover, translators have adopted many techniques to achieve appropriate equivalences that have to do with pragmatic, functional, semantic, and formal equivalence. The data were collected by means of analysis and comparison between some English and Arabic terms chosen from the Facebook page. The analysis of the data confirms that most of the translated terms have achieved their equivalents both pragmatically, and functionally.

Keywords: Facebook. Equivalence.Term. Loss

ملخص

تحاول هذه الدراسة البحثي ترجمة مصطلحات الفيسبوك من اللغة الإنجليزية إلى اللغة العربية، ولفت الانتباه إلى دور اعتماد مجموعة من المترجمين المتطوعين التقنيات الملائمة من أجل إنتاج ترجمة عالية الجودة وتحقيق التكافؤ على مستوى الكلمة، وهو صعوبة تواجه المترجمين في ترجمة بعض المصطلحات إلى اللغة العربية. علاوة على ذلك، اعتمد المترجمون العديد من التقنيات لتحقيق المكافئ:منهاالتكافؤ الوظيفي، والدلالي، والشكلي.جمعت البيانات عن طريق التحليل والمقارنة بين بعض المصطلحات الانجليزية والعربية المختارة من صفحة الفيسبوك. و يؤكد تحليل البيانات أن معظم المصطلحات المترجمة حققت التعادل البراغماتي والوظيفي .

كلمات مفتاحية:الفيسبوك، التكافؤ .المصطلح .الخسارة.

ملخص المذكرة باللغة العربية

بعنوان

مصطلحات الفيسبوك

التكافؤ على مستوى الكلمة بالاعتماد على تصنيف "منى بيكر"

مقدمة

تهدف هذه الدراسة لبحث الصعوبات التي تواجه المترجم في ترجمة المصطلحات التقنية بصفة عامة و ترجمة مصطلحات "الفيسبوك" بصفة خاصة من اللغة الانجليزية الى اللغة العربية، كما انها تسلط الضوء على التقنيات والاستراتيجيات المتبناة في ترجمة هذه المصطلحات باستخدام مصطلحات عربية بحتة.

لبحث هذه الدراسة اعتمدنا في دراستنا على كتاب In Other Words كمرجع لدراسة التقنيات المتبعة في ترجمة مصطلحات الفيسبوك. من خلال تحليل النتائج لمجموعة من المصطلحات المختارة تم التوصل الى معرفة التقنيات التي اعتمدها مترجمون متطوعون في ترجمة هذه المصطلحات ترجمة صحيحة تؤدي المعنى للمتلقي اولمستعمل صفحات الفيسبوك.

❖ هل حققت المصطلحات المترجمة مكافئاتها على المستوى الكلمة ام لا؟

فمن خلال ماسبق ذكره قمنا بطرح الاسئلة التالية لتكون محل دراستنا في هذه المذكرة:

❖ ما هي العوائق التي تواجه المترجمين خلال ترجمة مصطلحات الفيسبوك من اللغة العربية الى اللغة الانجليزية؟

❖ ما نوع التقنيات المتبناة من طرف هؤلاء المترجمين لإعطاء المكافئ الصحيح في اللغة الهدف؟

كمنهجية متبعة في دراسة هذه المذكرة قسمت فيها المذكرة الى فصلين نظري والاخر تطبيقي، ينقسم فيها الفصل الاول الى قسمين نظريين، فأما القسم الاول فيحاول تسليط الضوء على

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اهم المفاهيم فيما يخص المصطلحات وعلم المصطلحات، واما الثاني فيتناول المكافئات و انعدامها

ثم انواعها، مختتما في ذلك بتسليط الضوء على اهم التقنيات المتخذة من المترجمين المحترفين.

اما الفصل الثاني فهو مخصص لوصف وتحليل المعطيات   المنتقاة من ترجمة مجموعة

مختلفة من مصطلحات الفيسبوك ونتائج الترجمة فيما يخص تحقق المكافئات او انعدامها، ومقارنة

النتائج بالاستراتيجيات المذكورة في كتاب In Other Words "لمنى بيكر" وكذلك الاستراتيجيات

المتخذة من طرف هؤلاء المترجمين مختتم   ا بخلاصة تتح دث عن الكيفية النهائية لترجمة تلك

المصلحات و مكافئاتها.

