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Dedication

I dedicate this work from my deep heart:

To my dear mother and father for the million things they provided me, and for the unlimited support they always gave me.

To my brother and beloved sisters for their love and care.

To my sweet nephews Mohammed Adam and Ayoub

To my sweet and lovely nieces Kenza, Sourour and Jomana

To my best friend Meryem Gaguí for her encouragement.

To my dear friends mainly Hadjer, Nour Alhouda, Mouna, Hafsa, and Sara Alzaïdi.

To my dear cousins Touta, Wassila, Rihan, Lwazna, Madjda, Ranim and Mouza.

To all my family.

Souria

Dedication:

I would like to dedicate this Master dissertation to my dear parents for providing me support and love. To my brother Ahmed and my dear sisters Samia, Rachida, especially, Katia who encouraged me deeply. Also, I dedicate this work to my husband Griba Toufik who always motivates and supports me. To my sweet children Maria Hind and Sofian. To my dear nephews: Adam, Zahra, Yacine and Dourgham. To all my friends and colleagues.

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ABSTRACT

This study aims to show the extent of using adaptation as a strategy in translating Ads from English into Arabic language. To study this problematic, we have hypothesized that using adaptation in translating advertisement contributes greatly to achieve a reliable translation; further more coupling translation to approximation produces a reliable translation. In order to approve this hypothesis, we opted for a comparative analytic approach in which we have chosen some advertisements taken from the internet and bilingual brochures. After the analysis, we could conclude with the main results which are: a translation of advertisement in which adaptation is used can be more reliable, also, adaptation is not only a strategy by which translators opt for to solve cultural problems, but also a linguistic tool since it deals with the language part of culture.

Key words: *Advertisement, Adaptation, Translation, Strategy, Culture.*

ملخص:

تهدف هذه الدراسة إلى إظهار مدى فعالية استخدام التكيف كإستراتيجية في ترجمة الإعلانات من اللغة الإنجليزية إلى العربية. ولدراسة هذه الإشكالية ، افترضنا أن استخدام التكيف في ترجمة الإعلان يسهم إلى حد كبير في تحقيق ترجمة معتمدة. ومن أجل إثبات هذه الفرضية، اتخذنا نهجا تحليليا مقارنا أين اخترنا بعض الإعلانات المأخوذة من الإنترنت والكتيبات الثنائية اللغة. وبعد التحليل توصلنا للنتائج التالية: يمكن لترجمة الإعلانات التي استخدم فيها التكيف أن تكون أكثر اعتمادا كما أن التكيف ليس مجرد إستراتيجية يلجأ إليها المترجمون لحل المشاكل الثقافية بل وأيضا أداة لغوية لأنه يتعامل مع الجزء اللغوي من الثقافة.

كلمات مفتاحية: الإعلان، التكيف، الترجمة، إستراتيجية، الثقافة.

Résumé :

Cette étude vise à montrer l'étendue de l'utilisation de l'adaptation comme stratégie de traduction des publicités de l'anglais vers l'arabe. Pour étudier cette problématique, nous avons émis l'hypothèse suivante : l'utilisation de l'adaptation dans la traduction de la publicité contribue grandement à la réalisation d'une traduction fiable; aussi, une traduction reliée à l'approximation produit une traduction fiable. Afin d'approuver cette hypothèse, nous avons opté pour une approche comparative analytique dans laquelle nous avons choisi quelques publicités tirées de l'internet et des brochures bilingues. Après l'analyse, nous avons pu conclure avec les résultats principaux suivants : la traduction de la publicité dans laquelle l'adaptation est utilisée peut être plus fiable, aussi, l'adaptation n'est pas seulement une stratégie pour laquelle les traducteurs optent pour résoudre les problèmes culturels, mais aussi un outil linguistique, car elle traite la partie linguistique de la culture.

Mots clés: *publicité, adaptation, traduction, stratégie, culture.*

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List of Abbreviations

Abbreviation	Expression	Translation
SL	Source language	اللغة المصدر
ST	Source Text	النص المصدر
TL	Target language	اللغة الهدف
TT	Target Text	النص الهدف
AD	Advertisement	الإشهار
TV	Television	التلفاز

Introduction:

Advertisement is an activity that intends to promote the interest of a group of people and to get the attention of others for some marketing purposes. Advertisement can be categorized as belonging to operative texts, since it seeks to get the attention of the readers and to make them react actively. It requires communicating, influencing and impacting consumers. Thus, the need of translating advertising text into different languages is crucial. In translating this text, the translator can adopt several strategies in order to convey the advertiser's message clearly and successfully. One of these strategies is adaptation which is applied by translators to convey the message appropriately.

Literature review:

Although translating advertisements is a crucial need in marketing products and services, there are not many researches about this subject. Only few articles have been written. This has been stated by Munday "advertising translation has long been ignored in translation theory." Munday (2004, p210). In this topic, it is important to state that Leonardi has considered the translation of advertisements as a "negotiation process" which means that there is a decision making that has to be negotiated between the translator and the advertiser.

Ho points out that the translator of ads should be creative and should adopt the strategy of "the beauty of disloyalty". Ho (2008), because as many types of texts, while translating ads, the translator has to take into account the cultural aspects of the target audience. This is why, Smith and Klein state that it is not an easy task to translate ads. Smith and Klein (1997).

Concerning translating ads, Dorey argues that the translator should know both the source and the target cultures in order to keep the same impact of the ad's message.

To sum up, it can be said that using adaptation in translating advertisements has become a necessity, not only by choice, especially when it concerns cultural matters.

Statement of the problem:

The main problem that the translator faces in translating advertising texts is not mainly linguistic but also cultural. Dealing with advertising texts in translation needs some special care and attention by translators; since the consumers of the advertised texts do not belong to the same environmental culture, and hence its rendering from one language into another may stand as a blocking stone for an appropriate message as it is conveyed in the source text.

Main question:

To what extent can adaptation be an effective and a reliable strategy in translating advertisement from English into Arabic?

Sub-questions:

The research questions of this study are formulated as follows:

1. What are the motives behind applying adaptation in translating advertising?
2. What are the difficulties encountered by translators in this perspective?
3. What are the limits of the key-solutions that adaptation may provide us with?

Hypothesis:

It is hypothesized that using adaptation in translating advertisement contributes greatly to achieve a reliable translation; furthermore coupling translation to approximation produces a reliable translation.

The aim of the study:

The overall aim of this study is to investigate the extent to which adaptation can be effective and reliable strategy in translating advertisement from English into Arabic, it aims at identifying the main challenges and how to facing them.

Methodology:

Investigating the effects of applying adaptation in translating advertising texts on the target audience can be achieved via comparative analytical approach that helps to compare between two advertising texts translated from English into Arabic, to analyse their contents where adaptation is noticed and the effect of using this strategy in the target audience.

Objectives:

This study attempts to:

- Propose potential techniques and or strategies to the various challenges faced by the translator in dealing with advertising texts translation.
- Achieve adaptation reliability and efficiency either linguistically or culturally.

