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ORYX` s Magazine as a Case of Study**

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Dedication :

**To our beloved Families , teacher
and supervisor D. Koudad and All
teachers of ENGLISH Department to
Them all best wishes**

List of abbreviations

SL: Source Language

TL: Target Language

ST: Source Text

TT: Target Text

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Introduction

Fashion industry is nowadays undoubtedly an international and globalized sector, as a result it needs to be localized in order to satisfy the specific needs for customer around the world by advertising and marketing copies. Translation plays a vital role in this field in adapting each copy to local magazine' readers ,along with transferring the right message of brand' tone of voice. Generally, translation in clothing fashion industry changed over the time, for a simple reason that fashion is a dynamic phenomenon that expressed by a terminology which in turn changes from society to other. Our study explores the process of translation in fashion clothing industry from English into Arabic , added to this define which strategy was approached and method was applied in translating fashion articles ;and the alternative methods used in sight of the existence of challenges at level of exchange between English and Arabic ,particularly in cultural case like fashion.

Statement of the problem

Translation faces problems in the field of clothing fashion industry, where translators and the cause of this rise maybe from of lack terminology and the cultural issues of fashion , which effect translation publications such as magazines which is for mass audience that is considered to be a marketing method to promote cloths.

Aims of study

This study aims to define factures which control translation in clothing fashion from English into Arabic , by comparing and contrasting the applied procedures and what does it really mean to be faithful in fashion clothing translation.

Research questions

To what extent is fashion clothing translation from English into Arabic faithful ? , which are the procedures adopted in order to be faithful in translation?

Hypotheses

Translator in clothing fashion translation, he faithful to cultural values of the target audience and the function of text in translation.

The method adopted

Our method adopted is analytical and comparative study of the corpus that involves some articles from Oryx's magazine which we analyze in propose to define the procedures used in the translation and if there equivalence or non- equivalence between source text and target text.

Structure of the study

This paper consists of two main chapters, one is theoretical and the other is practical. The first chapter is composed of three sections , they include one about the major strategies in translation and differences between them and the other expose the difficulties in translation in fashion industry .the last one is a brief introduction on fashion marketing .

The second chapter is practical, where we analyze and compare our chosen corpus from the Oryx magazine, and the bases of our study of the corpus we make a conclusion.

Limitations of the study

1- Difficulties faced with topic:

Few necessary references maybe the most critical problem in analyzing this topic in the theoretical part of this study as a result , it may cause difficulties in conducting the study on solid data base that , in turn , enables to arrive in adequate results .it would take a long time and need a big effort to find other resources to build theoretical data base special for the study .In addition , difficulties can be refer to the new topic ,which was not has increased important of fashion such in current world in sight of globalization, in comparison with the past .Globalization puts fashion industry in a commending and important position and as a result , the need of translation in this field .Furthermore, other important problem is the careless of translation theorists and writers of fashion industry that was looked to be pragmatic , which may not be based on a clear theoretical base whereas the concentration is to bring of information to the reader in the target language rather than analyzing ;or theorizing. In some cases in fashion industry based on rewriting the original text , in other words visual expressions, as long as it consists images , to the equivalent in accordance with culture of the target environment , especially in translating fashion for Arab world; and sometimes the use of machine translation.

Chapter one

Introduction to Fashion Clothing

Industry

Introduction:

This chapter is divided into two parts; the first one is about the difficulties those we faced in connection with dealing with the topic then definition of functional translation and the used procedures the most in this kind of translation by theorists and translators; and clarify the concepts of equivalence forms and faithfulness in translation. The second part we are going to define the general meaning of fashion and its practice in translation, then discussing the difficulties and challenges translator may face in translating fashion industry ;focusing on translation between English and Arabic, in consideration with showing the importance of fashion in the Arabic world.

1-Procedures of translation:

The following are some of procedures used the most during translating in functional context.

1.1-Borrowing :

According to Munday, it is a technique when “ST word is transferred directly to the TL” (Munday,2001,p.56) and it is considered as the simplest of all procedures used for translation, involves using pronunciation of the word in the target language in consideration of forming word rules. Metalinguistic gab between SL and TL is probably the most reason of using such technique. As Vinay and Darbelnet (1958/2000) pointed, this procedure used also in order to introduce the flavour of the source culture into TT and recreate specific stylistic effects. Using such technique during the process of translation from English into Arabic is called Arabization.

Technology تكنولوجيا

Democracy ديمقراطية

1.1.1-Transliteration:

Is considered as technique of borrowing which is “to write a letter or a word using the closest corresponding letters of a deferent alphabet or language” (Compact Oxford English dictionary, 2008, p.1101)

Example :

-Television

- تليفزيون

- Washington

- واشنطن

1.2-Literal translation:

It is the direct transferring of the ST elements into TL in a proper way; grammatically and idiomatically. According to Vinay and Darbelnet, Translator applies this procedure commonly when SL and TL are of the same language family and share the same culture, which would produce efficient translation; especially in functional context, where the purpose of the translation is to preserve the verbatim meaning of the ST.

Examples :

- The Green Book

- الكتاب الأخضر

- scientific research

- بحث علمي

1.3-Transposition:

It is oblique translation procedure in which the translator replace the word from one grammatical word class with another without changing the meaning of the message, it can be used for a better economy of the TT; also more manageable for the translator and more easily graspable for the reader. Newmark emphasizes that transposition may be used when “literal translation is grammatically possible, but may not be in accord with natural usage in the TL” (Newmark, 1988: 86). For example:

Adjective for Noun (Yousef , nd) :

- The decision was made for the good management of the company.

أُتخذ القرار لما فيه حسن إدارة الشركة.

Verb for noun (Yousef , nd):

- The President recommended that a committee should be formed for handling that matter.

أوصى الرئيس بوجوب تشكيل لجنة لبحث ذلك الأمر .

1.4-Addition and omission :

Those two was discussed as procedure in some cases and strategy in others by many translation theorists like baker ,substitutions, (Baker, 1992; A. Bell, 1991), expansions (Newmark, 1998a; Nida & Taber, 1982; Steiner, 1998), and reductions (Bassnett, 2002; Cixous, 1979 as cited in Bassnett & Trivedi, 1999; Newmark, 1998a; Nida & Taber, 1982; Venuti, 2000 “reduction and expansion are rather imprecise translation procedures, which you practice intuitively in some cases and ad hoc in others” (Newmark ,1988b, p.90).Both addition and omission used when SL and TL are not belong to the same family such as English and Arabic, in the sake of stylistic and strategic purposes and to reduce the differences between on language and another. Bielsa & Bassnett, claim that transferring the information from one culture to another ,is not only a matter of interlingual sense , but rather a process of reshaping, editing , synthesizing and transforming, in order to create a piece of text for a new type of readers.