الفصل الاول: المصطلحات والمكافئات

ظهور المصطلحات مرتبط بظهور مختلف العلوم والتكنولوجيا وتطورهما، لذلك يرجع

ظهورها الى عصور قديمة منذ الحضارات القديمة وحتى يومنا هذا. هذه العوامل ساعدت في بروز

المصطلحات وتأسيسها كأداة مساعدة لتخطي الصعوبات والعراقيل المتعلقة بالعلوم والتكنولوجيا في

الاطارين التعليمي والتواصلي.

تعريف المصطلحات

هناك عدة تعريفات للمصلح نذكر منها:

يعرف قاموس Merriam-Webster المصطلحات بـلـنـها "عبارة عن المصطلح التقني

الخاص المستعمل في الاقتصاد، اوالفن، اوالعلوم، اوالمواضيع الخاصة."

بينما يعرف قاموس   "كامبريدج المتقدم " المصطلحات بانها : "كلمات خاصة او عبارات

مستعملة في نشاط او مجال معين."

المصطلح والكلمة

من خلال ما سبق ذكره يمكن القول بان المصطلح هو عبارة عن كلمة متخصصة تحمل معنى معين في مجال الاستعمال الخاص. فالكلمة غير المصطلح، في عبارة عن وحدة معبر عنها بمجموعة خصائص لسانية منتظمة وتشير الى شيء ما في الواقع، ولديها شكل قد يكون بسيط او مركب. اما بالنسبة الى المصطلح فهو عبارة عن وحدة ذات خصائص متشابهة مستعملة في مجال متخصص.

انواع المصطلحات

فالمصطلحات انواع كل منها ينتمي الى مجال معين فعلى سبيل المثال لا الحصر هناك مصطلحات عامة متداولة من قبل العامة، و مصلحات ثقافية مغلقة بنمط تفكير وطريقة حياة مجتمع معين، ومصطلحات تقنية في مجالات التكنولوجيا كالهاتف والحاسوب...الخ، ومصطلحات علمية لها علاقة بالمجالات العلمية والمعرفية. تجدر الاشارة الى ان كل نوع من هذه المصطلحات له خصائصه التي تميزه عن غيره. من بين خصائص المصطلح انه يتميز بالدقة والموضوعية والاستقرار والاختصار.

اشكالية توحيد المصطلح

يطرح توحيد المصطلح اشكالية كبيرة بين مختلف الدول العربية بصفة خاصة و في باقي دول العالم بصفة عامة، ويرجع ذلك لعدة اسباب نذكر منها الاختلافات السياسية والثقافية، و الاسباب التاريخية التي لها صلة بالاستعمار. فهناك مصطلحات تستعمل في المغرب لا تستعمل

في المشرق العربي وباقي الدول العربية خاصة في المجال القانوني، وتبقى الاشكالية مطروحة في عدم تمكن الفاعلين للأسباب المذكورة سابقا.

الجزء الثاني: التكافؤ على مستوى الكلمة.

بالنسبة الى "منى بيكر" (2011) ما ينبغي   على المترجم فعله اولا و قبل بدا عملية الترجمة هو تحليل الكلمات واحدة واحدة في اللغة الاصل ليتسنى له ايجاد المكافئ الامثل في اللغة الهدف.

تعرف "بيكر"(2011) التكافؤ على مستوى الكلمة بلفه الوحدة الاصغر والتي قد تحمل عدة معاني مما ينبغي على المترجم ان يكون حذرا في تعامله مع الكلمات المفردة.

