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Dedication

This dissertation is dedicated to:

My beloved parents who stood and stand by me and encourage me to

bring all my dreams to life.

To my siblings

To my Friends: KhirEddine, NacerEddine and AlaEddine.

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Abstract

In the recent time, translation becomes an essential activity because of the need to deal with other people who use different languages, especially places where various people from all the corners of the world might meet or have access. This work attempts to shed light on how translation is made in aviation field to check its quality and how the different backgrounds look at the same concept variably. Since it is a very wide area of investigation, the concern will be restricted to rethinking Air Algérie civil aviation translations and some shown in its airports. It will also stress the view that successful translation is only possible if pragmatic aspects of language use are taken into consideration. Moreover, the study will focus on the different patterns used by translator to achieve an accurate translation of signposts and panels in airports of Algeria from Arabic into English.

Keywords: *translation, quality, airports, Air Algérie.*

الملخص

تعد الترجمة في الوقت الراهن نشاط جد هام، نظرا لضرورة التعامل مع مختلف الناس ذوي السنة المختلفة ، خصوصا إذا تواجدوا بأماكن يتلاقى فيها الناس من جميع ربوع العالم.يسعى هذا البحث الى تسليط الضوء على الترجمة في مجال الطيران قصد التحقق من جودتها و كيف أن مرجعيات كل لغة تنظر الى نفس الفكرة او المفهوم بطرق مختلفة.و بما أن مجال البحث شاسع وواسع فان التركيز سيخص به الترجمة الموجودة في بعض مطارات وطائرات شركة الخطوط الجوية الجزائرية للطيران المدني. و يركز ايضا على كيف ان الجوانب العملية لاستعمالات اللغة تتيح الوصول الى ترجمات سليمة اذا ما تم أخذها بعين الاعتباربالإضافة فان الدراسة تولي الاهتمام بالنماذج المختلفة التي يستعملها المترجم لتحقيق ترجمة دقيقة بين الإنكليزية والعربية للافتات الموجودة في عينة من مطارات الجزائر وطائرات الخطوط الجوية الجزائرية.

الكلمات المفتاحية :الترجمة ، الجودة ، المطارات ، الخطوط الجوية الجزائرية.

Introduction

INTRODUCTION

1. Statement of the Problem

Nowadays, translation role has become more importantly significant not just because it paves the way forward to a global communication, but it is a bridge that allows the different world's nations to strengthen relations in connection for instance with the remarkable technology progress along with political ties among others. English, in fact, has dominated several domains that have a direct link with communication. Airports might be par excellence places embodying this claim, as all the globe airports tend to use English as the first language translated into or from because passengers are from different nations of the world and traveling to all parts of the world, therefore, translation turns to be the lingua franca. Thus, it is impossible for the airports services to provide the 7.097 (Wikipedia) language to satisfy every individual passenger. Therefore, translation once again should take a place to solve this issue. Despite the fact that English is the worldwide language, the influence of the other languages backgrounds remain strong, however; some of translators are still committing errors and mistakes during the translating the signposts and panels among others found in airports together with aircrafts.

2. Aims of the study

This study mainly aims at evaluating translation between Arabic and English that is provided in Airports services particularly the signposts and panels, by mentioning the differences, similarities and pointing out the difficulties encountered by a number of translators while translating from a language into another, also it aims at raising translator's intercultural awareness and enhancing Air Algérie 's translations in its airports and aircrafts. Finally, the study aims at suggesting alternatives and proposing plans believed to help in the limitation or avoidance these of mistakes and likely feeling the difficulties.

3. Research Questions and Hypotheses

This study is directed by the following questions:

To what extent does translator succeed in conveying the meaning in aviation services in Air Algérie in both languages Arabic and English?

That main question is divided in to the following sub questions:

- What are the types of difficulties faced by translator while rendering the meaning in signposts?

- What are the criteria and approaches that translator needs to bear in mind?

To fulfill the aim of the research the following hypotheses are elaborated:

- Unprofessional translator handles translating to the company

- Some of signposts are translated according special background context whereas others are standard.

- The difficulties faced by translator are results of lack of awareness of one or both languages grammar and structure.

4. Methodology

Evaluating translation in aviation services and investigating the problems faced by translators can be best realized through an analytical approach by selecting examples then checking their correctness in serving equivalence to enable whether suggesting alternatives from translational process perspectives or likely basing upon what is internationally used in worldwide practices whether in other airlines companies, other countries or even our own.

5. Structure of the Study

This study consists of two main parts ; a theoretical part and practical one. The theoretical part is made of two chapters while the practical one is made of one chapter.

The first chapter provides an overview about evaluation in translation, it will deal with the equivalence and its effect on translation, moreover it will shed light on the

very important approaches and criteria that conducts evaluating translation in general the second chapter deals with English languages in aviation services in a theoretical method. It also provides concepts about the aviation services in airports and plane, in addition to the difficulties faced by translator while translating the panels that indicates these services places. The third chapter will be restricted to analyzing and evaluating translations of signposts in Air Algérie 's airports, and attempting to compare these translations with other company whenever possible with special reference to Arabic and English. The chapter also includes some suggestions to translate panels appropriately. The chapter will try to answer the basic question of this study

6. Literature review

Prior studies have identified and tackled the translation in aviation, precisely the translation that takes place in the plane with pilot and the control tower, ie the study of Ms. Ghania MEKKAOUI was technically dealing with the importance of English language as a mean of communication between Algerian pilots and other dispatchers of control towers in her study "English for Aviation in the Algerian context: The case of Pilots and Air Traffic Controllers in Zenata-Messalli El Hadj Airport.

In this study and almost related research, the focus shall be on the translation aspect in contrast to the first one which is mainly of linguistics aspect. More over it

gives much attention to English language and Arabic language in the services provided by the company of Air Algérie in a wide range and different airports of the nation.

What makes this study a bit different in addition to what had been mentioned before is the emphasizes in this study is on the translator and translation, while the other one emphasizes on the teachers and teaching English language to the Algerian pilots and air traffic controllers. However, both studies are an enhancement to the Algeria's company image.

7. Significance of the study

The result of this study will be of great benefit to the novice translators and mainly Air Algérie Company, because it shows places where the Company should rethink of the translation presented on its panels and signposts, furthermore this study will help in enhancing these translation and maintain Company's reputation.

8. Limitation of the study

The major obstacles that were encountered in this research study were, first of all, the difficulty of taking photos to the panels because police and agents working in airports do not allow to do so, even knowing the reason behind taking photos to this concert signposts and asking for brochures from the plane. Second, the study was restricted to some of airports such as: Touggourt, Hassi-Massaoud, Ourgla and

Alger airport, and some of common traveling aircrafts such as: ATR 72-500, B777-300, A380, B737…, these are the main obstacles faced by the progress of the research study.

Chapter I

Evaluation in Translation

1 Introduction

This chapter is divided into two main sections. The first section is devoted to translation; it tackles various definitions and its types. The focus in this section shall be on the role of translation in general, in addition to the notion of equivalence then it shall deal with translation and equivalence with highlighted points about the effect of equivalence on translation as whole at the final stage of this section. The second section will serve as an overview on the concept of evaluation; what is it? And how it is applied in translation and what is the purpose behind its existence.

2 Definition of translation

Translation is often defined as the operation where the meaning is transferred from one language into another. It is understood from the definition that two main parts are mentioned which are transfer and meaning. The first part highlights an idea, that translation is taking place between two languages namely SL and TL; in other words, the language translated from and the language translated into. This process of rendering the meaning from one language into another is known as interlingual translation as qualified by Roman Jackobson (1959). Whereas the translation that takes place in the same language, for a reason or another, is known as intralingual translation. The second part is the meaning which the translator attempts to convey, while translating from SL into TL, going

through several stages and likely strategies. Meaning is an independent unit divided into types; connotative and denotative meaning.

-Types of translation

Schleiermacher (1838) distinguishes between two main types of translation which are literal and free translation.

A literal translation may be defined as a translation "made on a lower level than sufficient to convey the content unchanged while observing target language norms" (Barkhudarov, 1969 cited in Shuttleworth&Cowie, 1997:95). For Catford (1965) literal translation takes word for word translation as its starting point, maintaining structural and grammatical parallel, and thus the final product may also display group-group or clause- clause equivalence. Therefore, the translator does as if the target reader reads the source text in terms of form. This approach equates translation with the replacement of linguistic units of the source text with equivalent target units without any considerations of such factors as context and cultural connotation .

Free translation is a type of translation that gives more importance to the meaning, rather than form, and aims at producing a naturally reading target text. It is also known as sense for sense translation (ibid). It may be defined as a translation "made on a level higher than is necessary to convey the content unchanged while observing target language norms" (ibid) hence, it is a translation above word or sentence level. It pays close attention to the need to make explicit for target readers information which, for example, was generally available to the source audience and thus only implicitly contained in the source text (ibid).

2.1Role of translation

Translation is a transcultural tool of communication that plays a prominent role in exchanging the texts and ideas with others in different levels. Its major function has guaranteed the achievement of communicative principle and to break the barriers between nations which hamper knowing the other. This valuable value encompasses several important poles including social, political, religious…without the interaction with one nation another could not be found. In addition translation is the texture that assists the human civilization as interaction with nation was a human need which in turn preserves entity of the civilization and understanding knowledge advance, besides it enriches cultural, social and scientific part of life for nations.

Translation was and still playing its role till today and will continue in the line as long as human beings life is on earth. Tracer of the evolution of human civilization and growing scientific progress might notice that of translation should be a first sign of emergence all the achievements of civilization of any nation, then it contributes to the update and continuous development of civilization. These emerging nations are seeking to join the progress; they are interested in the transfer of technology, science and the industries secrets to their own language, to inspire the thinking and progressing on their children's minds.