Procedure of addition on the one hand, can be used as explicit statement of some information that already exists in ST, or as additional piece of information that was not exist at all. Basing on addition procedure , the translator tries to decode the word , sentence or a whole information, seeking to make certain information much important to the target reader’s knowledge ,that was have a secondary status in the ST (Bassnett, 2002; Cixous, 1979 as cited in Bassnett & Trivedi, 1999; Newmark, 1998a; Nida & Taber, 1982; Venuti, 2000).Additional information is always related to the situation and the context.

Omission on the other hand, is used to create implicit information in TT, which was explicit in the ST, in other word, move it from foreground into background, while the translator adopts the situation or the context in certain way to cover the meaning. This procedure is used commonly and would play a vital role in the process of translation when there are less frequently use of grammatical forms in TL such as articles and possessive in comparison with SL.

2- Forms of equivalence:

2.1-Equivalence at word level:

Although units smaller than word can carry full meaning, eg. "rebuild" that have two elements of meaning "Re" and "build" which means to build again "The word is the smallest unit of language that can be used by itself" (Bolinger and Sears, 1968:43)and "is smallest unit which we would expect to process individual meaning" (Mona Baker, 1991:17);each language has specific system of forming a full meaning , while language A presents element of meaning by one orthographic word, same meaning may be represented by several orthographic words in language B , eg. the word "type" is one in English , but it translated into Arabic by three "يكتب على آلة".in that Baker argues "there is no one to one between words and elements of meaning within and across languages" (Baker,1992,pp10-11)

2.2-Equivalence above word level:

Baker (2002) presented forming meaningful elements by combination of words or phrases (stretches of language) with another .On this basis, each language has its special collocations, idioms, and fixed expressions. But Baker argues that "there are always restrictions on the way they can be combined to convey the meaning" (Baker, 1992, p46); these restrictions have no exceptions; especially those used to, rather than single words, classes of words.

3- Faithfulness in translation:

As long as it was one of the main issues in translation studies for the different each theorists and translators define fidelity or faithfulness in translation, generally , for some translation critics , to translate faithfully is to use word for word during moving from language one to language two, while others argues that it is to adapt the source text in the of free and idiomatic basis in passing the message .Walter Benjamin, in his definition of task of translator, sees fidelity as an act of transferring the purity of the foreign language into local language and the fairness and greatness of the original author . For functionalist, translation is process of communication and reception as an act of human speech."Translator should be faithful to the three main elements in translation, to the author's attention, to the target language and to the receptor of the translation." Amparo

Hurtado-Albir (1990:118). Guralnik (1979), who sees translation as an effective means of communication between deferent languages and cultures, argues that the exact meaning of faithfulness is being accurate and reliable in case of high quality translation, that results perfect match of meaning between ST and TT.

4-Functional translation:

According to (Reiss, K. & H.J. Vermeer. 1984), Functional translation unlike other types those considered as a process of reproducing another text linguistic, semantically, stylistically correspond to ST, but rather a process that combines both reproducing and adapting, where the translator should determine the exact function, the purpose, behind the ST through taking all the elements those control the process of translation and participants ,such as target reader expectation, sender's intention and categorizing text in genres, into consideration, which may help in translating the text in the required way and achieve successful communication.

5- Definition of fashion clothing in English language :

According to Oxford dictionary, the general definition of fashion is " A popular or the latest style of clothing , hair , decoration or behaviour"(Oxford dictionary.2008). but when we look closer to fashion, it took importance place in the modern world. Fashion also shows the parts of welling to belong to a specific group of people or to be different from them, as well as fashion responses to the changes those took place in this world; whether in the way of individual dress, giving clear information about the wearers, their living level, taste, age, national qualities and so on. Furthermore, the large number of people engaged in this branch of industry having historical origins are well demonstrated the importance of fashion.

6- Overview on Fashion

Fashion industry evolved from starting by the need of human to cover himself to now a business with billions dollars Income in next points we spot the most important facts about fashion as a style of clothing :

- There is no a exactly date in which humans created Fashion according to archaeologists, somewhere between 100,000 to 500,000 years ago. These clothes were typically made from plants, animal skins and bone.
- In the beginning it was The weather which control what humans to wear and step by step from tribes to kings and queens the fashion trends was established.
- From the 20th century, musicians and movie stars were and still the best way to promote new trend in fashion clothing
- The four major current fashion trend capitals are Paris, Milan, New York City, and London, which are all headquarters to famous fashion companies and workshop and their major influence on global fashion is very effective . Fashion weeks are held in these cities, where designers exhibit their latest clothing collections to exclusive audiences.

7- Fashion clothing in Arabic countries :

At first sight for non-Arab people ,white robes and black veils and no place to modern fashion are the only things or at least the first things those pop in their mind this view is completely wrong stereotype took from movies and media ;whereas Arab world is much more complex reality where local traditions and western fashion mix, which makes it variegated and colourful universe when it comes to clothes for both men and women .As in any place of the world ,there are certain factors effect cloth ; age ,location , and social class play great role in choosing what to dress ,for example younger Arabic people ,especially those are living in big cities tend to wear latest western fashion ,and only use their traditional outfits for special occasions such as wedding and religious celebration. As a result of that, fashion in Arab world becomes important business perhaps even more than in the West, since it has stronger social and moral dimension and useful key to understand the spirit of Arab nation that is why it stands to be one of the fastest growing markets and embodies a destination for fashion retailers. All these reasons show the translation of fashion from English and into Arabic must taken on consideration .

8- Practice of translation in fashion clothing industry

Since fashion is one of cultural parts that included in cultural translation when we move beyond the seemingly infinite but actually reductive permutations of the two terms East and West, original and translation. Michel Callon's "sociology of translation" (1986) on account of Danish fashion with its moment of translation: problematization, intersement, enrolment and motivation . According to Callon's *theory*, analyzing society and nature depends on using one repertoire in studying markets, culture and politics that in turn fashion can be practices and occurred by loan its institution to nation. In this examination, the state reacts to industry change ,translates it and builds up its own plan. The first moment of translation had occurred results in emerging sector of fashion design industry as a postindustrial success adversity. Yet, it can scarcely be said to create approaches for the business. In actuality, fashion is activated to loan its brilliance to the country, its organizations and legislators. The expression, cultural translation, is planned in the sense of a subordinate society being forcedly moved into an overwhelming society. “ fashion is a system for regularized transience” (Best 2006: 12), “it is geared to the regular packaging and launching of novelties” (Löfgren 2005), translation of Danish fashion provides important information of how it is flexible in each nation. Generally, fashion actors adopted the language of policy documents, and addressed the concerns of the reports which was the main collaborated action in the translation process.