Structure of the Study:

This study is divided into theoretical and practical parts .The theoretical part is concerned with an overview about the concept of adaptation in translation since it is commonly used in the field of advertising translation; what is meant by adaptation, its manifestations, procedures, types and the need of adaptation in translating advertisement. Also, the concept of advertisement is defined regarding its objectives, its types, elements of communication in advertisement, advertisement language and the relationship between advertisement and culture. On the other hand, the practical part shall be devoted with the application of some aspects of the theoretical part on some selected advertising texts translated from English into Arabic. The researcher tends to compare and analyze their contents in which adaptation took place.

Chapter one

Adaptation and Advertisement.

1. Introduction:

This chapter is devoted to introduce the concept of adaptation, this strategy which is heavily used in translating advertisements. The chapter tackles the meaning of adaptation, its reasons, procedures, types and the importance of using adaptation in translating advertisement. Also, it defines the concept of advertisement and includes its objectives, advertisement's language and the relationship between advertisement and culture.

2. The concept of adaptation:

2.1 Main definitions:

The concept of adaptation has several meanings. In the field of translation many theorists have tackled it, such as Mona Baker who defines adaptation as “a set of translative interventions which result in a text that is not accepted as a translation but it nevertheless recognized as representing a source text of about same length. (1998, p7). Therefore, it is noticed that adaptation is considered as rewriting. Hence, there is a difference between adaptation and translation. On the other hand, (Vinay & Darblnet, 1977) consider adaptation as the maximum limit of translation, in which translators use it when a certain position does not exist in the TL. Adaptation is “associated with advertising texts, audiovisual translation” (Ibid). Thus, advertising texts includes some elements that cannot be translated only through adaptation.

According to Oxford dictionary(2016), to adapt means “to change something so that you can use it in a different situation, and the noun “adaptation” means “the state or process of adapting” ’thus, it is clear that the notion adaptation includes a change.

“Other terms that have close meaning of adaptation have been found such as: appropriation, recontextualization, **tradaptation**, simplification, abridgement, special version, rewording, and transformation and many terms which are related to aspects of adaptation (occurs in adaptation process), such as omissions, rewritings, maybe additions, but will still be recognized as the work of the original producer” (Gambier & Doorslaer, 2010, p.3).

Newmark (1988) believes that adaptation “is the 'freest' form of translation. It is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, the SL culture converted to the TL culture and the text rewritten.” Thus, he views that adaptation is a

type of free translation that involves transference of not only language but also culture from the source to target text.

“Adaptation is associated with the genres of advertising and subtitling the emphasis here is on preserving the character and function of the original text, in preference to preserving the form or even the semantic meaning.”(Baker,2005, p.6).Thus, adaptation goes beyond the importance of the function of the original text and at the same time with regarding to true to the meaning.

II.2.Reasons of adaptation:

Despite the fact that adaptation is linked to culture, there are various factors and reasons that lead the translator to adapt SL to get more benefit with target culture so that it is clearer to the reader. They may be also called conditions of adaptation:

a) **Cross codes breakdown:** when lexical equivalent in target culture adaptation is required chiefly in metalanguage. (Baker,1998)

b) **Situational adequacy:** the use of adaptation when the SL context doesn't exist in the target culture.

c) **Historical factors:** using adaptation in an era of history may be is unlike with another adaptation such as this example for Shakespeare's writings were adapted mannerly. Also, Shakespeare's writings were changed for the English native speaker as their manners and their traditions have been changed.(Gambier & Doorslaer, 2010)

d) **Commercial factors:** advertising is a significant activity which leads to adaptation .The prospective success is not achieved for such products unless the adaptation of its names at least like 'Pajero' a Mitsubishi Japanese company, car model manage much success in Argentina when its name was adapted to ' Montana' .(ibid)

e) **Physical disabilities:** the translator may adapt referring to physical disability for example the hard of hearing 'HOH' .The translator adapts their official language to local sign at form of subtitles that probably has a closed captions as well which provide information of any value sound because, it is very difficult to them to read subtitles in their language (ibid)

These conditions can lead to two main types of adaptation **local** and **global**:

1. **Local adaptation:** is obtained parts of texts alone to gain the same impact of the source reader on the target reader and between source and target culture. The translator should expose the coherence of the source text to take concise impact on the text in general. In this

type of adaptation, the translator has to know the differences between what is transformed structure to what is not transformed. Adaptation is an important translation process which is derived by means of effectiveness because it comes to achieve an equilibrium between changeable and unchangeable form (see in Baker,2001,p.7)

2. **.Global Adaptation:** is selected by factor outside the original text, it involves a wider ranging revision. It may be applied to the text as a whole. The decision to admit this type of adaptation may be obtained by the translator his/herself or may be emphasized by external forces. Their case, global adaptation contains a general strategy that aims to reconstruct the goal function or impact of the original text. The translator should be systematic. He/she may sacrifice formal elements and even semantic meaning to reproduce the original function. (ibid.).

2.3 Restrictions of Adaptation:

Adaptation also has limitations; the translator has to be aware of them.

- a. **The knowledge and expectation of the target reader:** the translator should know the level of the presumptive reader; his/her adaptation should be in balance with target reader culture.
- b. **The target language:** the translator has to pay attention to the style and structure of the SL, faithfulness is not restricted only to meaning but also to style and form.
- c. **The meaning and purpose(s):** here to both ST and TT.

(Baker, 2005)

II.4 Procedures of adaptation

According to Mona Baker in her book the Routledge of encyclopaedia (1998), translation argued a several procedures of adaptation while translating

- a) **Transcription of the original:** when the translator writes literal reproduction of a part of the source text in the original language with a transcription of that word in the target language.
- b) **Omission:** in this case the translator omits the unwanted part from the ST. For instance deleting the indecent scenes on Arab TV.
- c) **Expansion:** to explain an idea that was mentioned in the ST even though footnotes in the TT.

- d) **Exoticism:** in this case, the translator seeks to find a similar equivalent in the TL while the ST includes mysterious words that comes from dialects or nonsense words.
- e) **Updating:** it takes place when the translator updates the old information or traditional information to modern equivalent widely used in the TL.
- f) **Situational equivalent:** the adaptor contextualizes the original context to modern context that is different than the old one.
- g) **Creation:** when the translator creates a text that conveys the essential of the source text.

2.5 Types of adaptation:

Assaqaf (2013) classified the types of adaptation in four as the following:

a) Collocation Adaptation

This way can be defined as using the words with each other systematically. It refers to obstacles in which the words together, for instance, some verbs and nouns can be joined together, or prepositions come with specific verbs.