Now the progressed world has put itself on a great challenge, which is the choice between life or death buried under the rubble of underdevelopment, knowing that only translation is capable of building bridges to across to the achievements of mankind.

2.2 Translation and Equivalence

Within the process of translation between two different languages, a key concept or theory leads to a good translation. This central theory is Equivalence. It is important to understand the meaning of the term equivalence. In English language, it may be used as a technical term, which describes scientific notions. For example, term equivalenc*e* is used in mathematics, at the same time term equality maybe used in common sense in everyday language.

Equivalence deemed as a theory of translation, for comparing two written texts in different languages inevitably involves this theory. Many different definition of equivalence have been elaborated within the field of translation in the past fifty years by several scholars like Vinay and Darbelnet, Jakobson, Nida, Catford, House and Baker; they have studied this concept of equivalence in the process of translation by means of various approaches. Some scholars view translation as a merely linguistic process where notions from one language into another. Those scholars regard equivalence as literal translation of each word. Whereas others see that cultural context is very important for the translation because the context can help to transfer the real meaning of the text. Moreover, the third groups of scholars take the middle position by stating that equivalence is used for the convenience of translators. Although, most of the scholars pay attention to the meaning of the equivalence in the translation's theory.

The contribution of Roman Jacobson to the development of translation theory was valuable. He introduced the concept of "equivalence in difference" which had an important meaning for the development of the translation theory. He distinguished three kinds of translation, which included:

- Intralingual (dealing with one language)

- Interlingual (dealing with two languages)

- Intersemiotic (dealing with sign systems).

According to Jacobson, translator looks for synonyms when making intralingual translation in order to pass the message. This means that intralingual translation does not involves full equivalence between language units. According to Jakobson: "translation involves two equivalent messages in two different codes" (Jakobson, 1959, p. 233). This means that the task of translator becomes to reach equality in messages despite different grammatical, lexical and semantic structures of ST and TT. Despite difference in grammar and lexical structures, translation becomes possible through finding necessary equivalents. As he states "whenever there is deficiency, terminology may be qualified and amplified by loanwords or loan-translations, neologisms or semantic shifts, and finally, by circumlocutions" (ibid. p.234). Jakobson uses different examples to illustrate his concept. He compares different language structures from English and Russian languages and illustrates cases where it is not possible to find a literal equivalent to the ST unite. In these cases translator should choose the most suitable way to translate the text trying to reach the most possible equivalence.

Vinay and Derbelnet view that equivalence oriented translation as a procedure that "replicates the same situation as in the original, whilst using completely different wording" and this procedure might preserve the stylistic impact of the ST in the TT while translating. For them equivalence is the ideal method when translator is dealing with proverbs, idioms, adjectival phrases ….

According to Nida there are two different types of equivalence, formal equivalence (correspondence) which emphasizes the message itself in the form and

content the other one is dynamic equivalence which tends to employ a more natural rendering but with less literal accuracy.

No doubt the concept of equivalence is one of the most problematic points of translation theories, this notion has caused debate in the domain of translation studies,it has been evaluated, analyzed, discussed and approached from several perspectives. the difficulty faced in defining equivalence is due to impossibility of making one universal approach for it. Equivalence is a complex term also which describes phenomena from different fields of human knowledge. In the field of translation, it first appeared in the middle of the last century and since then has become an important indicator of the translation process. Most translation theorists and researchers pay attention to the equivalence in translation, even though they know that their opinions on this phenomenon may differ. Some specialists believe that the equivalence may be regarded as a synonym of the translation process; others believe that the equivalence should not cause the loss of main message of the text. Despite different approaches, the equivalence is an important notion in the translation process and it helps to approach the meaning and value of the translation process in general.

2.3 Equivalence Effect

The concept of equivalence is very important in translation and it is one of the main translation's theory as mentioned, but to what extent does equivalence affected translation and in which way?

Equivalence has its significant role in translation also which without, translation would not see light; absolutely identical words and notions in different languages. Different languages have different phonetic, grammar, syntax and vocabulary structures. That is why we can speak only about certain degree of

equivalence when we make translation. Therefore, in this case, term equivalence is usedin the meaning of similarity or approximation and it shows the level of likeness between the source and the target text. This likeness may be achieved on different levels.

Equivalence has its significant role in translation, also which without, translation would not see light. It had affected the whole existence of translationas it was a shortcut to reach the meaning that the text translated from is tending to pass, Moreover equivalence succeeded to maintain each of the languages genius by giving the appropriate equivalence to the opposite text what generally ties the spot for the non-native readers. In addition, equivalence holds a central position in translation and the way that it has affected it is a very significant shift in the progress of translation science, it has facilitated both linguistic and cultural transfer. It should be stressed that equivalence is still one of the pivotal definition axes of translation since it functions as a reminder of the central problems of translator encounters during translation process.

3 Concept of evaluation

Evaluation in general is a process made by experts to judge amount, number, ortodiscuss the value of something. It is also a systematic and objective assessment of a project aiming to determine the relevance and to fulfillment of objectives, efficiency, effectiveness, impact and sustainability.

Evaluation is considered also as the operation where results are given basing on their analyzing,in order to know whether the subject was successfully done or it has failed, then decide methodologically the value, importance, effect of this idea.

3.1 Evaluation in translation

In all languages, texts are always characterized of the compensability of improvement, because they could be worsen in an inadvertently way by the translator when trying to render them into another language, this improvement is based upon the evaluation and the assessment of these texts to arrive at final acceptable translated texts.

Evaluation has various terms in use such as:

- Stance (Biber& Finegan1998,1989).
- Evaluation (Hunston&Thampson 2000, Bednarek 2006,2008)
- Appraisal (Martin 2000, Martin & White 2005)
- Metadiscourse (Crismore 1989, Hyland&Tse 2004, Hyland2005)
- Evidentiality (Chafe& Nichols 1986, Aikhenveld 2004)

Evaluating translated work is a very wide subject that gives its fruit after strenuous efforts because the evaluation's concerns are so many, different, detailed in the way of how the analysis of several aspects of language of the texts translated from and into.

Evaluation in translation is widely known as "translation quality assessment" it is taken to mean the determination of merit, significance or worth; to provide a good, satisfactory and acceptable translation since translation is an activity that is growing phenomenally today, evaluating it on all its different levels semantically, lexically…etc

3. 2 Approaches of evaluating translation

When talking about the criteria or the approaches of translation there are four main poles that are necessary to produce well-established, formed and accurate

translation that comes after a scientific, specialized deployed efforts: the object of evaluation, the assessor (evaluator), the parameters and the evaluation method.

Questions should be raised for each pole to arrive to the needed answers, so for the object of evaluation one should highlight those main questions:

- **The object of evaluation**: what is to be estimated exactly? The loyalty of a text regarded to another one? The transfer of the sense? The equivalence of effect? The clarity? The legibility?
- **The assessor (evaluator)**: who is the evaluator ? What are his/her/its values and needs? Evaluation of the style and the terminological correctness and accurateness ?
- **The parameters**: whatare the choices of translator guided by ? Is possible to count the parameters of evaluation and categorize them? Do they vary from one text to other one?
- **The method of evaluation**: how the evaluator judges the object? How (holistic or analytic way)?

For linguistics evaluation there are certain criteria to be followed while assessing a translated text which are:

1- The spelling: in this criterion of evaluation gaps and misspelling should not be or just few of them.

2- Syntax: this criterion tends to compare the structure of target text and the one of the original one.

3- Semantic loyalty the aim of this criterion is to view the differences and similarities between original text and its translation in the other language translated.

4- Terminological relevance and precision: this kind of linguistic evaluation is devoted to the part of the domain of the text, it observes and evaluate the precision and appropriateness of how words are selected to go in harmony with the field of the target text according to the original one.

5- Geostyle and sociostyle of restoration: this is another important criterion that serves evaluating tremendously; it tends to diverge continents, time (weather) and sectors of the society to make a distinction between both languages translated from and into.

6- Stylistic quality and idiolect of translation: the stylistic quality of the final idiolect of the text can be the object of infinite discussions .

The other angle that translation is evaluated through is the known as " translation quality assessment" that itself consist of two main evaluation criteria according to Williams. M. (1989)which are: reliability and validity.

A- **Reliability:** the verification of reliability would involve a search for defects in the measurement procedures themselves, which could lead to biases or undue variations in the findings over a period of time. For translation quality assessment purposes , are procedures in place to ensure that the evaluator do not fluctuate between excessive rigor and extreme flexibility. are quality requirements clearly enough defined for decisions on borderline cases to be made with consistency and ample justification? Is the TQA expert always objective? Williams(1989)

B- **Validity:** validity refers to the degree to which findings permit inferences about the characteristics of the target population.TQA validity is the extent to which the translation samples evaluated are representative of the texts normally translated by the service and the degree to which the evaluator is

then able to make judgments about the level of quality, the strong points and the weak points of the service on the bases of those samples.

These are the main applied approaches on the TQA by the person who is designed to make the standards of quality assessment and procedures.

In evaluating error in translation, one should know that this subject is very complex because the evaluator faces difficulties to distinguish between what it is an error and what is a mistake, an example of translation trainee where a mistake would appeared (which is usually the case in a foreign language class) what in fact reflects a deficiency in the linguistic competence of the trainee, whereas errors (usually typical of the translation class) reflects a deficiency in translation skills. There is no exact criteria that evaluators follow during assessing a text but the main of these criteria that were described by Ramadan Ahmed are:

1-The Frequency Criterion: in this criterion evaluator tends to evaluate the errors according to the number of their occurrence (frequency). For this criterion, there are two ways of the assessment of errors gravity; first is the frequency of the error according to the same individual for instance: the work of a translation trainee should be evaluated by the instructor who cannot simply isolate every single error because of their number.