As long as selling in local marketing needs local language which leads to economy's growth in present and future. whereas fashion cannot be in English language especially in non-English speaker countries, therefore marketing needs specific linguistic level in sight of difficulty of selling products in Spain, for example, without translating it into Spanish, which shows the critical role which translation plays in fashion industry, in particular, selling luxury products that should be localised in order to attract the target costumers as much as possible because Spanish is a language which do not share similarities with English same as Arabic . Translation for luxury brands considered to be the key to access the international market, which translation serves a role in transferring the voice of a brand and achieve the same effect; that requires from translator to understand deeply and creativity of rewriting of fashion industry and Technical background.

9- Difficulties faced in translating fashion into Arabic language :

Translation of fashion can be difficult not simply because it changes from one country to another or even at the same place from one class to other ,but there are other reasons closely linked to process of translation :

9.1- Historical background:

Fashion is a question of rate in time which cause problems to translators in the historical side more than in the sociological one, whereas fashion can coming back about three centuries and using reproductions of engravings that puts such a hard work on translator ,it would be important to have a historical background and well experienced skills to revive the old fashions those have been adjusted the dimensions of these plates due to their diverse origins and a number of features such as length and size of clothes those done by the designer that linked also to mathematical and statistical studies (Chow,1995) ; showing that fashion is a profoundly regular phenomenon and is not located at the level of annual variation but on the scale of history as a whole.

Furthermore since it is linked to society, there are certain events such as regime, evolutions, ideological, semantic and religious upheavals changes, that has no effect on the content of fashion in the western world even the French revolution did not fundamentally change fashion in most cases it only speeds up or slows down the rhythm rate of fashion, but in the Arab world every events (Callon, 1986), regime for example, has such an obviously change in clothing in general and particularly fashion, this makes translating fashion, especially into Arabic arduous and full of cultural obstacles.

However many people think that origins of fashion is western, but in fact fashion has no specific origins, because it is an effect of clothing culture globalization, this causes difficulties for the translator to use foreignization or domestication method and to select source and target culture . Additionally, The translator in fashion industry should be native speaker and based on the target environment.

9.2- Fashion translation requirements :

Since designer of fashion has been well trained in this factor and it becomes as vital role in the modern world economies, the art of translating fashion industry requires several years of professional experience, as well as an amount of excellent creativity and writing skills; that requires well known translator to fashion terminology; or in other word fashion language. Translators must keep connected to nowadays terminology in fashion industry through local media and publications. Writing in such field is considered as creative process which requires a translator that has an access to the relevant past activity and necessary information related to fashion industry, therefore he should understand the context and the big image to avoid losing any important part in translation process. Finally, consistency is one of the important requirements in fashion industry, as long as the translator is dealing with tone of voice, style, and much more specific terminology; thusly, it is important to create constant translation, in order to achieve effective brand communication; as a result, fashion product reflects its right themes and values. Restricted freedom would also be one of the main obstacles to creation for the translators in fashion industry.

9.3- Changes of fashion translation across cultures:

Fashion changes when it comes to different cultures, these changes can be radically or partly. In Arab world, fashion industry translation would be much more complex than in other locations, whereas it is difficult to transfer the meaning and tone of voice into Arabic in connection with what is seen as taboo in Arab countries in sight of common custom and Islam religious. Western fashion and younger are the two key elements those translator must take into consideration more than others during translating in fashion industry into Arabic, whereas it would be looked weird for Arab older to be fashionable.

Fashion in china, in the other hand, is usually related to luxury, new, western; in order to show the most educated and high class. These elements must be taken into consideration in translating process. For example, instead of translating English designer or label into Chinese, it would be kept as it is. Translation of fashion in china requires searching of the best words those reflect the right and exact meaning, it is mostly satisfying and annoying at the same time.

In Russia, they like luxury and fashion; in order to be visible and show how rich you are. Russian also like to be in trend in fashion field that considered exciting for translators, But the annoying side is when costumers order sartorial style for nothing. New black is the most famous colour in Russia, which Russian designer refers to the grey colour. In addition to infinite designs of colourful, military and knitted dress.

Conclusion:

Translation in fashion clothing into Arabic is like other fields, faces challenges and difficulties; translators and theorists try to respond and solve them by suggest some techniques and procedures which help translators . In reality they struggle with every translation to be done in the right way. To sum up, equivalence and faithfulness were always the main issues in translation and translation studies, especially to the target text, functional translation, as we examine, is always seems to be helpful principles for translator to avoid these complex issues in different translation types and genres, but is it applicable in fashion clothing industry?, where translator would face historical, cultural and many other challenges. In the next chapter we expose those techniques by analyse and compare the data and through this study we search for findings to have a clear answer to the research question .

Chapter two

Analytical and comparative
study of the corpus

1-Introduction

This second chapter explores the translation of fashion clothing by studying the corpus that we have chosen in purpose to refine the initial stated hypothesis we can add to this, reveal how translation from English into Arabic function in fashion clothing, give a description of the corpus used in this study and the procedure of analysis followed. The answers come at the end in form of findings and a pre-conclusion .Finally we finish our study with a general conclusion that confirms or infirms the hypothesis undertaken in consideration in the introduction of the research.

2-Brief account of corpus

Our corpus is some issues that we collected from Oryx`s magazine, which is the in-flight magazine for Qatar Airways, this magazine focuses on a different theme each month with an emphasis on luxury , fashion, lifestyle and travel to promote the high quality of the company. The content appears in English and followed by Arabic, which helps us in our study. Our corpus is taken from wish list section and only what concern fashion clothing.

3-Methodology

The method that we applied in our research is a analytical and comparative approach , that means compare articles from Oryx `s magazine and analyze at the same time the research of identical sample translation in articles taken from the magazine , if it do not exist , what are the other procedures have been adopted in translation

4-Analysis of the corpus

Some fashion articles from Oryx `s magazine that have been translated from English into Arabic. The following are some of them in their ST followed by its TT :

Analysis of Sample 01 (Oryx in-flight magazine, 2014.p.26)

In the following sentences, the translator translated the title DIESEL JOGG JEANS into Arabic using transliteration method or what is called arabicization by جينز ديزل جوج , we can say that translator prefers to transfer the brand name instead of indicating the name of the product for example بنطال since its picture is included but he added the word in the description.

He translated perfect fit using paraphrasing by التناسب الجيد instead of المقاسات التي تناسب الجميع because the Arab reader won't get the right idea and conveying the same effect.

The use of borrowing method in translating the word casual by the most famous word that describes this style for young which is السبور , in order to give the positive effect in the reader rather than the negative one when the word غير الرسمية is used.

Analysis of Sample 02(Oryx In-flight magazine, 2016,july .p.26)

The use of transposition in translating the word pleated into Arabic by ثنيات where it is changed from verb to noun.