انواع اللامكافئات على مستوى الكلمة

هناك عدة انواع من اللامكافئات من بينها مفاهيم خاصة بالثقافة والتي تعزى لبعض الكلمات او المفاهيم التي يمكن ايجادها في اللغة الاصل ولكنها غير معروفة في اللغة الهدف، و المفهوم الموجود في اللغة الاصل الغير مسكوك في اللغة الهدف، و الكلمات التي لها معاني معقدة بحيث لا يمكن للمترجم ادراك معانيها الا خلال عملية الترجمة، و الكلمات المهمة المتميزة في اللغة الاصل التي لايمكن ايجاد مكافئ لها مهم متميز في اللغة الهدف، وكذلك عندما تفقد اللغة الهدف لكلمة من النوع العام، او العكس بما يعني فقدان اللغة الهدف لكلمة خاصة. الفروقات في المعنى التعبيري، وهي عبارة عن كلمة في اللغة الهدف والتي يمكن ان يكون لها نفس المعنى التعبيري في اللغة الاصل لكن بوجود اختلاف في الاثر الذي يخلفه هذا المعنى التعبيري ما يخلق للمترجم مشكلة في نقل المعنى في النص الهدف و مثال ذلك homosexualityمترجمة الى شذوذ

جنسي. اما بالنسبة للكلمات المقترضة فكثيرا ما يشكل وجودها عائقا بالنسبة للمترجم اثناء

الترجمةخاصة في حالة عدم وجود المكافئ لها.

التقنيات المعتمدة من طرف المترجمون المحترفون

بالنسبة الى "منى بيكر" هناك عدة تقنيات مستعملة من طرف المترجمين المحترفين

للتعامل مع عدة انواع في حالة اللامكافئ نذكر منها:

الترجمة باستعمال الكلمة العامة

للتعامل مع عدة انواع من اللامكافئات تعد هذه التقنية واحدة من التقنيات الاكثر استعمالا

خاصة عندما يستعمل المعنى الخبري للخطاب.

الترجمة باستعمال الكلمة التعبيرية الاكثر حيادا او الاقل حيادا

يمكن اعتماد التغريب او التقريب او الحياد في النص الهدف، فاحيانا لا يلتزم المترجمون

بترك النص الاصل ولا يحاولون حتى ايجاد المكافئ.

الترجمة باستعمال البديل الثقافي

تستعمل هذه التقنية لاستبدال لغة ثقافية في النص الاصل ببديل ثقافي في النص الهدف.

الترجمة باستعمال الاقتراض او الاقتراض مع الشرح

يلجا المترجم لاقتراض كلمة متبوعة بالشرح اذا احتوى النص الاصل على ثقافة خاصة

بحيث لايمكن ايجاد مكافئ لها حتى يتمكن القارئ من فهمها وبدون اي اشكالية.

الترجمة بالشرح مع اضافة كلمة ذات علاقة

يستعمل المترجم هذه التقنية اذا كان المفهوم مجسد   ا في اللغة الاصل بحيث يكون لهذا

الاخير شكل اخر.

الترجمة بالشرح مع استعمال كلمة ليس لها صلة

من منظور منى بيكر(2011) تستعمل هذه التقنية عند وجود كلمة غير مجسدة في اللغة

الهدف. تعتمد هذه التقنية على تحوير كلمة عامة او تعرية المعنى في النص الاصل.

الترجمة بالحذف

تعمد هذه التقنية على حذف الكلمات المكررة او التي ليس لها صلة بشرط عدم المساس

بالمعنى العام للنص.

الترجمة بالتوضيح

تعمد هذه التقنية الى اضافة توضيح للمعنى حتى يتسنى للقارئ فهمه بدون غموض او

اشكال.

الجزء الثاني: الجزء التطبيقي

الفصل الاول: نبذة تاريخية عن "الفيسبوك" و مبرمج "الفيسبوك"

تعد برمجة "الفيسبوك" من بين البرامج الرائدة في عالم الاتصالات، فبالرغم من دخولها

الحديث في مجال الاتصال الا انها استطاعت السيطرة على   80 بالمئة من مساحة الاتصال في

العالم. "الفيسبوك" هو عبارة عن صفحة الكترونية تسهل الاتصال بين الافراد و الجماعات

والهيئات...الخ. يعد "مارك زاكربارغ" واضع هذه البرمجة ومطورها في سنة   2004 في جامعة

"هارفرد"بعد عدة برامج سبقت "الفيسبوك"، فمنذ ذلك الوقت انشرت بين المدارس والجامعات

حتى اصبح لكل فرد حساب في "الفيسبوك" فقد فاق مستعملوا هذه الصفحة اكثر من 1،23 بليون شهريا و 945 مليون متنقل و 751مليون يوميا.