2-The generality criterion: this criterion is specified for the evaluation of the breached rules in grammar of both languages, whether is major or minor, the more general being the more serious. Major errors refer to the failures to observe general grammatical rules such as case inflections in Arabic language and the insertion of the appropriate tense. In this criterion the focus shall be on the grammatical structure more than the acquisition of lexis.

Minor errors refer to the failures to observe exceptions of major rules which most often result in overgeneralization, in this criterion the focus shall be on the grammatical structure more than the acquisition of lexis.

3-Intelligibilty criterion: for intelligibility criterion, it is used for evaluating the lexical errors that might affect the intelligibility (understanding) of the translation in two different ways; first by making the intended message totally unintelligible what leads to a breakdown in the communicative function of the text which is not one of the objectives of texts; and second, by distorting the meaning without disturbing the communication, what necessarily makes reader of the TT understands something other than the original author's intentions.

4-The Interpretation Criterion: this criterion tends to investigate the translations basing on the question how far is the interpretation of the translation trainee of the ST personified in the TL, is correct or deviant? The focus is on both ST and TT to see if all the information are included, nothing is added or omitted including charges, If the trainee consciously deviates from the ST in order to fulfill demands of the readership, the assessment procedure should be rather appreciative unless the circumstances are inappropriate. But there are cases where the translators must not shift from the ST by the means of their own interpretation to avoid assuming responsibility of what has been reinterpreted. Such errors are most often a result of misinterpretation of the ST which in turn produces a betrayed version of the ST.

Although these criteria are widely used for assessing errors, they are not exactly the all approaches for evaluating translations.

3.3 Evaluation in Contrastive Analysis

Contrastive analysis is the study that aims at observing the similarities and the differences between two different languages from different levels of language(phonology, syntax and semantic). Evaluation would have a great part in observing some cases of actual or potential interference between languages, because the difference between them tends always to compare the provided text(ST and TT) on the level with paying more attention to the pragmatics aspects and regarding the translation's theories.

During assessing the ST and TT, there are points where both languages might agree with, from a given aspect, in contrast, there are also points where a disagreement would springs, because not all languages are governed by the same linguistic rules, and not all of them belong to the same culture, back to what is already mentioned that any language has its genius. This may lead to some differences while evaluating what pushes the evaluator to be heavily armed in his language and the language that is translated into as well, besides taking in consideration the what is called background (culture).

Conclusion

This chapter of a theoretical nature tried to give an overview on the main concepts needed in the work. It has shed light on the importance of the concepts of evaluation, equivalence and its criteria, to give a close glance on how these key concepts serve this study and its aims that have to do with the evaluation of translation in aviation services.

Chapter II:

Translation in Aviation Services

1. Introduction

This chapter is a mainly descriptive to provided services in aviation with their different types and explanation of the purpose of each service. In addition this chapter will show how translation between Arabic and English language takes a place in both the domestic airports and international ones services, the chapter attempts also to identify the challenges that translator might face and their implications on the passengers served by aviation services staffs.

2. Introducing Aviation services

Air transportation is a very important sectoras itcontributes dramaticallyto the social, political, economic levels. The development of air transport activity worldwide has increased the demand for airport services and the need for more efficient processes of servicing aircraft, passengers or luggage.Air transport can facilitate the economical development of the countries, what is naturally makes their tourism or country of destination,in addition to the great demand of goods from far countries to be home in due time. Lack of air transport would cause a serious decrease in different spheres.

The airport is an aerodrome but contains more services and facilities than aerodrome, it is the place where airplanes take off, land, maintained and passengers access to travel from one country to another or from town to another, airports comprises also facilities that concern passenger serving such as check-in counters, lounges, toilets, baggage claim, restaurants and so manyothers necessary services that help passengers to accomplish their trip successfully. Airplanes are served by

Ground crew who clean, check and repair aircrafts while are on the ground, also the air traffic controller whose job is to organize the movement of aircrafts in a particular area by giving instructions to pilots by radio from the control tower along with other services.

Other services that linked to passenger are several and universal, thus all the aviation companies around the globe depend on the English language to provide their services in airports besides to the mother language of the country, to make accessing to divert services available for everybody since English is the language of the world.

3.English for aviation

As English language was chosen to be the lingua franca of the whole world it comes at the head of the list of languages in the field of aviation with a dominant position that the entire world's airports respect and take into consideration whatever was the country language. This make English language a fundamental requirement inside and outside airports including staff involved in passengers serving along with the operations on planes and control tower.

> *"Aviation English can be defined as a comprehensive but specialized subset of English related broadly to aviation, including the "plain" language used for radiotelephony communications when phraseologies do not suffice. Not restricted to controller and pilot communications. Aviation English can also include the use of English relating to any other aspect of aviation: the language needed by pilots for briefings, announcements, and flight deck communication, and the language used by maintenance technicians, flight attendants, dispatchers, managers and officials within the aviation industry or even the English language studied by students in aeronautical and/or aviation universities".*Wang.A(2008,p254)

According to Wang the use of English language in the field of aviation is a necessary task whether the communication is between the pilots and the controller or it was a communication between services staffs in airports and passenger.

Traveling is not the monopoly of a particular country, now all people are traveling all over the globe for various reasons as tourism, business, and study or for working. Since the world is a mixture of languages and cultures remarkably different, a common language should be in the middle to make the understanding and communication at airports given that they are the most   crowded place with travelers, now that English is the chosen language thus aviation industry requires pilots, ATC, cabin attendants, crewmembers, engineers, and service staff to be able to communicate with their counterparts in the world on work-related issues.Such communication has two implications: on the one hand, it means the correct and standard use of terminologies or phraseologies in air/ground communication, aircraft manufacturing and its specification, even legal terms in aviation law; on the other hand, it refers to the general use of the English language among aviation staff in daily communication, regardless of its nationality, race, and different cultural backgrounds.

4. Difficulties of translation

Translation has a prominent position among other disciplines as well as translator also because the efforts deployed by translators to achieve and tokeep abreast of developments are tremendous just to facilitate the living conditions of humankind. But even though there are qualified and experienced translators problems and difficulties kept occurring in translation regarding to several different factors such as:

a- Cultural difficulties

Culture differs from a country to another and society to another; it includes beliefs, customs, religious facts, name and laws. Therefore, these several components of the culture might be a great challenge to the translators because of the cultural diversity. For instance the word "آذان"in Arabic language does not exist in the English language as a concept, so translator in this case will be confused what leads him to find a way to this word in English language by paraphrasing or transliteration which is Azan "the Muslim call to ritual prayer made by a muezzin from the minaret of a mosque (or now often played from a recording)" (Oxford Dictionary website).

The cultural difficulty is a very important issue translator should always put in mind to be aware of its consequences on the text translated from in first place and the reader next.

b- Linguistic difficulty

The linguistic difficulties could be divided into three, which are:

b-1 Ambiguity

Ambiguity here might refer to homonyms and polysemy which can be explained as follows:

-Homonyms

It is the relation between two words that are spelled the same way but differ in the meaning or the relation between two words that are pronounced the same way but different in meaning. The origin of this word is Ancient Greek.

Homonymy also could be divided into absolute homonymy and partial homonymy. The absolute homonyms are the ones that are not related in the meaning, the forms are identical and grammatically equivalent for example: lie, which means to recline, and lie that means to tell a falsehood.

While, if the one of these forms is not identical it is knownas partial homonymy. Like, the word (can) in the fallowing sentences, you can a can; the first can is a verb which means يعلب and the other can is a noun which means العلبة

-Polysemy

Polysemy is a word, whichis associated with more than two meanings, such as the word (book) that can mean:

-   A bound collection of pages.
-   A text reproduced and distributed
-   To make an action or event as booking in the hotel room or getting booked by police.and in Arabic the verb "ضرب" may cause the same ambiguity when translating into English e.g.

1The player hit the ball

1 ضرب اللاعبالكرة

2 The boy beat the dog

2 ضرب الولد الكلب

3 She set an example

3 ضربت مثلا

b-2Oligosemy

It is "the quality or the state of having a few meanings, as opposed to having a single meaning or meanings" for instance the word highjack would be translated only into اختطاف طائرة and kidnap would be translated into اختطاف شخص .

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b-3 Idioms

Idiom is "an expression whose meaning is not predictable from the usual meanings"i.e. it is a bound of words that produce meaning. The idiom " hit the nail on the head" which means in Arabic "أصاب كبد الحقيقة" translators may encounter such a problems of finding the equivalence of these expressions even if they understand every word of the sentence, the meaning may still not be apparent.

c- The lack of specific terms

This is another difficulty that translator might face, when a word in the source languages has many specific unrelated meanings in the target language, for example: the word (lion) when translating into Arabic translator would find more than 300 term for just the word lion such as.حمزة ، جروان، ليث، غضنفرalso the word (date) which means in Arabic تمر in Arabic this word has a lot of names namely:... البلح، الرطب،الصقعي this shows translator may be confused what a term should be selected among all these options to render the same intended meaning in the source language.

d- Structural and grammatical difficulty

It is obvious that every language has its independent characteristics what makes the difference among the languages of the glob even if the similarities are more than differences, translator should always mind the different structure among the languages to give each one its right. So Arabic and English sentences do not have the same structure, Arabic tends all time to base on the verb even is the sentence was nominal but the focus would be on the verb. while English tends to base on nouns, e.g. <u>Selma</u> went to school early=ذهبت سلمى الى المدرسة باكرا. Moreover, Arabic based on active while English based on passive, e.g.the lecture was presented by professor Goui = قدم الاستاذ قوي المحاضرة. As a result, translators have to add, remove

and rearrange the words of the source language to transfer effectively the communication or the message in the target language.

e- Lack of language competence

This sort of difficulty might be a serious problem for some translators, because losing a single unite of one of the languages translated from and into while translating would cause a great gap at the level of the reader or the receiver understanding. Translator should be loaded with the necessary vocabulary in both languages this would obliges him to read as much as possible and in different domains politics, literature, religious books …etc.