The translator translates the title by using transliteration method as the previous ones but he added أبداع إميليو بوتشي in order to inform the reader of the designer of this product because he is not well known for the Arabic audience , in order to achieve the same effect and attract more customers as the original version did.

Borrowing method was used to translate the word midi by الميدي , which is most common strategy used in translating modern concepts, instead of translate it into القصيرة in order to put the correct picture in the mind of the target reader. However it is not proper noun but it is the most word used by younger.

Translator did not translate the expression shimmering silver in order to keep the reader's attention.

Analysis of Sample 03(Oryx In-flight magazine, 2015, April .p.26)

The expression of “Barcelona brand unveiled” was translated into Arabic by “عزرو أناقتكم” using of modulation, in order to direct the expression to attract the target audience attention in imperative way, instead of presenting a brand.

Translator use translation by addition in the expression “bag” and adding the word "يد" to indicate which type of bags it is , the original version « hand » was not mention because it well known by the expression “bowling painter” .Also the word "جميلة" was added

The use of literal translation in expression “shoulder bag” by the word "حقيبة الكتف".

While translator did not translate some expression such as “add a swathe of colour to your wardrobe”; for reason that sentence do not give information we can drop it with out effect that the meaning .

Analysis of Sample 04 (Oryx In-flight magazine, 2015, April .p.22)

The translator adds the word المصنوع in order to create coherence and cohesion expression and to adapt it to the Arabic language whereas it will be considered wired little bit to say directly معطف صوف البكر, which means that he used translation by addition.

The use of modulation procedure in translating the word unlined by خال من الخطوط which is from negative in English version into positive in the Arabic instead of saying غير مخطط .

The translator seems have some difficulties to transfer the exact meaning of layering which means (a great way to combine favourite pieces and wear something comfortable and flexible and not any kind of wearing or dressing); and use of translation by a more general word ارتداء that did not convey the exact and whole meaning, because the target language (Arabic) lacks the specific term, which makes him to add the two words الأزياء and أكثر to give the reader some glance of source text meaning.

Analysis of Sample 05 (Oryx In-flight magazine, 2016, february .p.26)

The following title Frame Denim is not translated directly by using transliteration method as in the previous patters while this translated by سترات جينز دنيم because it is a brand that produce all kind of dresses not only the jacket , where the translator using adaptation procedure in order to keep the reader's attention to this kind of dress .

The translator used the modulation method in translating jacket by سترات and also Pocket جيوب which are changed from singular to plural.

We also notified that he used expansion from two words in English version Patch Pocket by three words in Arabic جيوب خارجية كبيرة based on paraphrasing using related words and translation by addition in denim jacket by قماش جينز دنيم in order to adapt the expression in the Arabic .

The translator used loan word plus explanation in the Arabic by adding قمصان نسائية قصيرة in order to transfer the exact image that the original readers got with only two word denim jacket.

Analysis of Sample 06(Oryx In-flight magazine, 2015, April .p.22)

The use of transliteration in expression MANOUSH by مانوش

We also notified that it has been used literal translation in expression Long black dress with sheer and embroidered top by فستان أسود طويل مع صدرية شفافة مطرزة

Transposition procedure in translating the word silk which is noun by an adjective حريري . The same procedure used in ruffles that changed from noun to adjective مكشكشة and combined the two words in ST in one word in the TT.

Analysis of Sample 07(Oryx inflightmagazine, 2014, march. p.18)

The Translator used Transliteration in the title BASKET-WEAVE PASHMINA by باسكيت , while he preferred to use literal translation in most of the text.

The use of omission in the word handmade and hand-tied , the translator kept only one word which is المحاكاة باليد to refer to all other elements, in order to avoid repetition that considered to be boring in marketing of product in this case cloths .

Analysis of Sample 08(Oryx inflightmagazine, 2015, April .p.20)

The title the clothing, unlike the previous articles, is translated literally الملابس since it is not a brand or product name.

We can say that translation by addition was the translator method in most of this description , for example : جاكيت which is loan word that is not exist in ST , and the word عامل in order to fit the Arabic expression , finally the word سترة that is translation by a loan word Jacket plus addition .

The Translator omitted the word layer in the TT.

Analysis of Sample 09(Oryx inflightmagazine, 2016,july .p.26)

In this pattern the translator based on translation by addition in most of the description whether in sight of adapting the expression in Arabic language such as مصنوعة , ثققل , مزودة , and لون which are did not appear in the ST ; for the sake of making the TT much attractive for the audience such as adding لامع , and من إبداع , فاخرة .

Paraphrasing using related words, expansion, was used in the expression band collar, which is semantically complex as a result it has been translated by بياقة عالية تحيط بالعنق , and the word zipped by ثققل بسحابات .

While the two words sleeves and cuffs translated by a single word أكمام also the reduction was used in translating button closure by زر .

The word «zipped» pocket was transposed from adjective in English version into verb in Arabic ثققل .

Analysis of Sample 10(Oryx inflightmagazine, 2008,june .p.52)

In the following title, unlike other articles, is kept as it is in the source language.

While the translator used dynamic equivalence in translating the description in short sentence in Arabic just by adding unrelated words الجمال and العفوية which used are collocations with the word البساطة .

Analysis of Sample 11 (Oryx in flight magazine, 2008, June .p.52)

In this sample, the translator translates by using a less expressive style through omitting the expression 'you can't go wrong' and changing 'team up' to a look that's less than ordinary with *خلفية حمراء قانية* which is a less frequently used style in Arabic expression and throwing trunks and leaf out, basing on pictured product, creating simple and short expression.

He also translates 'Beach hunt' with one word *أكواخ* in order to adapt it to Arabic expression.

Analysis of Sample 12 (Oryx in flight magazine, 2008, June .p.53)

'Surfer' translated by paraphrasing using related words *سباح يجيد التزلج على الماء* and translating 'Bright blue' by *الأبيض و الأزرق* referring to the picture.

As the above patterns, the translator based on adapting the expression in Arabic expression through translation by addition *بعد النزول إلى البحر* and omission *تortoise*.

5-Findings

Through analyzing and comparing between Oryx magazine articles in English as SL and their translation into Arabic as TL we come out with the following results:

The based procedures used the most in translating patters 01 to 09 are transliteration at first place since most terms of the description contain brand' and product' name, beside using method of literal translation, transposition, translation by addition in some cases and omission and dynamic equivalence especially in case of complex SL terms which TL lacks, in other words the translator based on equivalence at word level where the ST is translated into TT by procedures when there is not a ambiguity .

While in translating patters 10 to 12, in addition to the procedures used in the previous samples , the translator in accordance of changing the degrees of ambiguity and implicitness to explicitly in translating sentences, made the expressions more simple in Arabic version basing on the product pictures that describes better than words , it is more advertising than translating from ST into TT , in some cases in translation of fashion industry the original text is rewriting in visual medium , consists of images in order that the reader in the target language reaches the meaning quickly without difficulties . The translator work in equivalence above word level, especially collocations in order to create a text that fit to target language reader' need, since it is functional contexts which make it to seem as not translation but rather an original Arabic text and this rise a problem which is careless of translators on translation fashion industry .