It is believed that collocation is a hard subject for students who are studying any languages since the reason of specific collocation cannot be guessed. Normal dictionaries do not provide meanings for collocation; this is considered as a hurdle for translators. For instance, the verb perform is always associated with the word operation. However, the word discussion can never be used with this verb. Therefore, we can say ‘the doctor performed an operation’, but we cannot say ‘the committee performed a discussion’.

b) Cultural adaptation

Translation is performed with regard to either the source culture or the target culture. Therefore, translations include hints about the real connections between cultures around the world. Both The translator and the interpreter must be careful about the reader’s culture when they translate any material from one language into another. The available method to make the translation suitable to local culture is called adaptation. Very clear examples in this cases the difference between Arab and European cultures, e.g ,I welcomed my guests and gave them a glass of whiskey

استقبلت ضيوفا بحفاوة مقدما لهم كوبا من الحليب/ الشاي

c) Literary Adaptation

This kind is used in translation of narrations, rhyme and performance. Adaptation is used to translate various literary genres because of cultural differences. The poetry is believed to be difficult to translate mainly due to cultural differences. All experts of translation argue that the poetry is impossible to translate however adaptation provides aid to solve this problem.

d) Ideological adaptation

The word ideological refers to the sex and religions because most of the people in Arab world are embarrassed to speak or discuss these two terms. In schools and universities in Arab regions the tutors are trying to avoid speaking about such topics, which have relation with sex. For these reasons, Arab translators always try to refine the English text to be accepted to Muslims or Arab readers.

Other types of adaptations:

e) Semiotic Adaptation :

Snell-Hornby defined semiotic translation as “an interpretation for verbal signs by means of signs of nonverbal sign system” (2006, p21.) This type of translation which deals with several semiotic codes is employed, for instance, when translating advertisement or multimodal translation, drama translation.

f) Linguistic Adaptation:

It includes adding some words in order to explain more about what is said or written in the SL, or to omit something which does not suit the TL. It is mainly used because of the language divergence and the differences in the languages systems.

2.6 Theoretical boundaries between adaptation and translation:

In spite of the fact that translation refers to rendering from one language into another while adaptation is a strategy used by the translator in order to convey his message clearly to the target reader.

There have been debates about translation and adaptation between researchers. Some consider adaptation as a separate operation, that there is no necessity to use it and translation is sufficient to produce a suitable target text to the target culture.

In her book (Routledge encyclopaedia of translation studies), Mona Baker (2005) discusses the issue of translation and adaptation so deeply. Within this book, in one hand Bastin said there are some scholars who think that the term adaptation is not needed at all, because the term translation can hold all the kind of language transfer, while in the other hand, the translator Michel Garneau proposed the term tradaptation as an appropriate term to describe the relationship between adaptation and translation.

Overall, the most important purpose that translation and the translators tend to achieve is producing a text that seems like the original one of the source culture, and the translator is committed to follow some methods and techniques in order to produce such text. Adaptation is one of these effective methods that the translator uses trying to gain a text alike the original one in the target culture.

At first, adaptation had been studied as a separated field .So, the researchers altered their attitude and they considered the translator as a mediator arguing that the reason behind using adaptation is having a successful communication.

3. Concept of Advertisement:

3.1 Definitions of Advertisement:

According to Cambridge on line, “advertisement is a picture, a short film, song, etc that tries to persuade people to buy a product or service or a piece of text that tells people about a job, etc.” (Cambridge dictionary)

According to Collins on line, “it is an announcement in a newspaper, on television, or on a poster about something such as a product, an event, or a job.” (Collins dictionary)

According to Oxford on line, “Advertisement is a notice or an announcement in a public medium promoting a product, service, or event, or publicizing a job vacancy. To advertise is denoting a statement calling attention to something.” (Oxford dictionary)

Wheeler on line defines advertising as follows: “it is any form of paid, non-personal presentation of ideas, goods or services for the purpose of attracting people to buy.” (Wheeler dictionary)

To summarize these definitions, advertisement can be defined as the activity of attracting public attention to a product or business. It is any paid form of non-personal presentation of ideas, goods and services by an identified sponsor. That means that the

advertiser pays to buy media time and space. He uses mediated form of communication i.e. via media, so it is not a face to face interaction between the advertiser and the consumer.

3.2 Objectives of Advertisement:

An advertisement includes objectives for what it had been created, and the most important ones are as follows: trial, continuity, brand switch and switching back.

- a. **Trial:** it involves persuading the consumer to buy the product and use it even if by curiosity i.e. a successful advertisement is the one which can convince the biggest number of consumers to buy the product.
- b. **Continuity:** advertisers try always to keep the existing consumers to continue buying and using their product. This is why; they use some tactics such as bringing something new in the product and the advertisement, so that the existing consumers keep buying the product and never change it by another-
- c. **Brand switch:** this is an objective of a company who wishes to attract a competitor's customers.
- d. **Switching back:** it involves re-attracting previous customers who have switched to competitor companies. For this, advertisers use different ways such as discount sale, new advertise, reworking on packaging, etc.

These are the most important objectives of an advertisement, but other objectives can't be denied like: introducing the product in the market, enhancing the goodwill, supporting personal selling program, fighting competitors, improving dealer relation, entering a new market and attracting new customers.

3.3 Key Players in Advertising:

Any activity cannot be successful only if every player in this activity makes his role appropriately. Advertising also, includes key players which are: the advertiser, media, ad agency, vendors and target consumers.

- a) **The advertiser:** it is the person who is selling the product or the service. And he pays money in order to get the product advertised.

- b) **Media:** it is the channel through which the advertisement is disseminated to people and potential customers (television, broadcast, internet, magazines, newspaper...)
- c) **Ad agency:** it includes designers, photographers, creators, and all these work together to place the advertisement.
- d) **Vendors/ suppliers:** they are those who assist ad agencies and media in creating and placing advertisements, studio, camera...
- e) **Target consumers:** it is a specific group of people that the advertiser wants to convince to buy the product, for example: the target consumers of a toy advertisement are children.

All these elements work together in order to make an advertisement able to persuade the maximum of target consumers to buy and keep buying the product.

3.4 The Elements of Communication in Advertisement:

Everyone agrees that while advertising a communication situation is being arising. And talking about the communication situation, there are elements that should be highlighted.

In advertising, four notions can be distinguished among which are: the sender, the receiver, the message and the channel (media). (Jefkins, 2000)

- a. **The sender:** can be defined as the advertiser, helped by the editors, designers, photographers, copywriters and researchers, he codifies the advertisement. This task determines the value of what the advertiser wants to send, so he/she codifies the message into symbols. (Jefkins, 2000)
- b. **The receiver:** can be defined as the public, (people who see or hear the advertisement). Also, it implies the decryption of symbols and comprehension of the transmitted message through the advertisement.
- c. **The message:** the receiver is often influenced by the message more than the product itself. This is why, advertisers give a greater importance to the message for the role that it plays in the persuasion of the consumer to buy the product or use the service (i.e. the success of the advertisement). And, designers, copywriters and photographers focus more on the message (coherent image, graphics symbols, letters characters, italics).

- d. **The channel:** is the means used to communicate an advertisement. As examples which can be cited: the press played and still plays a major role in this domain since it is the oldest channel: newspapers, magazines, specialized magazines, etc. In the press, many advertisements are printed such as job recruitments, selling and buying houses, event announcements, etc. There are pages that are specialized to advertisements in almost all kinds of press. The television is always known by its power to attract people's attention. It is always used to diffuse screen advertisements, but it is too expensive and it cannot be aimed to a specific people category. Without forgetting the radio which plays a primordial role to diffuse audio- advertisements that can be repeated several times in short periods of time. Finally, the internet that can be more efficient for the success of an advertisement since it is used by everybody at any time and everywhere. So, ads can be transmitted as podcasts, message boards, blogs...