الفصل الثاني: دراسة تحليلية لبعض اشهر المصطلحات على صفحات "الفيسبوك"

ترجمة مصطلح Facebook "فيسبوك"

احتدم النقاش حول هذه كلمة بين كثير من المترجمين و اصحاب اللغة و كل يدلي بدلوه ليقدم ترجمة مقبولة تفي بالغرض. من بين هؤلاء المترجمين من اقترح ترجمته ب"الواجوه" ومنهم من اعتمد الترجمة الحرفية لهذا الاسم ومنهم من ذهب الى ترجمته ب"المشخصن او المشخص او الكاشوف" ليصل الجميع في الاخير الى نتيجة مفادها ان يبقى اسم "فيسبوك" كماهو باعتبار ان اسماء العلم لا تترجم حتي لا تفقد معناها وبريقها بين مستعمليها.

ترجمة مصطلح Home "الصفحة الرئيسية"

يعتبرمصطلح "هوم" من المصطلحات الرئيسية التي تقابل مستعمل صفحات "الفيسبوك" كونها تحتوي على الشعارات و طلبات الصداقة واهداء عيد الميلاد اضافة الى عملية التحديث واشياء أخرى كثيرة. ترجم هذا المصطلح الى "الصفحة الرئيسية" اعتمادا وضيفته على صفحة "الفيسبوك". اعتمد المترجمون في ذلك على تقنية الترجمة بالإضافة لإيصال المعنى للمستعمل من دون اي غموض، وبالتالي نجد ان هذه الترجمة لم تحقق المكافئ على مستوى الكلمة ولكنها حققت المعنى من الناحية الوظيفية والبراغماتية.

ترجمة مصطلح Poke "نكز"

يعد استعمال مصطلح "بوك" من المصطلحات الاكثر تطبيقا على صفحات "الفيسبوك" لرفع الحظر عن المحظورين، فاذا وضع الحظرعلى اي مستعمل طلب هذا الاخير من اصدقائه ارسال كلمة "بوك" لرفع هذا الحظر عليه فيتسنى له الاتصال مجددا. قام المترجمون بترجمة هذا المصطلح بكلمة "نكز"، وكلمة "نكز" تعني الوخز بما يعني التنبيه، فمعنى "بوك" متضمن في كلمة "نكز". اذا فالترجمة صحيحة وحققت المكافئ على مستوى الكلمة، لكن ما يعاب عنها انها كلمة غير مألوفة ومستعملة لدى المستعمل العربي باعتبارها كلمة تنتمي الى اللغة القديمة.

خاتمة

حاول هذا البحث تقديم نظرة عامة حول ترجمة مصطلحات "الفيسبوك" من الانجليزية الى

العربية مستهلا هذه الدراسة بتسليط الضوء على الجانب النظري و تقديم تعريفات لعلم المصطلح و

ذكر انواعها، ثم التكافؤ واللاتكافؤ وحالاته والاستراتيجيات المستعملة كحلول للاتكافؤ   مختتما

بدراسة تحليلية و مقارنة لاحدى عشر مصطلحا مختلقا ماخوذا من صفحات "الفيسبوك" كنمادج

مدروسة في هذا البحث.

Appendix

English-Arabic Glossary

مسرد انجليزي عربي

Words	Translation
Facebook	فيسبوك
Home	الصفحة الرئيسية
Poke	نكز
Likes	تسجيلات الاعجاب
Timeline	اليوميات
Status	الحالة
FriendRequests	طلبات الصداقة
Post	نشر
Block	حظر
Tag	اشار الى
Shared	شارك