6-Conclusion

Articles of Oryx magazine are simple example of fashion clothing industry translated in order to fit target reader expectation, in this case customers, which seeks to transfer the ST function which is attracting the audience's attention and marketing the products rather than to have a total equivalence between ST and TT. As a result of comparison English and Arabic, patterns were translated in accordance with all elements those controlled the process of translation, in other terms there are more other factors taken in consideration on process beyond the textual, semiotics and cultural concept like marketing issues and effect the reader.

General conclusion

Conclusion

Fashion clothing industry, in accordance with its importance in the global economy, shows the need of translation and the vital role that translation played in this field from English into Arabic by localizing and adapting the articles to each market in Arab speaking countries

In conclusion, challenging and high requirement making this kind of translation really hard and in order to achieve the real meaning of faithfulness in translating fashion clothing industry from English into Arabic, it is important for the translator to focus on the purpose of the translation, which determines the translation methods and strategies that would be suitable to be employed in order to produce a successful translation both at and above word level through taking, the elements those control the whole process of translation which are the TL reader' expectation for gender and age, marketing brand products into account, besides reaching the required background level as specialized translator.

In the bases of this study we have some recommendations :

- Translator must be open minded and not uptight, use all methods that serve translation without bias to any theory.
- The translator should also be an innovative writer and must have the ability to switch between different styles
- And the most important thing is the translator must have a large background about the S.T not on transcript level but also the cultural and social level.

We hope this study will open the way to next researches in fashion industry translating in other field like perfumes, makeup and accessories.

English and Arabic

Appendices

Sample 01



DIESEL JOGG JEANS

Jogg Jeans combine two staples of casual wear: denim and jersey. The woven and knitted fabric has the lightness, softness, and comfort of jersey combined with a perfect fit, while the indigo dyeing of the garment gives the illusion of denim from the outside. Both men's and women's styles available.

US\$288–US\$357

Available at Junction

oryxinflightmagazine.com

جينز ديزل جوج
تجمع تشكيلة بناطيل «جينز
ديزل جوج» الثنتين من أفضل
مزاي ملابس السبور الأنيقة:
القماش القطني المتيين
والمظهر الرياضي. وتتميز هذه
التشكيلة بالخفة والنعومته
والراحة بالإضافة إلى المقاسات
التي تناسب الجميع، بينما
يوفر لونها الأزرق النيلي مظهراً
رائعاً.
٢٨٨ – ٣٥٧ دولار أمريكي.



oryxinflightmagazine.com

sample 02



EMILIO PUCCI

Pleated midi skirt crafted in shimmering silver, lightweight silk-blend for a glamorous look.

US\$1,100

farfetch.com



إميليو بوتشي
أبداع «إميليو بوتشي» هذه
العبورة الميدي ذات الثنيات
من قماش حريري خفيف
ليمنحك مظهراً رائعاً.
١,١٠٠ دولار أمريكي

farfetch.com

Sample 03



Sample 04



DOLCE & GABBANA

This virgin wool and cashmere cape has an incredibly soft touch and is unlined, making it ideal for layering over cosy knitted cashmere designs. 🛍️

US\$2,995

mytheresa.com



دولتشي أند غابانا

يتميز هذه المعطف المصنوع من الصوف البكر وصوف الكشمير بلمس فائق النعومة وخالي من الخطوط مما يجعله مثالياً للارتداء فوق أكثر تصاميم الأزياء المحبوكة من صوف الكشمير. 🛍️

٢,٩٩٥ دولار أمريكي

mytheresa.com

Sample 05



FRAME DENIM

Le Patch Pocket belted denim jacket from the brand headed by a Swedish duo who create staples in denim with meticulous attention to detail. **US\$330** frame-denim.com



سترات جينز دنيم

سترات وقمصان نسائية قصيرة مصنوعة من قماش جينز دنيم ومزودة بجيوب خارجية كبيرة يدعها الثنائي سويدي يصمم أزياء دنيم تراعي أدق التفاصيل. **٣٣٠ دولار أمريكي**
frame-denim.com

Sample 06



MANOUSH

Long black silk dress with sheer and embroidered top with ruffles on the sides and ruffled collar. Available at Fifty One East, Doha. **US\$990**
manoush.com



Sample 07



BASKET-WEAVE PASHMINA

Handmade in Nepal, these luxurious, top-of-the-range, heavy-gauge hand-woven silk and cashmere stoles are available in a beautiful range of rich tones and colours, each finished with hand-tied short silk tassels – **US\$456** pickett.co.uk



باسكيت ويف باشمينا
تتوافر هذه المشالات الأنيقة والفاخرة والمحاكاة
باليد في النيبال من أجود أنواع الحرير
والكشميري، بتشكيلة من الألوان الجميلة والغنية
والمتناسقة وتنتهي بشراشيب حريرية قصيرة.
270 جنيه استرليني
pickett.co.uk

Sample 08



المجلايس

للنساء: يوفر جاكيت «كوليبار زنو صن راب»
(coolibar.com) عامل حماية ضرورية من
أشعة الشمس فوق البنفسجية (UPF 50)،
مما يجعله واقياً مثالياً أثناء السفر.
للرجال: تعد سترة «باتاغونيا ألترا لايت
داون جاكيت» (patagonia.com) مثالية
للأمسيات الباردة أو الأجواء الأكثر برودة.



The clothing

For women, **Coolibar's ZnO Sun Wrap**
(coolibar.com) offers crucial UPF 50
protection from the sun, making
it the perfect travel wrap. For men,
Patagonia's Ultralight Down Jacket
(patagonia.com) is ideal for chilly
evenings or as a layer for colder climates.

Sample 9



FENDI
Silver-tone silk and deerskin metallic leather jacket from Fendi featuring a band collar, a strap button closure, a front zip fastening, side zipped pockets, long sleeves, and zipped cuffs.
US\$3,670 farfetch.com



فندي
سترة جلدية فاخرة من إبداع شركة «فندي» مصنوعة من جلد الأيل والحريز بلون فضي معدني لامع، وتتميز بياقة عالية تحيط بالعنق ومزودة بزر كتاس وتُغفل من الأمام بسحاب، وجيوب جانبية وأكمام طويلة تقفل أيضاً بسحابات.
٣,٦٧٠ دولار أمريكي
farfetch.com

Sample 10



Y-3 BY YOHJI YAMAMOTO
Keep it simple in these snow white shorts with red borders.