3.5 Language of Advertisement:

According to Collins the language is defined as follows: "A language is a system of communication which consists of a set of sounds and symbols which are used by people of a particular country or region for talking or writing." (Collins dictionary)

However, language in advertisements is different from the one that people use for daily life. It means that we may think that the language is the same but when we focus on the language used in advertisements, we notice that it has its own characters; it is concise and precise even if it is produced in a short time. The language of an advertisement is described as a "functional dialect". (Kelly-Holmes, 2005)

That means that the language used in advertisement is aimed to attract and convey, this is why, advertisers choose meaningful words and discuss them for hours, because time and space are paid in advertisements, so advertisers have to plan which kind of words they should include in their ads.

Advertisers try always to use the same language used by the target market, but they cannot succeed in this task, because language used by people is spontaneous. Though the one used by advertisers is planned and discussed. Advertisers choose their words according to the time and space of the advertisement.

“It is not enough to say as some linguists do, that such behaviour is understood as another semiotic system, separate from language. Firstly, the two modes of meaning are not separate. Paralanguage interacts with language and on occasion outweighs it”. (Cook, 2001, p71)

By this quote, it can be understood that using only language, whether written or spoken, in advertisement is not sufficient to attract the target community and transmit them the advertising message. So, to reinforce the advertising message, advertisers tend to use non-verbal elements of communication such as capitalized and/or italicized characters, different colors of fonts, size of letters... all these make the difference and attract more people.

Also, in screen and broadcast ads, advertisers tend to use music sequences and intonations in the speech to focus on the audio and visual elements. Without forgetting prosody, this is considered as an important element of paralanguage. It includes rhythm, rhyme, assonance and consonance.

3.6 Advertisement and Culture:

People belong to different cultures which link them with their society or community. This is why; people of the same area have the same habits, beliefs, rituals, traditions, values, etc. all these elements constitute what is called by culture. (Gill, 2013)

The relationship between mass media and culture is very tight and not deniable, because sources for content are always provided by culture to mass media, including entertainment, movies, advertisements, etc.

Thus, advertisement takes a large place in mass media, so it has to be suitable to the culture of the target people, because it cannot be understood if it is not adapted to its receiver's culture and sometimes it is even unacceptable.

So that people to whom the advertisement of a product is directed will not be affronted to shocking messages. This adjustment includes elements of the language, values, beliefs, situations, type of the text...

To explain more, it can be noticed that some products are well known by the people of a given country but they are not for others, and the advertiser's purpose is to sell his product everywhere. In this case, he tends to use expressions more acceptable and to be more creative

in order to adapt his advertisement to all his target's audience cultures so that he persuades them to get the product or use the service.

3.7 Advertisement and Translation:

Although translating advertisements was not very important in the past, since there were not studies or researches dealing with this subject. Nowadays, in the era of globalization, there is an outstanding need to advertising translation thanks to the international markets, so advertisers need to translate their advertisement into several languages in order to impact more potential consumers.

According to Guidère, advertising translation can be defined as a cultural and linguistic activity transferring advertising texts from one market into another. (Guidère, 2000, p32)

To translate an advertisement is not an easy task, because it confronts many problems and challenges especially cultural ones. This kind of translation is complicated in the way that the translator has to select different procedures and strategies and this should be according to the advertisement's field (food, beauty, tourism, technology...)

Also, it is very hard to be faithful because the advertisement should be transferred into another language and another culture by giving an equivalent one at the syntactic level, the commercial purpose and other levels.

3.8 The Translator's Task and Advertisement:

Considering that advertisement is not a limited activity, it is an international activity which is improved and enhanced everyday by using new technologies and new strategies. So, the role of the translator of advertisements is of a great importance. It involves being a competent translator and knowing all the advertising dimensions.

The translator should be responsible when rendering the ads into another language, because he must be aware of the competition between international markets in every field. So, he has to transmit the message so that it attains a positive impact on the consumer and be aware that any error can be fatal for the advertising company, because this mistake could engender the failure of the advertisement.

Thus, the translator must be specialized in the field of advertising because while translating, he is not only rendering the ads into another language but he is producing a new advertising passage that has an objective to achieve.

As explained before, a translator should be faithful in translating any kind of texts, in this kind of texts (i.e. advertising texts) the translator has to be accurate in the choice of his words, because the advertising company's reputation relies on him and his final product. It can be said that the translator should play the role of a second advertiser for the same advertisement.

According to Mathieu Guidère, "the translator of advertising texts is lonely and unarmed in the rendering battle without any theoretical or practical support" (Guidère, 2000, p11)

This is because there are not many references about the advertising field. So the translator has to rely on himself, make more efforts, be aware and be accurate to succeed in his task.

The cultural aspect plays a major role in the success of an advertisement; the reason why the translator should be aware of the culture of the target audience. It is not acceptable to translate the advertising text literally, because each language carries its own culture. So, the translator should be wise and translate ads using some techniques and strategies of translation.

3.9 Adaptation in translating advertisement:

(Robinson, 1997 p.10) states that "an advertising campaign is designed to associate a product with sophistication and uses entirely different images of sophistication in the source and target languages." Therefore, behind the translation of advertisement, the main purpose is attracting the target audience to buy a product .An ongoing debate is between global companies on whether adaptation takes place in advertisement through translating its message; when a company determines to use adaptation, the translator has an important role in adaptation in translating advertisement that is deemed the main element in the communication process that is between the company and the consumer. There are many factors involved when adapting an advertisement. It encompasses more than just a text; there are sounds, models, images, that all have a hand to the communication of the message. The translator must adapt the foreign image to turn out the targeted consumers in the targeted societies. Hence, when translating advertisement, textual adaptation plays the most important

role, because without textual adaptation the voice of companies is not heard, and the message is considered unclear and ambiguous.

4. Conclusion:

Although adaptation is the freest translation and advertisement is the activity of getting public attention to a product. A successful advertisement goes beyond the importance of the message and reproducing it in the other language with the same intention, impact and effect. It implies being creative and whilst at the same time remaining true to the original.

Chapter two

Analysis of adaptation cases in advertisement

1. Introduction:

This chapter is devoted to study adaptation in translating advertisement. In this chapter the researcher analyses and links them to some aspects already mentioned in the theoretical part of the research.

2. Methodology:

The study examines advertisement's translation from English into Arabic. The focus of the study will be on the adaptation as a strategy of translating ads and the reasons behind using this technique in such type of texts.

The researcher uses both comparative and analytic methods. Translated pairs of ads from English into Arabic are compared in order to describe their content and then to analyze where adaptation took place.

Also, the study focuses on the text and the image, because this element is very important in advertisements and sometimes it expresses the message more than words do.

3. Data collection:

The corpus of this study was collected from some bilingual cosmetic brochures as well as from the internet. It consists of two perfume brands: Christian Lacroix Tumulte and Givenchy" Ange ou Démon", an ad of chips brand and two cosmetic headlines in which different types of adaptation are detected.