4.1 Airport before boarding Services

Airport provides passengers with enormous services before they even fly to their final destination, some services are mandatory and the other are auxiliary or for the entertainment of the passengers. However, before getting into airport for traveling, there are certain steps passenger should take into consideration which are going through the Travel Agency to book a flight ticket for the destination heading to, it is an important step. At airports the services differs one another, passenger goes through particular phases to reach the final step, which is boarding on the plan.

As mentioned at the airport door, passengers are subjected to full body and luggage search by specialized agents, then they head to the check-in counter where they meet an agent setting down in an equipped counter with a screen overhead displays the airline company name and the word check-in in two languages, in addition on the counter desk there is a small digital scale to measure the weight of baggage that will move on a small belt between the passenger and the main baggage conveyor belt. These small belts serving each agent cut across the space

behind the check-in counters and effectively prevent agents from moving directly to other colleagues along the check-in desks. This arrangement is the alternative standard for check-in facilities. Translation in this phase will appear obviously, the agent working in the desk is required to master English language regarding that in the airport he would meet people from all over the world, what will make the communication much easier while dealing with these people. Screens on the top of the counter desk display that check-in is in process in both languages English and the national language of the country. Agent in the check-in counter checks for the flight ticket of the passenger on the system to approve it and register his baggage , after that a boarding pass presented to the passenger to allow him persuading traveling and entering into the hall; the boarding pass also is issued written with two languages English and mother language of the country. In the airport every service is signified by signposts that lead passenger to the place or to the needed service easily, signposts are also are written in English and other language according to the country's language. Airports provide also other type of services that passengers benefit of such as:

Bank: passenger could make money exchange normally at installed bank inside airport; this would be so helpful for passengers of multiple destination to avoid delay while waiting for the next flight.

Mobile services: mobile services at airport is an important facility indeed, it allows passenger of refilling phone balance or gives him the ability of purchasing a new SIM card.

Restaurants: sometimes passengers are exposed to long trips that make them suffer of hunger and tiresome, one of the crucial facilities is the restaurant where travelers, staffs have their meal and drinks.

Duty free shop: duty free is a space inside airport where different goods are being sold these goods are exempt of certain duties and taxes.

Information office is a room in airport deals with the issue related to the passenger, it helps them if they are in need before their plane flies like providing those of disabilities with wheelchairs and take them to the plane when is time, Prayer rooms: are rooms equipped with carpets and religious books, passengers could perform their prayer in.

There are plenty of services in the airport, but the common thing between all these services and facilities are tagged with signposts inevitably written in English and the language used in the airport country. In one hand, there might be some signposts of those services that are translated in English the same in all airports what means that the word is standard and universal, in the other hand there are some signposts that are not translated the same i.e. the meaning in one of the languages is not the accurate or the intended meaning.

Passengers line up before a desk next to the door that drives to boarding hall inside the airport when it is time for boarding after hearing a announcement of the flight number and the airline related (are mentioned on the boarding pass) on the speakers, this announcement also is uttered and interpreted into at least into two languages, English together with another language according to the country.

4.2 Airports on boarding Services

Airlines often consist of three main traveling classes which are: first class, business class and economy class, each of them has its own characteristics, for the first class it is the expensive because it has a privilege and comfort together with special treatment by flight attendant. Whereas business class is of high quality but not like

First class, it is devoted mainly to the very important person's passengers. Economy class is an ordinary class used by ordinary people.

When the passengers mount the plane the first to face in is flight attendant crew greeting them, then passengers stay according to their seat number and wait for the instruction of the steward or the hostess after closing bags trunk such as instructions of safety which involves fastening seat belts, how to use life vest and oxygen masks and the use of emergency exits followed by visual simulation by the flight attendant, these instruction are dictated in the language of the airline country as well as the main language English language. Some of the instructions and cautions are written in different places on plane like its walls, seats, shelves and doors even they put brochures inside a pocket reserved to literature in front of passenger, they contain some guidelines indifferent languages of how to use the safety equipments and how to act in the event of an accident. Planes are also equipped with small lavatories along with small toilets where passenger also find some written information and instructions. The other services that could be in the plane are entertainments such as screens; displaying different icons as music, games, shows, a map identifying the destination. Some of airlines use the Free Wi-Fi advantage inside the plane, which makes passenger always in touch even when flying. The attendant crew also ensures certain services depending on the care kind needed by passengers; they serve them food, communication with travelers, caring for kids; sick and old people and psychological care.

4.3 Airports After Boarding Services (landing)

Traditionally, flight crew provide another sort of services that mostly deals with passenger's safety during landing and other services become after landing when passengers enter into the arrival hall. First, among the services that the airlines

worldwide afford during the phase of landing are informing travelers about the readiness to land, giving them instructions, reminding travelers of their subjects…

Second are the services provided when passengers descent and head to the arrivals hall, they have to wait for their baggage which is shipped from the airplane by handling service that is responsible of luggage and transport them on the conveyer belt where passengers stand before to pick up their luggage in baggage reclaim hall. In the event of loss of passengers luggage or damage, they must contact their airline to report the situation for consideration of the issue, if passengers reclaim their baggage successfully, they should make a declaration to the customs officers if they carry: all kind of weapons such as guns, swords, bullets an, chemicals and radioactive materials; currencies of another country if they exceed certain amount…etc.although English is the world's language, translation shouldtake place in all airport's services to avoid the misunderstanding that may be raised by passengers ofdifferent languages speakers.

Conclusion

The translation of signposts has to be done according to universal approaches and by professional translators who is familiar with the background and the components of the languages translated from and into, that make all passengers of different nationalities able to digest the content of these signposts. Moreover, translator should always put in mind to whom he is translating, in other words the nature of the relation between him and the receiver (formal/ non-formal). The difficulties of translating signposts that translator may encounter vary from grammatical to lexical and cultural generally what makes finding accurate equivalence the crucial concept in translation's process a great challenge. Knowing that this process requires the cultural aspect integration to grant the accurate meaning of the terminology.

Chapter III: Evaluating Translation in AirAlgerie's Services

1 Introduction

This chapter of practical nature aims at evaluating translation of AirAlgérie aviation services and airports, mainly the translation of signposts in airports and planes. It aims in particular at evaluating the already translated signposts in terms of the typos, misspellings, omissions or grammar errors focusing especially on translation mistakes or failures. This chapter shall provide also details on the research methodology adopted to check the hypotheses which is the analysis of each pattern from various angles, further more the focus would change according to the targeted language.

2. Definition of the Corpus

The corpus is made of a collection content of signposts and brochures from the Air Algérie planes along with some before and after boarding airports used expressions in Algeria, these signposts and brochures are gotten directly from the planes such as those in connection with the safety measures, the instruction sentences found in the planes together with sentences from panels in some Algerian airports mainly in Touggourt, HassiMessaoud, Ouargla and Algiers along with some planes.

2.1 Introducing Air Algérie and Services

First establishment for the company was the French company (CompagnieGenerale de Transport Aeriens) in 1946 before it has been merged with the actual company Air Algérie 1959.

Air Algérie is a national and international airline, its headquarter situated in MourisOudin street at the center of the capital. The international operations are

managed from its center in HouariBoumadian international Airport to 71 deferent destinations in 30 countriesand regions such as Europe, North America and middle East, in addition to 32 local destinations. This company has a membership with International Air Transport Association (IATA), the Arab Air Transport Union and the African Aviation Companies Union since 1968. The company is to extend participation conventions by code as loyal passenger and Airport Lounge with Sky Team association, in order to reach all the requirements to be allowed as a member in the association. Moreover it tends to join other association namely Star Association. Air Algérie has start working with Lufthansa.

3. Methodology of Analysis of Corpus

  As long as the aim of this research is concerned, the qualitative method isadopted; it shall help to answer the part of the questions, which is that of evaluating the translation and the equivalence in the translations that translators had done.

        Translations will be compared with different other translations whether between the Algerian airports one each other or with international airports. Any small changes concerning the translations unites will be taken into account. The data will be classified into four main categories according to the kinds of mistakes and difficulties: lexical ambiguity, lack of competence. Each type will be discussed and illustrated with samples taken from the data.

4 Analysis of the Corpus

The analysis of the corpus basically is a comparison between the English language view and Arabic to demonstrate where translator succeeded or failed in translating the expressions on each of the processed elements, the pattern will be analyzed according to the issue wanted to be analyzed, i.e. shifting between the two language is made acceding to the subject wanted to shed light on.

4.1 Airport's signposts:

The first part of analysis of the corpus shall start with the signpost found in the airports indicated above in this dissertation.

Pattern 01:

Figure 01: Recording "Touggourt Airport"

Source language: Arabic.

Target language: English.

In this example, the source language is Arabic and the target language is English, the word(تسجيلات) in this context is meant to be the process by which passengers are accepted by an airline prior to travel. As a translation into English language to the mentioned word the one, who translated it had provided the word (Recording) which means the use of a recording device to record a speech or song on CD or a tape among others. The word (تسجيلات) in Arabic has several meanings including recordings voices, jotting down lessons in copybooks as well as register where treats and provisions are written…etc. when moving from language (A) into

language (B) translator may encounter by some difficulties what would confuse him because of the challenge of choosing the right word, Since Arabic here has various meanings for one word what may look to have the same function to the entrenched in the language. Translator failed to render the right meaning in English language that may cause problems of understanding for the non-Arabic speaker passengers because recording is not the convenient word for check-in which has not to do with the context below.