Y-3 BY YOHJI YAMAMOTO
الجمال بلا التماطلا والمشوية



Sample 11



Sample 12



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1 تمهيد :

تعتبر صناعة الألبسة من الصناعات الرائدة في الوقت الحاضر على الصعيد العالمي مما جعلها تتأثر بسياسة العولمة التي تنتهجها الدول المتقدمة , و لهذا نجد الشركات الكبرى تعمل على فتح أسواق جديدة لها وهنا يأتي دور الترجمة في تسهيل عملية التواصل وتقديم المنتج للزبون وذلك يتم عادة عبر الوسائل المعتادة للتسويق ويكون ذلك إما عن طريق إشهار أو بكل بساطة مطوية ولكن يجب أخذ بعين الاعتبار أن الألبسة مرتبطة بأسلوب معين في الحياة قد يختلف من مجتمع إلى آخر وأيضا تختلف من ناحية الاصطلاحية المسميات من لغة إلى أخرى مما يجعل دور المترجم ليس نقل المصطلحات من لغة الأصل إلى لغة الهدف فقط ولكن أيضا البحث عن بدائل أخرى في حالة عدم وجود مقابل في لغة الأخرى .

يشمل بحثنا دراسة مقارنة بين نصوص بالانجليزية و ترجمتها العربية التي تتعلق بالألبسة أو كما تدعى في لغة الاختصاص الموضة (Fashion) وهي في الأصل دراسة تحليله نصبوا من خلالها لتوضيح عملية الترجمة من الانجليزية إلى العربية وتبين أهم الطرق المستعملة في الترجمة وفي حالة العكس ما هي الحلول المقترحة من طرف المترجم وكيفية مواجهته للتحديات التي قد تعترضه أثناء الترجمة وخاصة كما هو معروف فان مجال الموضة أو الألبسة توجد فيه اختلافات كبيرة بين الثقافة الانجليزية والعربية مما يصعب عملية الترجمة على العموم .

2المشاكل المواجهة في إعداد هذا البحث :

قد يعيق البحث في الترجمة فيما يتعلق بمجال الأزياء بعض المشاكل التي تخص في الغالب الجانب النظري فهذا المجال يعاني من نقص اهتمام خاصة فيما يرتبط باللغة العربية فالأزياء والألبسة تعاني من شح في المترجمين والمهتمين بالبحث في الجانب الأكاديمي ولهذا يلجأ بعض المترجمين إلى الترجمة الآلية وهذا مما جعل البحث في مجال الأزياء من صعب بناء البحث على قاعدة نظرية صحيحة و بالأحرى تحديد نقطة انطلاق يستطيع الباحث منها وضع البحث على الطريق الصحيح

3مدخل عام إلى الترجمة في عالم الموضة و الألبسة :

لا شك أن الموضة أضحت موضوعا يحظى باهتمام عالمي وهو ما اكتسبته من الأهمية الكبيرة في الاقتصاد ، وبما إن الغرب يعد المصدر الرسمي للموضة لجميع أنحاء العالم ، فقد برزت حاجة صناعة للترجمة من أجل توصيلها إلى القراء في الدول الغير الناطقة بالانجليزية وتكييف نصوص الموضة وخاصة تلك المتعلقة بالألبسة ، ولذلك إرتئينا أن تكون دراستنا قائمة على التركيز بعملية الترجمة من الإنجليزية إلى العربية ، و التي تهدف بدورها إلى تحديد الاستراتيجيات و الإجراءات المتبعة في مجال صناعة الموضة من أجل ترجمة ناجحة و إبراز المشاكل و الصعوبات التي يواجهها المترجمين وخاصة فيما يتعلق بمدى تحقيق مبدأ التكافؤ و الأمانة في هكذا مجال .

تتكون دراستنا من مدخلين ، الأول نظري و الآخر تطبيقي ، حيث أن النظري ينقسم بدوره إلى جزئين الأول عن التعريفات و المفاهيم الأساسية ومنها الإستراتيجيات و المكافئ و الأمانة من أجل توضيح الغموض التي يكتنف البعض منها من خلال منظرين في علم الترجمة. أما الجزء الثاني فهو عن ممارسة العمل الترجمي في مجال صناعة الموضة و أهم الصعوبات التي تجعل مهمة المترجم معقدة بعض الشيء .

لعل من أهم الصعوبات التي واجهنا خلال دراسة الموضوع هو نقص المراجع وخاصة فيما يتعلق بالترجمة و
الموضة ، وذلك في جانبها النظري ، وربما لحدثة الموضوع و وجهة النظر البراغماتية المترجمين لهذه الترجمة وقلة
الاهتمام به ، وبذلك تشكل صعوبات في سعينا لتحقيق نتائج قائمة على قاعدة بيانات صلبة ، وبالتالي
يكون علينا بناء جانب نظري خاص بدراستنا من خلال البحث عن نقاط عامة من دراسات سابقة وهو ما
يكلف المزيد من الجهد و الوقت.

إرتئينا أن نقدم تعريفات لأهم العناصر المحورية في دراستنا ومنها ، الترجمة الوظيفية ومن أهم تعريفاتها
بأنها تتضمن كلا من إعادة الكتابة و التكييف مع الأخذ بعين الاعتبار وضيغة النص الأصلي وهدفه و الذي
يتمثل في تحديد كل العناصر المؤثرة في عملية الترجمة المساهمة فيها ، ومن ثم إبراز الإجراءات الأساسية في
الترجمة و التي كثيرا ما تطبق في السياق الوظيفي بما هو معرف من المنظرين في الترجمة ، بداية من الإقراض و
التي تضم بدورها النقل الحرفي و الترجمة الحرفية و الإبدال و التحوير و الحذف ، وفيما يعتبرها البعض إجراءات
، بعدها آخرون إستراتيجية عامة للترجمة.

باعتبارها من أهم المصطلحات الترجمة وفي الوقت عينه أحد أبرز المشكلات التي أحدثت جدلا واسعا
لدى المترجمين وهي المكافئ وذلك بأخذ تقسيمات الدارسة منى بيكر وهي أشكال المكافئ و التي تنقسم إلى
عدة أشكال ومن أهمها التكافؤ على مستوى الكلمة ومن أبرز نقاطه ، عدم وجود لتكافئ واحد مقابل آخر
بين الكلمة وعناصر المعنى ، و التكافؤ على ما فوق مستوى الكلمة ، حيث أن المعنى الواحد لا يتكون إلا من
عدة كلمات. كما أنه من المهم التركيز على الأمانة في الترجمة و التي كانت هي الأخرى ، إن لم تكن الأبرز ،
من أهم المواضيع إثارة للجدل لعدة سنوات ، وذلك لاختلاف التعريفات من منظر لأخر في دراسات الترجمة
، فبينما يرى أحد أنها الحفاظ على شكل النص الأصلي عن طريق الترجمة كلمة بكلمة ، يرى آخر على أنها

نقل صفاء اللغة الأجنبية إلى اللغة المحلية ، بينما يرى الموظفون ، ولعه الرأي الأكثر رجاحة ، أن تحقيق الهدف الأساسي للترجمة يؤدي بدورها وتلقائيا إلى تحقيق مبدأ الأمانة.