4. Analysis of adaptation cases in advertisement:

4.1)-Semiotic adaptation: omission:

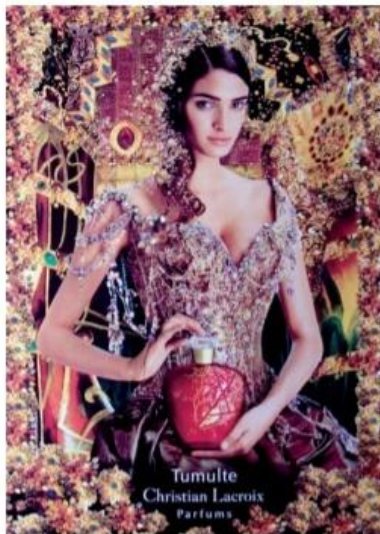
Ad 1: Christian Lacroix- Tumulte:

In this pair of ads, it is noticed that the original one shows a well dressed woman holding the perfume's bottle Tumulte of Christian Lacroix. It is known that many advertisers use women pictures in order to attract the target audience's attention and make them buy the product. This is usually made because the woman inspires tenderness and beauty. But in the Arabic culture, especially in conservative countries, it is forbidden to a woman to show

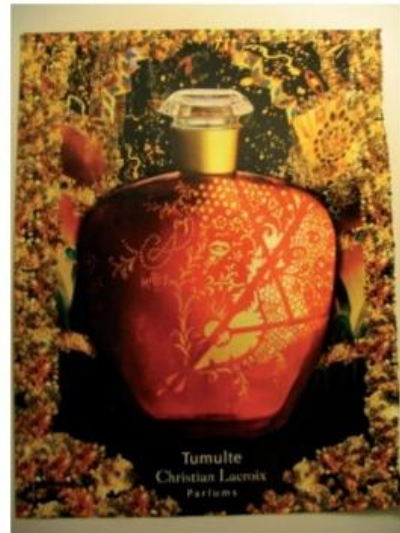
herself and all kind of marketing or advertising using women pictures is not allowed, only if it is an ad of a abayyah or garment for women with one condition which is: she has to be covered not naked.

The translator of this perfume's ad which is (Christian Lacroix- tumulte) chose to adapt the ad to the Arabic criteria. The reason why, the woman's picture is removed, because a woman is the symbol of chastity and decency in the Arabic culture.

Christian Lacroix - Tumulte



International campaign



Saudi campaign

Figure1: Christian Lacroix- Tumulte

4.2)-Addition:

Ad 2: Givenchi- Ange ou Démon:

In this pair of ads, it is noticed that even the language is the same (I e the ad is not translated into another language), the translator chooses to keep the ad's source language changing the word "démon" by "étrange". This ad which is destined to women is made by the French company of perfumes Givenchy. The advertiser wants to show that when a woman uses this perfume, she can be qualified as an angel or a devil since it is a very strong perfume. Hence, this product is also directed to the Arab woman, and the Arabic culture does not accept the use of words related to devil it is because of what it represents of evil and lust and hence it is forbidden for a woman to act like a devil. So, the translator of this ad chooses to create another ad for the same product titled "Ange ou étrange".

It is also noticed that there is a woman's picture wearing a white dress symbolizing an angel with a dark makeup to inspire devil. But, the white dress is naked in the back, which is not acceptable in the Arabic culture. This is why; the naked part is removed and colored with the same color of the dress. So, there is adaptation by addition



Figure 2: Givenchi- Ange ou Démon

4.3)-Linguistic adaptation:

Ad 3: Chips Lay:

Chips Lays is not only known in the USA but it is also sold in the Arabic markets. So, it is advertised in English and in Arabic.

In this ad, it is noticed that there is many literal translations such as: “Best ever lays!” “أفضل ليز على الإطلاق” and some words which describe the product like: “light” “خفيفة” and “thin» “رفيعة”. But, the sentence : It just takes... one bite !” is not translated literally since it is rendered as follows: “هي قضمة...مرة مهمة؟”. It is noticed that this sentence; means that only one bite is sufficient to recognize the delicious taste of these chips and to ask for more. It could be translated as: “تكفي قضمة واحدة...” or “هي قضمة...مهمة جدا” , But the translator uses linguistic adaptation by choosing the expression: “مرة مهمة” since the ad is directed to the Arabian Gulf people, so the translator sees that it is preferable to use their local words in order to attract their attention and to impact them.

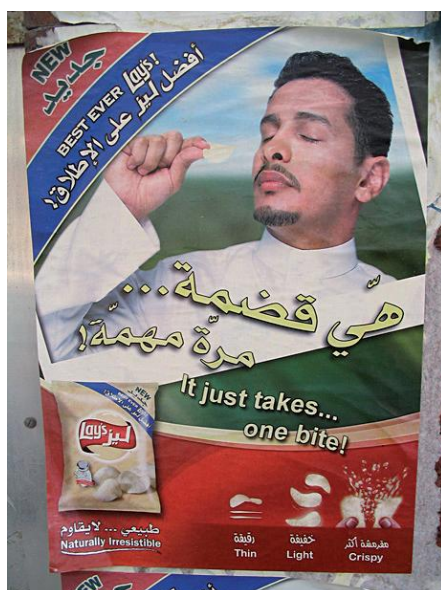


Figure 3: chips Lays

Ad 4: Tee Tree Face and Body Wash:

The headline of the cream's ad "Tea Tree Face and Body wash" contains six words summarizing all what can this cream do for the skin. But it is translated into Arabic, adding words, by: "غسول معقم للالتهابات البكتيرية و الفطرية (حب الشباب)".

So, the translator uses adaptation by addition, he/she chooses to add the words: (معقم- حب الشباب- البكتيرية- الفطرية- الالتهابات) in order to highlight the benefits of this cream. Hence, the consumer shall know this cream is good for what and weather it is really what he/she wants to buy. Also, by this translation, the translator explained more (I.e. it is not just a face and body wash but it is also a sterilant for bacterial and fungal inflammation- acne), So that the consumer can have more information about the product.

The background from which the consumer looks at the product may differ according to the culture they are within for instance the Arab consumer tends to be attracted with cheaper plus multifunction.

Ad 5: Clear vein cream:

ST: Clear vein cream.

TT: كريم معالج لمشاكل احمرار البشرة والشعيرات الدموية والكدمات المنتشرة في الجسم

ST	TT
Clear	معالج
Vein	احمرار البشرة والشعيرات الدموية و الكدمات
Cream	كريم

The literal translation to (clear vein cream) is كريم تنقية الوريد, this literal translation is not suitable to appeal with the Arabic reader because he/she may understand how to use this cream since it is used externally (on skin surface), the Arabic translator adapted this expression (clear vein cream كريم تنقية الوريد) with the target reader by adding some phrases in turn are explanations of how to use this cream and that through giving more explanations to (كريم معالج لمشاكل احمرار البشرة والشعيرات الدموية والكدمات المنتشرة في الجسم) to be كريم تنقية الوريد, because when the body is beaten or bruised with a solid objects that will cause a rupture of the capillaries (which are thin veins and arteries) therefore, it leads to blood deposition and this

is the cause of redness and bruising , that's why the cream called (clear vein cream كريم تنقية الوريد) is adapted by addition.