Pattern 02:

Figure 02: (business) Alger International Airport

Source language: English

The panel above guides passengers to the lounge whereby passengers could have a rest while waiting for their flights, passengers of first class have their own lounge as well as business class, far from passengers of the economic class, it is well equipped with facilities that are not available in the economic class such as: WI-FI, integrated lunch or dinner, sofas …etc. the panel above included a typo which concerns the word (business) , the taper has omitted the letter (i) in the middle if the word business as a first possibility, the second probability the letter was existing in the word , but in the wrong place, therefore it was deleted. Furthermore translator or the person in charge of typing the signpost has omitted the word of (first) before class, which is mentioned in the Arabic expression , what gave another different meaning to the panel regardless to the typo committed, to become when rendering into Arabic (قاعة قسم و تجارة) which is not the intended meaning, this would be because of haste. In that light the English translation as whole would be applicable, if this expression was translated to be (First Class and business lounge).

Pattern 03:

Figure 03: Women's Health "HassiMessaoud Airport".

Source language: Arabic.

Target language: English.

In the following example showing how translator has rendered the meaning of دورة المياه نساء into Women's Health, which is problematic, the failure in this probably due to the language translated from the intermediate language French concerned that the word(دورة المياه)is not an equivalent to the word Health evenif it has to do with it but not in this context; so translator has chosen the word health relying on the French word "sanitaires" which gave an impression in English as if the place is for a medical treatment, furthermore the translation of this expression implies that translator is affected by the French culture, thus when rendering the actual meaning of the English expression Women's Health into Arabic it probably would give no sense:"صحة النساء"which is a bit strange in Arabic Translator during

the process of translating this expression has chosen the wrong term without minding the texture, The difficulty of recognizing and successfully dealing with elements of lexical is a great challenge to the translator therefore it demands him to make some decisions if the same or similar level of lexical is to be achieved in the target text (TL) as it is presented in the source text (SL) ,what requests him having solid understanding of the culture of both target and source language, along with their specific linguistic rules and differences translate the implied meaning accurately.

Pattern04:

Figure 1 : Baggage claim Algiers national Airport

Source language: English

Target language: Arabic.

The signpost above indicates place in the airport whereby passengers take back their luggage when arriving, they collect them through a conveyor belt. The Arabic expression gives the readers the concept that their luggage shall be given to them in a direct way by agents devoted for such a reason, while the English expression indicates the opposite which is, passenger should call for his luggage by his own which would mean that the Arabic statement (تسليم الأمتعة) is in a sense correct because, despite the fact of that passenger after alighting from plane, there are personnel whose their job is collecting all passengers luggage and taking them to the place where delivering them will be on the conveyor belt, so passengers should wait for theirs and pick up them whenever they appear, thus the translation of English statement will not be literally when translated into Arabic (المطالبةبالأمتعة) unless passenger's luggage did not appear on the conveyor belt for a long time, in this case they might be rapport to the special interest to reclaim for their luggage, then the Arabic translation (المطالبة بالأمتعة) would be valid and suitable.

Pattern 05:

Figure 05 : Handicraft Algiers international Airport

Source language: English

Target language: Arabic

The signpost below in airport guides to where passengers could find traditional stuffs known in the region such as clay pots, traditional cloths, tokens and other tools used for assisting human life in the past. The word (handycraft) in the panel above is misspelled it should be written with an (i) instead of (y), this might be considered as a typo from a certain prospective, from other prospective regardless to the typo committed by translator, he perhaps meant to express that all the stuffs in the store are hand-made in English to become when translating into Arabic (حرف يدوية), but the translation provided was (صناعة تقليدية) which accepts the only two translations (artisan crafts or traditional industry). In all cases handicraft or (حرف يدوية) in general sense all works that could be made by hand whether are traditional or modern, whereas the translated expression (صناعة تقليدية) means in its wide sense all the old traditional works that are made using hands as well as tools to facilitate the work. So for a best translation of (handicraft) into Arabic is (الحرف اليدوية) if the store contains stuffs only made by hand i.e. no machines or tools are involved in forming the stuffs sold, because even traditional things could be made by the use of machine if the Arabic translation was adopted, for instance a traditional carpet could be made using a modern loom while the carpet still identifies a traditional orientations.

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Pattern 06:

Figure 06: ركوب "Touggourt Airport".

Source language: Arabic.

Target language: English.

When it is time for boarding on the plane, passengers have to report at the hall where they have access to for the reason of boarding in the plane, passenger will notice this panel that indicates the place of waiting before they will be able to get into the plane the Arabic translation opt to use the word(ركوب) in Air Algérie airports, this word is correct from different angles, even there are few terms could be used in the following example such as (صعود) , in order to avoid misplacing the use of the term in Arabic. Some other airports found that the word (إركاب) like the Morocco's Airport of Casablanca, which is sort of mistake from a linguistics aspect and from euphemism aspect, this term(إركاب) has an impact of making people board into the plane using the force, which is not the case supposed to be in airports services. Accordingly, the term used by Air Algérie Company is relevant than the one used by Royal Air Maroc.

Figure 07: إركاب by Royal Air Maroc

Pattern 07 :

Figure 07: (Correspondence) Alger's international airport.

Source language: Arabic

Target language: English

The panel above is an indicator to the side where passenger should follow to reach the intended destination. The word (correspondence) come in a arbitrary why as an equivalence to the Arabic word(مواصلات) which was not the best choice,

simply because correspondence means to write and receive letters mostly between two persons. While the appropriate and adequate term that identifies that passenger have to persuade his flight with another flight is (connection), which originally means to change from one plane or airline to another airline.

Pattern 08:

<div align="center">

Figure 09: "منطقة (الغير المدخنين)"تقرت"**

</div>

The panel below indicates the place where smokers are not allowed to smoke in accordance to the executive decree 01/285, the stipulates that smoking in public places is prohibited, in this example the problem is in the word (الغير) since Arbic rules do not meet the following example th(ال) is totally wrong and misplaced because (غير) is not a noun to add the defining article; (غير) works as a mean of exception. The definite letters in Arabic are added just to nouns and (غير)is not a noun the correct structure would be (منطقة غير المدخنين)instead of the mentioned above.

4.2 Plane Signposts and brochures:

Pattern 01:
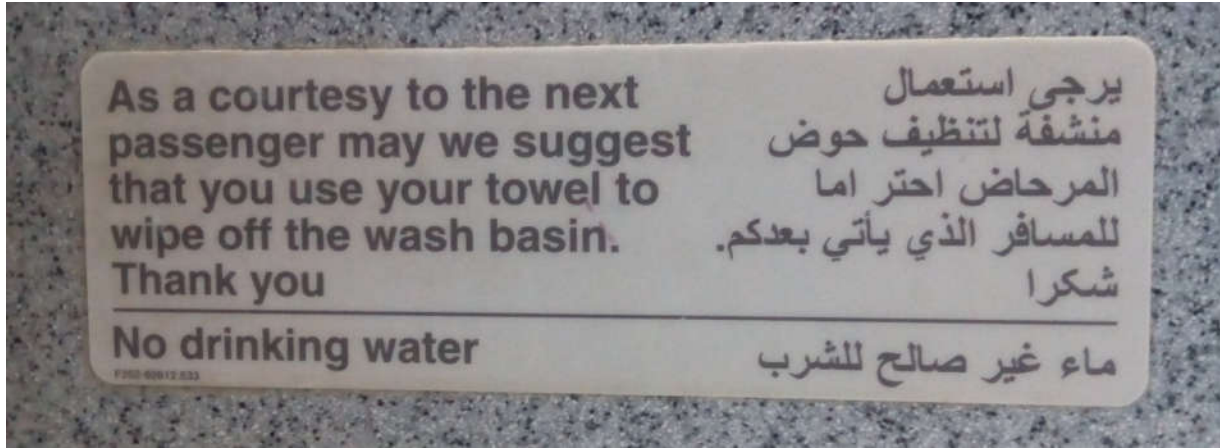
Figure 10: Instruction in lavatory B737-800 Air Algérie

Source language: English.

Target language: Arabic.

The above panel indicates a serious instruction in the lavatory of the B737-800 plane to the passengers; it contains a polite request to the passenger using the lavatory in the plane of the use of towels once finishing as a way of expressing respect to the next coming user. In the process of translating into Arabic, translator has omitted the unit of (as a courtesy) and reduced it into (احتراما) because of the charge of the expression (من باب اللباقة) which somehow has a hard impact on the Arabic receiver that would understand it as a disrespect to his personality, but it is not like for English receiver if starting with it. Therefore, the translator managed to refine the instruction by finding the appropriate way to express it to go in harmony with how Arabic reader is thinking and viewing things also highlighting the entry point to direct the request, so the diversity of cultures has it independent implications on its speakers. Thus,it can be deduced that translator should be

familiar with the deepest recesses of each language. In this connection, Emirates airline has expressed the same panel in its aircraft A777-300-ER using other formal instruction, which attracts passenger's attention without disrespecting him.
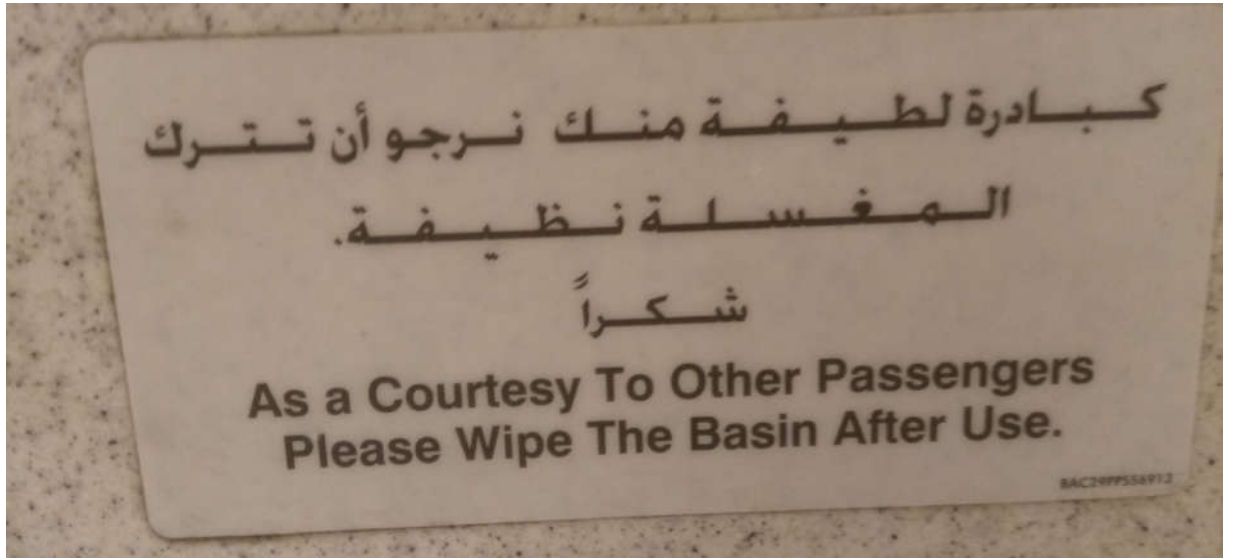
Figure 11: A777-300 ER "Emirates".