وبعد تسليط الضوء على أهم العناصر المحورية في الترجمة ، ننتقل إلى المفهوم العام للموضة وصولا إلى ممارستها في ميدان الترجمة و أهم التحديات التي يواجهها المترجم ، فالموضة كما يعرفها قاموس وأكسفورد ، هي أشهر أو آخر صيحات اللباس أو الشعر أو التصرف. وقد اعتبرت الموضة في كثير من الأحيان أكثر من ذلك ، فقد يستعملها البعض سبيلا للانتماء إلى مجموعة من الأفراد أو الاختلاف عنهم ، ويستغلها آخرون لإبراز مستواهم المعيشي أو الدراسي أو السن أو الذوق.

وتعد الموضة في العالم العربي أكثر تعقيدا مما قد يخطر ببال الغرب ، حيث تمتزج الأزياء التقليدية المحلية بالموضة الغربية الحديثة ، فبالنسبة للشباب العربي وخاصة الذين يعيشون في المدن الكبرى طالما يميلون للإلتباع آخر صيحات الموضة في الألبسة ، فيما يرتدون الزي التقليدي في المناسبات الدينية و الأعراس التقليدية، وبالتالي أخذت الموضة حيزا واسعا و أهمية كبيرة في العالم العربي؛ لربما أكثر مما هو عليه في العالم الغربي. وبالتالي قد لعبت الترجمة دورا كبيرا في صناعة الموضة من الإنجليزية إلى العربية و التي لا تخلو دون شك من صعوبات ومعوقات جمة وذلك لارتباطها وتأثرها بعدة عناصر متغيرة ، ولعل من أهمها الخلفية التاريخية للموضة و بالتالي يكون على المترجم الاهتمام بالجانب التاريخي ، حيث أنه يمكن لمصمم الموضة الرجوع إلى أكثر من ثلاثة عقود و إعادة صناعة الموضة القديمة و التي دون شك لا تنفصل كليا من الزمن القديم آثارها أنا ذاك ، وعليه فمن المهم بالنسبة للمترجم المتمتع بخلفية تاريخية وخبرة كافيتين لإبراز تلك الأهمية وإعادة إحيائها في النص الهدف. إن التأثير التاريخي يختلف من مجتمع لآخر ، فلم تكن الثورة الفرنسية ، على سبيل المثال ، التأثير الكبير في الموضة ، فيما يكون ذلك أكبر حينما يتعلق الأمر بدولة عربية مثل تغير الأنظمة .

كما أن لأصل الموضة تأثير كبير في جعل الترجمة في مجال الموضة أكثر صعوبة وتعقيدا ، فيجد المترجم مشكلة تحديد الثقافة الأصلية و الهدف وبالتالي عدم معرفة ما إذا كان من اللازم توظيف مبدأ التوطين أم التعجيم ، وذلك نتيجة للعولمة التي أعطت الموضة دورا كبيرا في جميع أنحاء العالم.

إن الترجمة في مجال الموضة مليئة بالتحديات و التي تفرضها متطلبات عديدة يجب توفرها في المترجم في صناعة الموضة ، فهو مثل المصمم ، بحاجة إلى سنوات خبرة طويلة و الإبداع و مهارات الكتابة في الموضة و التي يعدها البعض فنا لا يتقنه إلا من يلم بالمصطلحات و المفردات الجذ المتخصصة التي تتميز بها مجال الموضة ، و القدرة على الولوج إلى المعلومة المطلوبة وتوصيلها إلى قراء وجمهور النص الهدف ، وبالتالي إنتاج ترجمة متماسكة و التي بدورها تحقق التواصل بيت الشركة المصنعة أو المصمم مع القارئ ألا وهو الزبون المنتظر ، وفي الوقت التي تتطلب من المترجم الإبداع اللامحدود تقيد الشركة المصنعة أو المصمم حرية المترجم فيما يملكه ما عليه فعله.

إن للمجتمع أيضا تأثيرا كبيرا في اختلاف الموضة ، ومن المعروف أن هذا يكون أكثر تعقيدا في العالم العربي مقارنة بمناطق أخرى بالعالم ، حيث أنه يرتبط ارتباطا لا مفر منه بالعقيدة الإسلامية و التقاليد المحلية على اختلافها، ففيما قد تظهر موضة في دول غربية ، تكون غير مقبولة على الإطلاق حسب المنطق العربي الإسلامي فعلى سبيل المثال ترتبط الموضة في الصين بما هو جديد وغربي وفاخر لإظهار المستوى التعليمي العالي ، ويبحث المترجم في صناعة الموضة إلى الصينية على الكلمات التي تعكس المعنى المحدد للمعنى ، فيما يجب الروس الموضة لإظهار شخصيتهم للبروز أكثر في المجتمع و إظهار الغنى وغالبا ما يكون التصميم الروسي رسمي مهما كان الزي و اللون الأسود و تدرجاته من أهم وصف الموضة في روسيا.

الترجمة في صناعة الموضة للألبسة مثلها في المجالات الأخرى لا تخلو من مشاكل التكافؤ و الأمانة و بالتالي حاول المنظرين و المترجمين حل هذه المشاكل من خلال اقتراح استراتيجيات و إجراءات أخرى ، كما لعبت

الترجمة الوظيفية دورا مهما في حل العديد من المشكلات في أنواع ترجمات عديدة ، ولكن ما مدى إمكانية تطبيق هذه المبادئ في ترجمة الموضة وهذا ما سنحاول إكتشافه عن طريق دراسة النصوص الأصلية وترجماتها المأخوذة من مجلة المهما للخطوط الجوية القطرية ، بمقارنتها وتحديد الإجراءات و الاستراتيجيات التي اتخذها المترجم للوصول للنتائج و التي بدورها تسمح لنا

4الموضة الألبسة في العالم العربي :

الجلباب البيضاء والحجاب الأسود هي الأشياء الوحيدة أو على الأقل أول شيء الذي يعرفه الغرب عندما يسألون عن الملابس العربية و في الحقيقة هي صورة نمطية خاطئة مأخوذة من الأفلام و في الواقع الحقيقة أكثر تعقيدا بكثير حيث تنوع التقاليد المحلية من بلد عربي الى آخر والتأثر بالأزياء الغربية مما يجعلها الموضة متنوعة عندما يتعلق الأمر بالرجال والنساء. كما في أي مكان من العالم، وهناك عوامل تؤثر على طريقة الملابس، و أهمها العمر، والجنس، والطبقة الاجتماعية تلعب دورا كبيرا في ذلك ، على سبيل المثال الشباب وخاصة الذين يعيشون في المدن الكبيرة تميل إلى ارتداء الأزياء الغربية ولبس الأزياء المحلية في المناسبات الخاصة مثل الزفاف و الأعياد الدينية.