5. Conclusion:

From the previous analysis of the practical part. One can deduce that adaptation is governed by the aim of the translator. Since adaptation may be useful in most cases in translating advertisement such as through omission and addition .In this ads the translator focused on target audience more than the original meaning.

Conclusion and Findings:

This work is an attempt to study the use of adaptation in translating advertisements from English into Arabic. It is found that the diversions of languages and cultures make the task of translating this kind of texts more difficult than it appears.

Various aspects of our life are influenced by advertising. Hence, they are translated in order to be marketed and known for the variety of the international consumers. Translating them literally can be unacceptable in many cases because of the cultural and linguistic boundaries, which requires one way: ADAPTING them to the foreigner receiver.

At the very beginning, we have set the research hypothesis, and it is high time to approve or disapprove it:

Our main hypothesis was: using adaptation in translating advertisement contributes greatly to achieve a reliable translation; furthermore coupling translation to approximation produces a reliable translation.

After the analysis we have tackled in this practical part, we can declare it correct for all the results we got relying upon our analysis.

Through this dissertation, the researcher attained the following results:

_ Theorists have not discussed the role of adaptation in advertisement enough, even though it plays an important role in modelling the message content in the TT.

_A translation of advertisement in which adaptation is used can be more reliable.

_Adaptation is not only a strategy by which translators opt for to solve cultural problems, but also a linguistic tool since it deals with the language part of culture.

As many aspects of disciplines of translation studies, adaptation plays a primordial role in translation. The reason why, it cannot be limited to one research, therefore, it's important to anticipate for a deeper research about this subject in the future.

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ملخص البحث

التكييف في ترجمة النص الإشهاري من الانجليزية إلى العربية

مقدمة:

الإعلان هو نشاط يهدف إلى لفت انتباه مجموعة محددة من الناس وجذبهم لغرض تجاري معين. يمكن أن يصنف الإشهار ضمن النصوص الفعالة، بحيث يتم جذب انتباه المتلقين وجعلهم يتفاعلون معه. و يتطلب هذا الإيصال والتأثير وترك أثر لدى المستهلكين. ولهذا فإن الحاجة إلى ترجمة النص الإعلاني إلى لغات مختلفة ملحة للغاية وفي ترجمة هذا النص، يستخدم المترجم استراتيجيات متعددة لإيصال رسالة المعلن بوضوح ونجاح. أحد هذه الإستراتيجيات هو التكيف الذي يستخدمه المترجم لإيصال رسالته على أكمل وجه.

تركز هذه الدراسة على التكيف في ترجمة الإشهار من الإنجليزية إلى العربية.

الإشكالية:

إن المشكلة الأساسية التي تواجه المترجم أثناء ترجمة نصوص الإعلانات ليست لغوية بشكل أساسي ولكنها ثقافية أيضا. يتطلب التعامل مع نصوص الإعلانات في الترجمة اهتمام خاص وانتباه من لدن المترجم؛ حيث أن المتلقين للنصوص الإعلانية لا ينتمون لنفس البيئة الثقافية، وهذا ما يجعل الترجمة من لغة لأخرى يقف حجر عثرة لإيصال الرسالة المناسبة المراد إيصالها من النص الأصلي.

السؤال الرئيسي:

إلى أي مدى يكون أسلوب التكيف فعالا ويمكن الإعتماد عليه في ترجمة الإعلان من الإنجليزية إلى العربية؟

الأسئلة الفرعية:

لقد صغنا الأسئلة المطروحة في هذه الدراسة كالتالي:

- مالذي يحفز المترجم على تطبيق التكيف في ترجمة نصوص الإعلان؟
- ماهي العراقيل التي يواجهها المترجم عند ترجمة الإعلان؟
- ماهي الحلول المتاحة التي يوفرها التكيف للحد من هذه العراقيل؟

الفرضية

- من المفترض أن استخدام التكيف في ترجمة الإعلان يساهم بشكل كبير في تحقيق ترجمة أكثر اعتمادا كما أن اقتران الترجمة بإستراتيجية التقريب ينتج ترجمة يعتمد عليها.

الغرض من الدراسة:

إن الهدف العام من هذه الدراسة هو البحث في مدى فعالية التكيف كإستراتيجية في ترجمة الإعلان من الإنجليزية للعربية وتهدف إلي معرفة التحديات التي يواجهها المترجم في ترجمة هذا النوع من النصوص وكيفية مواجهتها.

منهجية البحث:

يمكن دراسة التأثير الناتج على الجمهور المستهدف عند تطبيق التكيف في ترجمة نصوص الإعلان من خلال منهجية المقارنة و التحليل وذلك عن طريق المقارنة بين إعلانين مترجمين من الإنجليزية إلى العربية و تحليل مواطن التكيف فيهما.

أهداف الدراسة:

تهدف هذه الدراسة إلى:

- اقتراح أساليب محتملة للتحديات المختلفة التي تواجه المترجم في التعامل مع ترجمة نصوص الإعلانات.

- تحقيق تكيف معتمد وفعال سواء على المستوى اللغوي أو الثقافي.

خطة البحث:

تنقسم هذه الدراسة إلى جزأين: جزء نظري و جزء تطبيقي. يتطرق الفصل النظري إلى نظرة عامة عن التكيف في الترجمة لأنه يستخدم بكثرة في مجال ترجمة الإعلانات، أما المقصود بالتكيف ' مظاهره وأنواعه و ما الحاجة للتكيف في ترجمة الإشهار. كما يعطي فكرة عن الإعلان تعريفه وأغراضه وأنواعه وعناصر الاتصال في الإعلان، لغة الإعلان والعلاقة بين الترجمة والثقافة. ومن جهة أخرى، كرس الفصل التطبيقي لتطبيق بعض الجوانب في الجزء النظري على بعض الإشهارات المختارة والمترجمة من الإنجليزية إلى العربية و ذلك عن طريق مقارنة وتحليل محتواها الذي تم تكيفه عند عملية الترجمة.

الفصل الأول :

: مقدمة

ويكرس هذا الفصل لإعطاء نبذة عن مفهوم التكيف ، هذه الإستراتيجية التي تستخدم بكثرة في ترجمة الإعلانات. ويتناول الفصل معني التكيف وأسبابه وإجراءاته وأنواعه وأهمية استخدام التكيف في ترجمة الإعلانات. كما انه يحدد مفهوم الإعلان ويتضمن أهدافه ولغة الإعلان والعلاقة بين الإعلان

والثقافة.

مفهوم التكيف:

لقد تكلم العديد من المنظرين في موضوع التكيف، مثل منى بيكر التي عرفت التكيف على أنه "مجموعة من التدخلات التحريرية التي ينتج عنها نص غير مقبول كترجمة، لكنه مع ذلك معترف به على أنه يمثل نصاً تقريباً له نفس الطول. إذا يلاحظ أن بيكر نظرت الى التكيف على أنه إعادة كتابة. ومن ثم، هناك فرق بين التكيف والترجمة. ومن ناحية أخرى، يعتبر (فيماي وداريلنت، 1977) أن التكيف هو الحد الأقصى للترجمة، حيث يستخدمه المترجمون في حالة عدم توفر موضع معين في اللغة الهدف. يرتبط التكيف بالنصوص الإعلانية والترجمة السمعية البصرية" (المرجع نفسه). وهكذا تتضمن النصوص الإعلانية بعض العناصر التي لا يمكن ترجمتها فقط من خلال التكيف.