Pattern 02:

Figure 12 : Literature only A330-200 Air Algérie

Source language: English.

Target language: Arabic.

This instruction signpost is locatedat the back of A330-200 seat, along with the new aircrafts Boeing 737-800 of Air Algérie , it notify passengers the space is only devoted to carry, books, magazines, newspapers, brochures and publications in general and not for carrying laptops, kindles, handbags or other things of that sort. the word literature in this context means everything printed and could be read but not only reduced to magazines as the Arabic translation shows, because (المجلات)are included in literature. Thus, the Arabic translation of the expression (literature only) is accurate and needs to be substituted with a term that generalizes the notion of these written objects such as the word (المطبوعات) translation to be is (للمطبوعات فقط), thus translator would avoid the narrow meaning what may give a

limitations to the passenger of being limited only to carry with you magazines to be read on plane and nothing else is acceptable

Pattern 03 :

Source language: English.

Target language: Arabic.

This signpost indicates the place where handluggage,coats 1and pilows…etc in the arabic translation might give the reader a preception that the case is made for caring only things that are made of fiber, mostly clothes whereas the english language maight draw to the reader tht the place is made for carring only the light, non sharp and non hard things such as scissores umbrullas knifs, children strollers and so on. Translator in this example has translated the soft items into (مواد نسيجية)which is technically not wrong because the place is not for items made of metal or elctronics, to avoid the falling of these items during taking off or landing, so soft items will cause no harm on passengers in the event of their falling, in contrast of hard ones. However even the arabic translation serve the same objective that of (مواد نسيجية) if they fall they will not caus that harm on the passengers,So if translation in Arabic was rendered as it is in English (مواد لينة فقط) it may give an

impression to the one who reads that only flexibal and plastical items should be placed there which is not the case.

Pattern04:
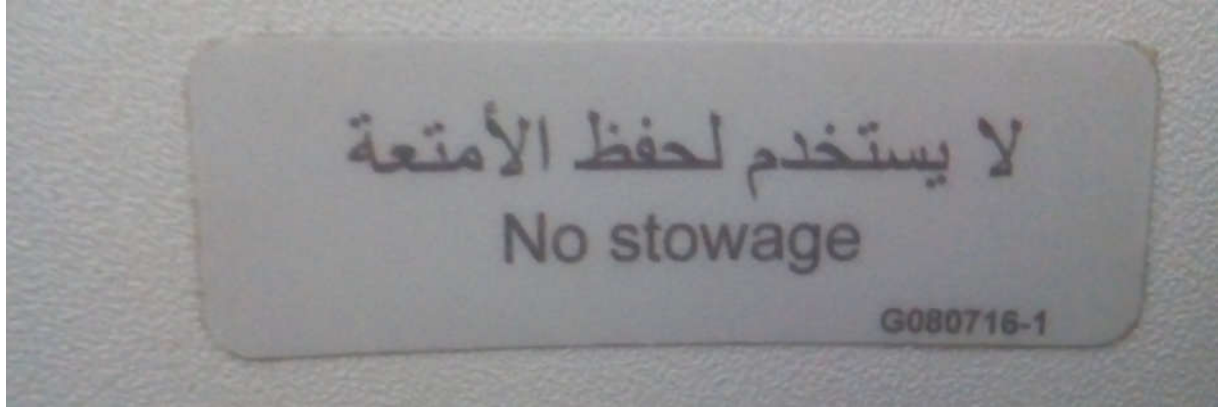
Figure 14: No stowage A330-200

Source language: English.

Target language: Arabic.

In the aircraft Airbus A330-200, passengers would be looking directly to the panel above while seated in their seats, the instruction above informs all passengers that the space their heads is not devoted to carry luggage. Regarding to the source language, it might come to the readers mind why exactly the word stowage and not storage; storage meaning is the act of placing materials and other supplies onboard the vessel where stowage is the act of making the stored items in a secured manner to avoid their moving for example when the plane takes off or landing.When the instruction were translated into Arabic, translated was aware of the difference between both words and translated it taking into consideration all the aspects that allows the exact meaning to flourish, because instead of saying لا يستخدم لوضع الامتعة) (, he emphasized (لا يستخدم لحفظ الأمتعة) and he did not forget the charge of security must be involved in the instruction, the reason that during taking off or landing

most of items in the plane would be moving if not well installed or correctly set. Thus translation into Arabic generally, translator has surrounded the meaning from all its prospective.

Pattern 05 :

Figure 14 :Your boarding card.

Source language: Arabic.

Target language: English.

In this example, one of the information given in the Boarding Pass indicates that time of gates opening is specified, thus passengers should show up at that time. The English expression directs the instruction to the exact one who holds the boarding pass by adding the possessive adjective of you (your), while the Arabic left the instruction in a general, without mentioning the involvement of the holder through the possession. Therefore, English instruction has given much attention to this part that indicates the level of respect that can be realized through the statement, because it provides a service what necessarily calls for directing the

message in a direct manner to the concerned. Thus, the translation into Arabic may need to add the missing unit as a matter of courtesy (يرجى التقدم إلى بوابة الركوب في الموعد المحدد في بطاقة ركوبكم). English opt to use the word shown to show that the time of boarding is already mentioned on the boarding pass, since the time is specified and assigned by company in line with measures and procedures that could not be arbitrary changed, the word (specified) is more accurate than (shown). The Arabic word opt for this context (المحدد) is suitable because it has the impact that shows that time is specified and could not be changed according to the passenger's willing.

Pattern 06:

Figure 15 : Armed/ disarmed 777-300ER Emirates

Source language: English.

Target language; Arabic.

The panel above point out the emergency exit of 777-300ER aircraft, it indicates the situation of the arm that commends the door whether it is in the opened mode or closed. The Arabic words used for armed and disarmed are (مهيأ) and (غير مهيأ). The English words are randomly chosen in this context, because translator attributed the adjective of being armed to a latch which its objective is to

assist in opening or closing the door, it might be used in other context where professionalism is not given that important, therefore if it was translated into Arabic, the word it would be(مسلح أو ملقم) which is the action of loading a gun with bullets.

Pattern 07:

يصعُب فتح أبواب الطوارئ نضرا لثقل وزنها عند الحاجة سوف يضطر طاقم الطائرة
لطلب المساعدة من الركاب الجالسين قرب المخارج. ولذلك من أجل سلامة كافة الركاب
يفضل أن يكون الجالسون قرب المخارج في لياقة بدنية حسنة تماشيا مع قوانين الطيران المدني الجزائري
الرجـــاء طلـــب تغيــر المقعـــــد إذا :

* كانت صحتك لا تسمح لك بالمساعدة
* لا تملك القدرة والحركية اللازمتين لفتح أبواب الطائرة ومساعدة الملاحين
* يصعب عليك الوصول إلى مخارج الطوارئ فتحها والمغادرة بسرعة
* ظننت إنك غير قادر على المساعدة البدنية اللازمة لفتح الأبواب والخروج
* كان سمعك ضعيفا وتخشى عدم سمع أوامر ملاحى الكابينة
* كنت غير قادر على إعطاء الأوامر
* غير فاهما للتعليمات الواردة في هذه البطاقة
* كنت مرافقا لعائلتك
* كان سنك أقل من 12 سنة
* كنت لا ترغب في المساعدة

POUR VOTRE SECURITE

Les portes de secours des avions sont parfois difficiles à ouvrir à cause de leur poids élevé.
L'équipage peut donc être obligé de faire appel aux passagers qui sont assis près des sorties de secours en cas de besoin.
En conséquence, il est souhaitable par mesure de sécurité pour tous les passagers, d'être en bonne condition physique générale lorsque l'on est placé à proximité de ces portes. En cas d'urgence le personnel de bord peuvent faire appel à ces passagers comme le recommande la réglementation de l'aviation civile algérienne.
Veuillez demander à être placé ailleurs dans l'avion si :
- Votre condition physique générale vous empêche d'intervenir
* Vous ne pensez pas posséder la force, la mobilité, l'adresse ou l'équilibre suffisant pour ouvrir la sortie de secours et assister l'équipage.
* Vous ne pensez pas être en condition d'aller vers la porte de secours, l'ouvrir et en sortir rapidement.
* Votre ouïe est affaiblie et qui vous risquez de ne pas entendre les ordres de l'équipage.
* Vous n'êtes pas en mesure de donner des ordres oralement.
* Vous ne comprenez pas ces instructions.
* Vous avez d'autres devoirs durant le vol, comme de vous occuper d'un enfant.
* Vous avez moins de 12 ans.
* Vous ne souhaitez pas nous assister.