وهذا يجعل صناعة الملابس يمكن أن تكون وسيلة لازدهار الاقتصاد والتعاون التجاري وفتح أسواق جديدة في العالم العربي للموضة الغربية وهنا يأتي دور الترجمة في تقريب السلعة أو بعبارة أخرى الملابس من الزبون العربي .

5 بدايات الترجمة في عالم الأزياء :

الكثير من يعتقد بأن صناعة الموضة أو الألبسة بدأت في الغرب و لكن لا أحد يستطيع أن يحدد فعليا البدايات الأولى لهذه الصناعة بالإضافة إلى تمازج الحضارات والمجتمعات أدى إلى نقل بعض العادات في الألبسة وهذا الانتقال تم بواسطة اللغة التي تعتبر وسيلة تواصل عن طريق مصطلحات وعبارات خاصة بهذه الصناعة التي كونت فيما بعد خطاب خاص بها ومن الضروري على المترجم أن يكون على دراية به ومنه يمكن القول أصل الترجمة في الترجمة بدأ مع المصممين في المعامل الخياطة بواسطة خطاب خاص بهم يقومون بشرحه للمال و الآخرون أو ما يطلق عليه في الوقت الحالي لغة الموضة.

6 صعوبات الترجمة في مجال الألبسة من الانجليزية إلى العربية :

الترجمة في مجال الأزياء ليست بتلك السهولة المتوقعة لان موضوع يتعلق بالجانب الثقافي للمجتمع مما يزيد من صعوبة عملية الترجمة ويمكن ملاحظة ذلك فيما يأتي :

الأزياء تتغير من ليس من بلد إلى آخر ولكن من منطقة إلى أخرى أيضا مما يجعل الموضة لا تتبع أسلوب واحد بل عدة طرق مختلفة مما يؤدي اختلاف في تسميات الألبسة مما يصعب عملية اختيار كلمة صحيحة في عملية الترجمة الأزياء و الألبسة على العموم تتغير مع زمن وقد يمكن تعود موضة أو طريقة لبس من جديد بعد أن أصبحت منسية ولهذا يجب على المترجم على دراية بالأزياء سواء كانت قديمة أو جديدة.

الأزياء في العالم العربي تتأثر بثقافة المجتمع من عادات وتقاليد إلى جانب الدين الإسلامي الذي يعتبر المؤثر الأكبر في أسلوب الأزياء مما يجعل المترجم في بعض الأحيان يواجه تصادم بين ترجمة النص الانجليزي وعادات وثقافة المجتمع المتلقي في هذه الحالة العربي .

7 الهدف من البحث :

الهدف من البحث هو بكل بساطة تبين عملية الترجمة بين الإنجليزية والعربية في مجال الألبسة و ما هي الطرق المتبعة في ذلك كما قلناه سابقا بالإضافة إلى التعرف على العوامل التي تتحكم في علمية الترجمة وملاحظة إن كان هناك تكافؤ شامل بين النص الأصلي والنص الهدف ومحاولة تبين مما معني الفعلي للوفاء في عملية الترجمة .

8 إشكالية البحث :

إلى أي مدى ترجمة النصوص الخاصة بصناعة الألبسة مطابقة للنص الأصلي ؟ ، ما هي الإجراءات المعتمدة والمشاكل التي تواجهها وكيف يتم حلها؟

9 فرضيات الخاصة بالبحث :

الترجمة في النصوص الخاصة بالألبسة لا تهتم بمدى تطابق النص الأصلي مع النص الهدف ولكن بمدى استيعاب المتلقي للنص المترجم .

10 المنهجية المتبعة في البحث:

المنهجية المتبعة هي مقارنة وتحليل بين النص الأصلي الانجليزي والنص الهدف العربي ومحاولة تحديد الطرق المتبعة في الترجمة إلى جانب إلى أي مدى المترجم حافظ على بنية النص الأصلي .

11 تقديم العينات الخاصة بالبحث :

العينات المتعلقة بالدراسة مأخوذة من ركن قائمة الأمنيات الخاص بمجلة المها الخاصة بالخطوط الجوية القطرية هذه المجلة تركز على موضوع مختلف كل شهر مع تخصيص أركان ثابتة خاصة بالأزياء والسياحة و الأسفار و لإبراز جودة الخدمات المقدمة من طرف الشركة لزبائنهم . حيث تعتبر مزدوجة اللغة الإنجليزية / عربية و سبب اختيارنا لها توفرها على شبكة الانترنت ومجانا وعدم وجود مجلة جزائرية بلغتين الإنجليزية والعربية مختصة في الألبسة.

12 النتائج المتحصل عليها بعد الدراسة :

بعد المقارنة والتحليل كمنا نخلص إلى النتائج التالية :

الترجمة تتم بناء على عدة طرق ولا تتبع أسلوب معين موحد في العملية ترجميه بين النصوص

تعتمد الترجمة الحرفية في حالة توافق بين النص الأصلي والنص الهدف من الجانب اللغوي والثقافي .

في حالة وجود عدم توافق بين النصين يعتمد المترجم التكيف في حالات خاصة أسلوب تحريف (oblique)

13 التوصيات المقترحة :

و هذه توصيات مقترحة بناء على هذه الدراسة التي تبين لنا: ترجمة في مجال الأزياء يمكن أن تكون صعبة و لهذا

يجب على المترجم أخذ بعين الاعتبار بعض النقاط :

يجب على المترجم أن يكون متفتح على جميع طرق ونظريات الخاصة بالترجمة بدون التقيد أو تحيز للطريقة على

حساب طريقة أو إجراء آخر في عملية الترجمة .

من الضروري للمترجم أن يكون أديب بدرجة أولى وعارف بأصول اللغة في النص الأصلي والنص الهدف على

المستوى النحوي والاصطلاحي .

و من المهم أن تكون للمترجم ثقافة عامة شاملة حول النص المراد ترجمته لإتمام العملية في أحسن ظروف دون

إيجاد صعوبة في اختيار الكلمات المناسبة.

14 الخاتمة :

الترجمة في مجال الأزياء تتطلب عمل كبير لأنها تتحكم بها عدة عوامل كثير مباشرة وغير مباشرة وهنا يمكن

القول الوفاء في الترجمة قد لا يتعلق بالنص الأصلي ولكن بالهدف من الترجمة ومدى استيعاب المتلقي للنص

الهدف وهذا يجعل المترجم يركز على المتلقي أكثر من التقيد بالنص الأصلي .