أسباب التكيف:

بالرغم من ارتباط تكيف في الترجمة ارتباطاً وثيقاً بالثقافة إلا أنه توجد عوامل أخرى تؤدي بالمترجم إلى استعمال هذه الإستراتيجية للاستفادة من ثقافة نص الهدف وتكون أكثر وضوح للقارئ .

- عدم وجود مكافئ للفظ معين لثقافة نص الهدف .

-اختلاف في السياق الثقافي بين النصين.

-عوامل تاريخية :على سبيل المثال ترجمة مؤلفات شكسبير من مرحلة تاريخية إلى أخرى وكذا لتغير السلوك والتقاليد .

-عوامل تجارية : ومثال على ذلك سيارة (Pajero) التي لم تحقق نجاحاً من حيث المبيعات إلا بعد تكيف اسمها (Montana) الذي يلاءم الثقافة الأرجنتينية.

ذوي الإعاقة البدنية :ضعاف السمع إذ يقوم المترجم بتكليف لغتهم الرسمية في شكل ترجمات توفر معلومات عن قيمة صوتية.

إجراءات التكيف :

وفقا ل (Mona Baker) يمكن تلخيص مجموعة من الإجراءات للترجمة المكيفة فيما يلي :

-نسخ النص الأصلي :و يقوم المترجم بنسخ حرفي لجزء من النص المصدر باللغة الأصلية مع نسخ الكلمة في النص الهدف.

-الحذف :و يتجلى في حذف الجزء أو المشهد الغير مرغوب فيه.

-التوسع :يمكن للمترجم شرح فكرة تم ذكرها في النص الأصلي في الهامش.

-يقوم المترجم بابتداع أي عبارة تنقل أساس النص الأصلي من اجل إيصال المعنى.

تعريف الإعلان :

يمكن تعريف الإعلان بأنه نشاط جذب انتباه الجمهور إلى المنتج أو الأعمال التجارية وهو أي شكل من أشكال العرض غير الشخصي للأفكار والسلع والخدمات يقدمه أحد مقدمي العروض المحددين. وهذا يعني أن المعلن يدفع المال مقابل الزمن و الفضاء الذين يتخذهما الإعلان عند بثه عبر وسائل الإعلام. و بما أنه يستخدم شكل من أشكال الاتصال بوساطة وسائل الإعلام ف إن التفاعل بين المعلن والمستهلك لا يكون وجها لوجه بل بوساطة وسائل الإعلام.

أهداف الإعلان:

ويتضمن الإعلان أهدافا تم إنشاؤه من أجل تحقيقها ، وأهمها ما يلي: المحاولة، والاستمرارية، وتغيير العلامة التجارية، استعادة العملاء السابقين.

المحاولة: انه ينطوي على إقناع المستهلك لشراء المنتج واستخدامه حتى لو عن طريق الفضول أي الإعلان الناجح هو الذي يمكن أن يقنع أكبر عدد من المستهلكين لشراء المنتج.

الاستمرارية: يحاول المعلنون دائما الحفاظ على المستهلكين الحاليين لمواصلة شراء واستخدام منتجاتها. هذا هو سبب تطرقها لبعض التكتيكات مثل جلب شيء جديد في المنتج والإعلان ، بحيث تجعل المستهلكين الحاليين يستمرون في شراء المنتج.

تغيير العلامة التجارية: و غالبا ما يكون أهم هدف للشركة المعلنه جذب عملاء الشركات المنافسة لها في الأسواق.

استعادة العملاء السابقين : ينطوي على إعادة جذب العملاء السابقين الذين تحولوا إلى شركات المنافس. لهذا يستخدم المعلنون طرق مختلفة مثل بيع بالخصم والإعلان الجديد وإعادة العمل على التغليف و الخ.

هذه هي أهم أهداف الإعلان ولكن لا يمكن إنكار أهدافا أخرى مثل: إدخال المنتج في السوق وتعزيز حسن النية ودعم برنامج البيع الشخصي ومحاربة المنافسين وتحسين علاقات التاجر و دخول سوق جديدة وجذب عملاء جدد.

العناصر الرئيسية في الإعلان:

لا يمكن أن يكون أي نشاط ناجحا إلا إذا قام كل عنصر في هذا النشاط بدوره بشكل مناسب. للإعلان أيضا عناصر رئيسية و الذين هم: المعلن ووسائل الإعلام والوكالة الاعلاني ة والبائعين والمستهلكين المستهدفين.

المعلن: هو الشخص الذي يبيع المنتج أو الخدمة. وهو يدفع المال من أجل الحصول على الإعلان عن المنتج.

وسائل الإعلام: إنها القناة التي يتم من خلالها نشر الإعلان للناس والعملاء المحتملين (التلفزيون والراديو والإنترنت والمجلات والصحف...)

الوكالة الاعلانية: وتشمل المصممين والمصورين الفوتوغرافيين والمبدعين وجميع هؤلاء يعملون معا لوضع الإعلان.

البائعين/الموردين: هم أولئك الذين يساعدون الوكالات الاعلانية ووسائل الإعلام في إنشاء ووضع الإعلانات والاستوديوهات والكاميرا.

-المستهلكين المستهدفين: إنها فئة محددة من الناس يريد المعلن إقناعهم لشراء المنتج ، على سبيل المثال: المستهلكين المستهدفين للإعلان عن لعبة هم الأطفال.

تعمل كل هذه العناصر معا من أجل جعل الإعلان قادرا على إقناع الحد الأقصى من المستهلكين المستهدفين لشراء المنتج والاستمرار في ذلك.

لغة الإعلان :

وفقا لما ورد في قاموس Collins ، فإن اللغة : " عبارة عن نظام اتصال يتألف من مجموعة من الأصوات والرموز التي يستخدمها أشخاص من بلد أو منطقته معينه للتحدث أو الكتابة".

ومع ذلك فإن اللغة في الإعلانات تختلف عن تلك التي يستعملها الناس للحياة اليومية. وهذا يعني انه قد نعتقد أن اللغة هي نفسها ولكن عندما نركز على اللغة المستعملة في الإعلانات، نلاحظ أن

لها مميزاتا الخاصة فهي لغة معبرة ودقيقة رغم أن وقتها قصير. ويصف Holms لغة الإعلان "باللهجة الوظيفية".

وهذا يعني أنها تهدف إلى جذب المستهلكين، لهذا السبب يختار المعلنون كلمات دقيقة و تتم مناقشتها لساعات وذلك لأن الوقت والفضاء في الإعلانات لهما ثمن يجب دفعه، لذلك يخطط المعلنون لأي نوع من الكلمات ينبغي أن تستعمل في إعلاناتهم.