FOR YOUR SAFETY

Emergency exits are often heavy, arkward to lift, push, pull and maneuver when openning because of this and for the safety of all passengers, we only seat qualified passengers next to exits according to Algerian civil aviation
If you are sitting in an exit seat, you may be asked to open the exit and assist our crew in the event of an energency.
Please ask to be reseated if you :
* Have a physical condition which may not be visible and which may prevent you from helping.
* Think you lack the strength, mobility, dexterity or balance required to open the exit and assist our crew.
* Do not think you could reach the exit, open it, and get out quickly. Believe the physical exertion required to open the exit would injure you.
* Are hearing onpaired and could not hear commands from our crew.
* Are not able to give oral commands to others.
* Do not understand the instructions in this brochure.
* Have other responsabilities (such as a small child to care for) which would prevent you from helping.
* Are less than 12 years old.
* Do not wish to help in this way.

Figure 16 :Exit card (in all Air Algérie aircrafts)

Source language: Arabic.

Target language:English.

In this brochure there are several instructions written in three languages; Arabic, English and French. These instructions and information are related to the procedures and measures of safety. The first instruction that says (Emergency exits are often <u>heavy</u>, <u>arkward to lift</u>, <u>push</u>, <u>pull</u> and <u>maneuver</u> when opening…) was translated into Arabic by reducing all the underlined in one word (يصعب), translator noticed that all the adjectives and attributes of the emergency exit could be realized and deduced in that word which gives an equivalent affect as the source language.However problem of punctuation in Arabic would prevent reader of understanding the instruction.The English instruction (we only seat qualified passengers next to exits) was translated as following into Arabic (يفضل ان يكون English, الجالسون قرب المخارج في لياقة بدنية حسنة تماشيا مع قوانين الطيران المدني الجزائري) instruction illustrates that passengers are seated not by their own but by an external factor which is plane crew, besides the word (في لياقة بدنية حسنة) is a result of the word (qualified) according to the Arabic translation, rendering of the meaning in this context was a brilliant job because qualification in this situation is about physical conditions and ability to assist. In the fifth instruction (if you are hearing <u>onpaired</u> and could not hear commands from our crew) was translated into Arabic as (اذا كان سمعك ضعيفا وتخشى عدم <u>سمع</u> اوامر ملاحي الكابينة), the English instruction contained a mistake which is on the level of the word (onpaierd) which should be (impaired). As for the Arabic instruction the expression (عدم سمع) that should be (عدم سماع) , moreover the use of the word (ملاحي) it is not the equivalence of the word (crew), it means the one who controls a ship, plane or cars for sake of directing them, thus the word (طاقم الطائرة) is more adequate.

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Pattern 08:

Dubai - Algiers / دبي - الجزائر

Choose a regionally inspired meal and enjoy with our complimentary wine, beer, spirits and soft drinks.
Or raise a glass of Champagne:
Moët & Chandon 200 ml piccolos for USD 25.

Beverages

Cold drinks	A full range of sodas and mixers. Orange, apple, pineapple, mango and tomato juice. Still water
Hot drinks	Coffee and tea
From the bar	A range of red and white wine, beer, spirits and liqueurs

Continental breakfast

Fresh seasonal fruit

Fruit yoghurt

Butter croissant
Filled with cheddar and roasted chicken

Lunch

Appetiser	Quinoa salad Topped with bocconcini
Main course	Chicken fricassée Braised chicken in creamy sauce, served with saffron rice and seasonal greens
	Fish chermoula Fish in Moroccan spiced sauce, served with rice pilaf and braised tomato with aubergine
Dessert	Milk chocolate mousse With chocolate sauce and red velvet crumble

All our meals are halal.
We're sorry if occasionally your meal choice isn't available.

EK0757-DXBALG-V-55A

يسرنا أن نقدم لكم تشكيلة من الوجبات والمشروبات التي تشتهر بها المنطقة.

المشروبات

المشروبات الباردة — تشكيلة كوكتيل ومشروبات غازية. عصير برتقال، تفاح، أناناس، مانجو وطماطم. مياه معدنية

المشروبات الساخنة — قهوة وشاي

فطور كونتينينتال

تشكيلة من فاكهة الموسم الطازجة

لبن زبادي بالفاكهة

ساندويش دجاج
كرواسان محشو دجاج محمر مع جبنة شيدر

الغداء

المقبلات — سلطة حبوب كينوا مزينة بجبنة موزاريلا

الأطباق الرئيسية — دجاج بالصلصة دجاج مطهو في صلصة بالكريمة. يقدم مع أرز بالزعفران وخضار الموسم

سمك بالصلصة
سمك بصلصة شرمولا (صلصة أعشاب وتوابل مغربية). يقدم مع أرز بالريحة والتوابل وطماطم مطهوة مع باذنجان

الحلويات — قشدة شوكولاتة بالحليب تقدم بصلصة شوكولاتة مع قطع كيك أحمر

جميع الوجبات محضرة حسب الطريقة الإسلامية. نعتذر إن لم يتوفر اختياركم المفضل أحيانا.

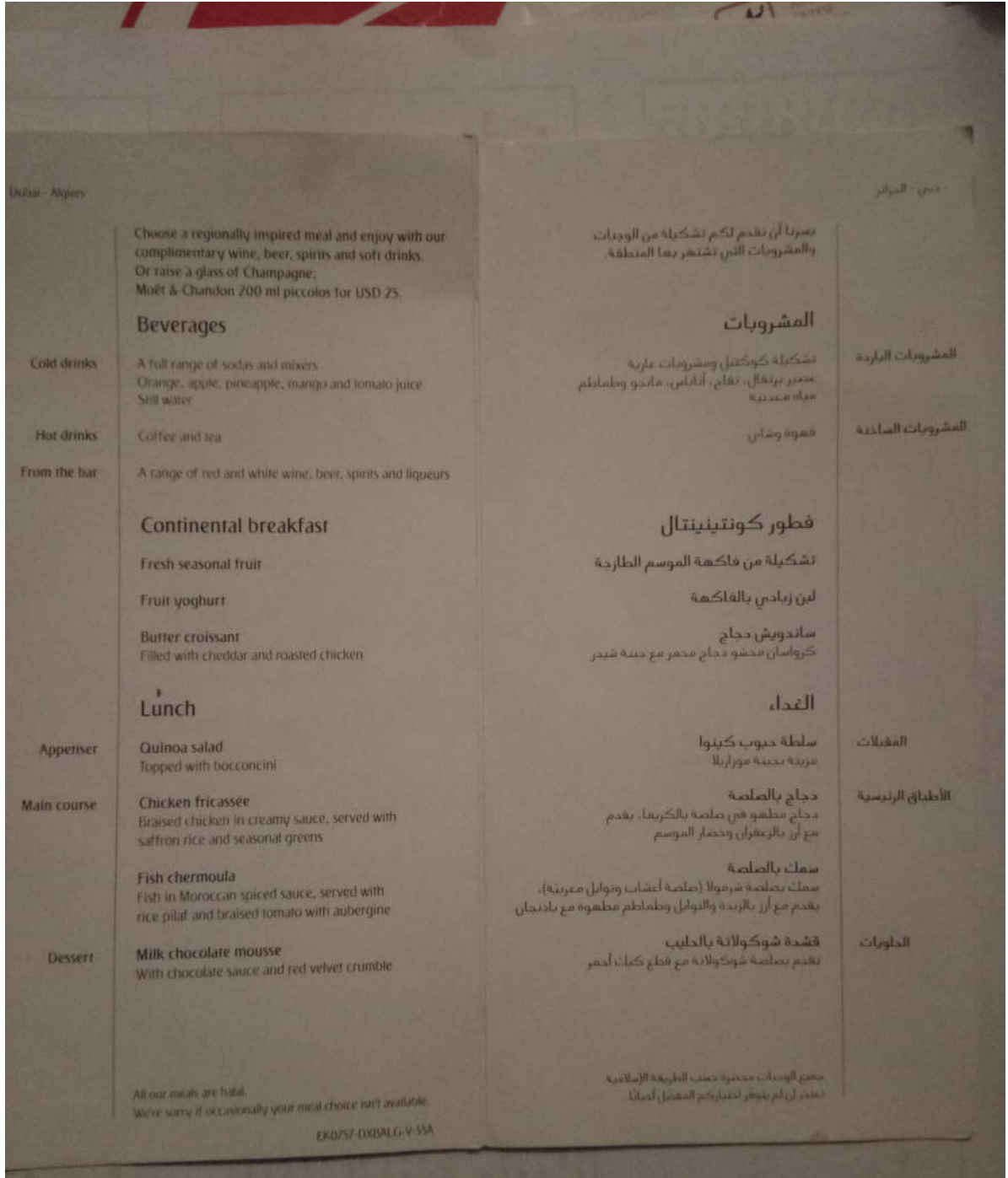**Figure 16 : المشروبات food menu Dubai-Alger (Emirates).**

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In this figure, a comparison between the English and Arabic translation should be on the level of culture, in the food menu provided by the services ofEmirates airlines devoted to the Algerian passengers, there was a part concerns beverages, it was translated into Arabic as the following(المشروبات) , the central issue is this list contains in English some drinks that are not mentioned in the Arabic translation such as: (arrange of red and white wine, beer, spirits and liqueurs). Translator in this situation and according to different factors did not translated them deliberatelyperhaps the religious teaching do not allow him or because of the culture of the nation was preventing him to give them back the same as in English, he confines himself of naming normal juices and drinks. In the same brochure, the sentence (choose a regionally inspired meal and enjoy with our complimentary wine, beer, spirits and soft drinks) was translated into Arabic as يسرنا أن نقدم لكم) تشكيلة من الوجبات والمشروبات التي تشتهر بها المنطقة), translator has totally adapted this statement to go in accordance with the situation of the place he belongs to.

Pattern 09:

Figure 17:Seat belt /life vest "ATR72-600/500"

In the back of theATR72-500/600 seat there is a small instructions that concern the passengers safety, it inform them of the imperative of fasten seat belts and that life vest is under the seat in the event of emergency. Arabic translation had been well done with no gaps or misunderstanding could be raised, it was direct and simple in a manner that even non-native speaker can understand it.