كما يحاول المعلنون دائما است عمال نفس اللغة الم ستعملة في السوق المستهدفة ولكن لا يمكنهم النجاح في هذه المهمة، لأن اللغة المستعملة من قبل الناس تلقائية أما لغة الإعلان فهي مدروسة. وعلى الرغم من الخطة التي يستخدمها المعلنون ومناقشاتهم يختار هؤلاء كلماتهم وفقا لوقت ومساحة الإعلان. كما يجب القول أن الاعتماد على اللغة فقط، سواء كانت مكتوبة أو منطوقة، في الإعلان لا يكفي لجذب المجتمع المستهدف ونقلهم رسالة الإعلان. لذلك و لتعزيز رسالة الإعلان، يميل المعلنون إلى استخدام العناصر غير اللفظية من الاتصالات مثل الخط العريض و/أو المائل وألوان مختلفة من الخطوط والخلفيات، الخ. وتبقى هذه وسائل غير لفظية لجذب انتباه المزيد من المستهلكين و جعلهم يشترون المنتج.

كما يستخدم المعلنون متواليات الموسيقى والتجويد في الكلام للتركيز على العناصر السمعية والبصرية في الإعلانات التي تبث على التلفاز و الراديو دون نسيان [بروسودي] الذي يعتبر عنصرا مهما و الذي يشمل الإيقاع والقافية والانسجام.

ترجمة الإعلانات:

لم تكن ترجمة الإعلانات على تلك الأهمية فيما مضى حيث لم تكن هناك دراسات أو بحوث تداولت في هذا الموضوع لكن في وقتنا الحاضر هنالك حاجة سائدة لترجمة الإعلانات حيث أصبح

المعلنون بحاجة إلى ترجمة إعلاناتهم إلى لغات شتى من أجل التأثير في الزبائن. ووفقا ل Guidère يمكن تعريف الترجمة الإعلانية بالنشاطات اللغوية و الثقافية في تحويل النصوص الإعلانية من سوق لأخرى.

إن ترجمة الإعلان ليس بالأمر الهين لوجود العديد من المشكلات و التحديات خاصة الثقافية منها. هذا النوع من الترجمة معقد نوعا ما حيث يجب على المترجم أن يتخذ إجراءات و استراتيجيات مختلفة وفقا لميدان الترجمة (غذاء و جمال و سياحة و تكنولوجيا و الخ).

كذلك انه لمن الصعب أن تكون الترجمة مطابقة للنص الأصلي لأنه لا يتوجب على المترجم نقل الإعلانات إلى لغة أخرى فقط بل يتوجب عليه أيضا نقلها إلى ثقافة هذه اللغة من خلال إعطاء المكافئ عند تركيب الجمل.

التكييف في ترجمة الإعلان :

يذكر Robinson (1997) ان الحملة الإعلانية مصممة لربط منتج ما بالتطور الذي يستخدم صوراً مختلفة تماماً لتطور اللغات المصدر والمستهدفة. ولذلك وراء ترجمة الإعلان يجذب الجمهور المستهدف لبيع المنتج. وتجري مناقشة مستمرة بين الشركات العالمية بشأن ما إذا كان يتم التكييف في الإعلانات من خلال ترجمة رسالتها وعندما تقرر الشركة استخدامه، حيث يكون للمترجم دوراً هاماً في استعمال التكييف في ترجمة الإعلانات التي تعتبر العنصر الرئيسي في عملية الاتصال بين الشركة والمستهلك. هناك العديد من العوامل التي تنطوي عليها عملية تكييف الإعلان. وهو يشمل أكثر من مجرد نص فهناك الصوت والنماذج والصور التي يمكنها إيصال الرسالة. ويجب على المترجم ان يكيف الصورة الأجنبية على حسب ثقافة المجتمعات المستهدفة. ومن ثم فعند ترجمة الإعلانات ، يؤدي التكييف

النصي دوراً أهم ، لأن هـدون هـذه الـاستراتيجية لا يسمـع صوت الشـركات ، وتعتبر الرسالة غير واضحة وغامضة.

الفصل الثاني :

مقدمة :

يكرس هـذا الفصل لدراسة التكييف في ترجمة الإعلان وفي هـذا الفصل يحلل الباحث إعلانات ويربطها ببعض الجوانب التي سبق ذكرها في الجزء النظري من البحث.

جمع المعطيات :

وقد تم جمع معطيات هـذه الدراسة من كتيبات مواد التجميل الثنائية اللغة وكذا من الإنترنت و تتألف من اثنين من علامتين تجاريتين للعطور : Tumulte –Christian Lacroix و Givenchy Ange ou Démon وإعلان عن Chips Lays وعنوانين لمواد التجميل أين تمت ملاحظة استعمال أنواع مختلفة من التكييف.

المنهجية:

إن هـذا البحث يدرس ترجمة الإعلان من اللغة الإنجليزية إلى اللغة العربية. ستركز الدراسة على التكييف كاستراتيجية لترجمة الإعلانات والأسباب الكامنة وراء استخدام هـذه التقنية في هـذا النوع من النصوص.

ويستخدم الباحث كلا من أسلوبـي المقارنة والتحليل فيتم مقارنة أزواج من الإعلانات المترجمة من اللغة الإنجليزية إلى اللغة العربية من أجل وصف محتواها ومن ثم تحليل حيث تم التكييف.

كما تركز الدراسة على الكلمة والصورة، لأنهما عنصرين مهمين جدا في الإعلانات وأحيانا تعبر الصورة عن الرسالة أكثر مما تفعله الكلمات.

خاتمة:

يحاول هذا البحث دراسة استخدام التكييف في ترجمة الإعلانات من الإنجليزية إلى العربية و قد تم تبين أن مهمة ترجمة هذا النوع من النصوص أكثر صعوبة مما يمكن توقعه بسبب اختلاف اللغات والثقافات.

تتأثر مختلف جوانب حياتنا بالإعلانات و لذلك تترجم من أجل تسويق منتجاتها والتعريف بها في مختلف الأسواق ولكن يمكن أن تكون ترجمتها حرفيا غير مقبولة في كثير من الحالات بسبب الاختلافات الثقافية واللغوية، وهذا ما يدعو إلى تكيفها.

ومن خلال هذه الدراسة ، توصل الباحث إلى النتائج التالية :

_ لم تتم مناقشة التكييف من طرف المنظرين في الكثير من أعمالهم ، رغم انه يؤدي دورا هاما في دراسات الترجمة.

_ تكون نتيجة ترجمة الإعلان الذي استخدم فيه التكييف أكثر اعتمادا.

_ يعتبر التكييف أكثر من مجرد إستراتيجية لا تستخدم إلا لحل المشاكل الثقافية بل تستخدم أيضا لأسباب لغوية لأنه تعتبر اللغة جزء من الثقافة.

ويؤدي التكييف ، باعتباره من الجوانب العديدة لتخصصات دراسات الترجمة ، دورا هاما في الترجمة لهذا السبب لا يمكن تحديد دراسته في بحث واحد وبذلك، فمن المهم أن نتوقع إجراء بحوث أعمق حول هذا الموضوع في المستقبل.