In the contrary, in some other airline companies, they use the word "صدرية" instead of "سترة" used by Air Algérie, which I judge more appropriate because its use is not for covering but saving.

5. Discussion of Finding of Arabic-English

Arabic language system and structure differs from that of English, starting from the linguistics aspect, ending to the words spoken. Since each of the languages belongs to a different and distant families, the huge difference should be because of various factors. Translator is always subject to this differences that

prevent him of translating accurately and exactly, generally the lack of awareness about both languages, is in the top of the list. Arabic and English language do not look to the same thing with the same point of view, given that the different levels of language made rendering the meaning a great challenge for translator,, semantic, syntax, grammar , vocabulary and the style gives each language ingenuity and independence. Analyzed patterns revealed that Arabic and English look differently the things surrounded by. Thus they express according to what goes in parallel with their way of thinking.

6 Conclusion

Air Algérie airports and planes generally had committed some light mistakes that in its essence the result of misconception or the lack of knowledge, this chapter had analyze the least of some panels and brochures, bearing in mind the aspects and approaches mostly conducted in analyzing these patterns.

Obviously translators are doing their best to spring the accurate translations of these panels, taking into their minds several measures to accomplish their job in a perfect manner, but mistakes and misunderstanding are most of the time happened because of several impacts, such as those of in connection with the translator's competence and general knowing of what is happening in the other side.

Conclusion

Today English language comes on the throne of the used languages all over the world,for that reason all the airports and planes and several other things tend to use English as a reference in the event of communication interrupted, its important role is due to the tremendous effort made by scholars and researchers in this field, to maintain mankind on progress always.

This research work tried to be inclusive; it would cover a small part of the daily challenges encountered by translators and novice translators, it was a general overview of translation in aviation services, it claimed also to investigate the major difficulties when translating panels, to come up with suggestion and solutions as well as alternatives to some translations. Furthermore, this research, to a great extent point out the weaknesses of translations to mitigate the percentage volume of mistakes in airports and planes of Algeria.

Most of the mistakes found during the study conducted in the four previously indicated above airports together with the aircrafts of Air Algérie acknowledged the existence of reasons, the first one I bet is that English and accordingly translation into English in Algeria at large and in Air Algérie in particular is still very weak and this will have an impact directly on the Algerian translator translating into and from English.

Other reason that reinforces the first one, is the level of training in the English translation in Algeria as a francophone country found mandatorily in a position to translate and use English in open world skies.

The nature of mistakes found is of all sorts; those connected to language are many as indicated in the analysis and those related or in connection with translation process

Some panels are shameful, as they comprise blunders in English and some even in Arabic indicating lack of care of translation from and into the world first language by Air Algérie.

Algiers via Air Algérie is intending to be a hub in Africa; this requires that the company should give more attention to the languages used and mainly Arabic being the national language and English being the first language used in the world and the world lingua franca with no competition from another language.

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ملخص الدراسة

المقدمة

تعد الترجمة جزءا فريدا لا يمكن للمرء الاستغناء عنه في الحياة اليومية، فما وصل اليه العلم اليوم من التقدم والشامل لجميع مجالاته هو عبارة عن نتاج لأعمال مترجمة من شتى بقاع العالم ومختلف الثقافات فمن المستحيل أن يصل الإنسان إلى ما هو عليه اليوم والذي قد يمكن القول عليه أنه المستقبل بعينه دون اعطاء الترجمة القدر الكافي والموفي للسماح للعلم بإطلاق عنانه.ولعل خير دليل المبرز لهذا التقدم اليوم هو وسائل الأعلام والتواصل الاجتماعي الذي لا ينحصر دورها في نقل ما يدور في العالم بأسره وإنما الامر فاق ذلك، فالفرد في بيته بنقرة زر يمكنه الإطلاع على الأخبار في دول ذات اصول وخلفيات مختلفة وبالنقل المباشر متبوعا بترجمته للغته الأم.علاوة على ذلك قد يجد المرء نفسه يستخدم دواء قد جلب له من قارة أخرى لا تتلاقى وإياه في اللغة فيلاحظ أن مستخلصات هذا الدواء وتركيبته الأولية هي نتاج أرضه وأعشاب لا يمكن لمناخ المنطقة المصنعة انتاجها.

من المتداول اليوم والمسلم به أن العالم اليوم أصبح قرية صغيرة، ولدى الفرد امكانية السفر عبره واستكشافه من جميع نواحيه سواء الثقافية منه أو الأيديولوجية من جهة، ولإيجاد فرص العمل من جهة اخرى. فللوصول إلى هاته الأهداف يتعين عليه السفر مستعملا وسائل عدة أبرزها الطائرة.لكن قد يقع العامة والخاص في اشكالية كيفية التواصل مع من لا يتقاسمه لا اللغة ولا العقيدة احيانا ولا حتى طريقة التفكير. فبمجرد دخوله إلى المطار يكتشف أن جميع الإرشادات والتعليمات يتخللها نص من لغات أجنبية مغايرة تماما للغته وهي الإنكِّليزية ، كونها لغة العالم اليوم والتي يتم عن طريقها التعامل مع جميع سكان العالم. فالسفر في العالم لا يتطلب المعرفة الكاملة والشاملة لجميع لغاته وتؤخذ الإنكِّليزية كمرجع في حالة تعذر التواصل لحل هذه الاشكالية.

اشكالية البحث

قد يتبادر إلى أذهان العديد من البشر أن دور الترجمة ينحصر في كونها ا اداة تزيح عوائق وعراقيل التواصل فيما بينهم فقط، الا أن ذلك يعد نظرة تقليدية تسود اغلبيتهم ، فالترجمة قد فاقت ذلك بدليل أنها اليوم سلاح يحرر مراسي الأمم من الجهل وهي التيار الذي يدفع بها إلى تبني مستقبل زاخر والتقدم التكنولوجي ، ناهيك عن كونها الطرف الذي يجمع شتات هذه الأمم ويؤمن لهم المعيشة والأمن والاستقرار من شتى نواحيه السياسية منها أو الاقتصادية أو غيرها. وفي الحديث عن الترجمة تطفو اللغة الانكليزية والتي تعد حاليا لغة العالم ، فقد استطاعت أن تهيمن وتسود العالم لتصبح مرجعا لجميع اللغات عند تعذر التواصل.وأبسط مثال منه يستخلص هذا النهم الهائل للغة الانكليزية هو المطار، فالمطارات في جميع ربوع

العالم مليئة بشتى ومختلف السكان ، والذين يميزهم الاختلاف من حيث اللغات ، الثقافات ، العادات والتقاليد والأعراف... الخ. فالمسافرين والمتجولين كثيرا ما يستعملون المطارات فمن غير الممكن أن تقوم كل دولة بإيراد جل اللغات بغية ارضاء الجميع ، لكن تتخذ اللغة االانكليزية كحل أمثل لفك شيفرات ورموز اللغات الأخرى. لكن بالرغم أن اللغة الانكليزية لغة العالم اليوم إلا ان تأثير خلفيات كل لغة على ذاتها يبقى أقوى من ان تخترقه لغة اخرى ، ومع ذلك يبقى بعض المترجمين ولأسباب أو لأخرى يرتكبون اخطاء وغلطات في بعض من اللوحات الارشادية في هذه المطارات والطائرة على حد سوى.

ويحدد مسار هذا البحث سؤال اساسي وهو :

إلى أي مدى استطاع المترجم نقل المعنى في المتضمن في اللافتات الخاصة بخدمات الطيران في كلتا اللغتين االانكليزية والعربية ؟ ويندرج تحت مظلة هذا السؤال ، سؤالين فرعيين هما :

-   ما هي أنواع الصعوبات التي يواجهها المترجم أثناء نقله للمعنى التضمن في اللافتات ؟
-   ما هي المعايير التي يتعين على المترجم أخذها بعين الاعتبار ؟

ولتحقيق هدف هذه الدراسة تم وضع فرضيات هي :

-   الصعوبات التي يواجهها المترجم هي نتاج نقص في الكفاءة اللغوية في اللغتين الانكليزية والعربية.
-   بعض هذه اللافتات تمت ترجمتها نظرا لمرجعية لغوية في حين أن اللافتات الأخرى هي النموذج القياسي المتداول.
-   اعتماد الشركة على (مترجم) غير رسمي.

الهدف من البحث

بما أن الترجمة هي الاداة والوسيلة التي تتيح للعالم التواصل وتبادل المعارف بغض النظر عن اختلاف اللغات وثقافات الافراد ، فان دور المترجم في هذا السياق يتعدى كونه دوره نقل الفكرة من لغة لأخرى وإنما يجد نفسه حبيس ايجاد المردفات والكلمات الدقيقة في مواقف لتفادي الوقوع في شباك سوء الفهم لإيصال هذه الرسالة على اكمل وجه ،خصوصا ان العالم اليوم يؤمن للجميع امكانية التعامل مع الناس بمختلف اعراقهم وأصولهم.

يتمحور الهدف الاساسي لهذا البحث حول التحقق من الترجمات المتواجدة في لافتات ولوائح بعض مطارات وبعض الطائرات التابعة لشركة الخطوط الجوية ألجزائرية ، والغرض منه هو ابراز مواضع الضعف والقوة عند ترجمة هذه اللافتات والصعوبات التي تحول دون اعطاء المعنى الدقيق لما تحمله هذه اللافتات من معان وتقييمها ، اعتمادا على المنهج التحليلي النقدي. ويبقى هدف البحث الاسمى هو اكتشاف تلك الفوارق والتوصل الى حلول بغرض التقليص من الأخطاء التي قد تتسبب بمشاكل لدى القارئ والمسافر عند اطلاعه على هذه اللافتات والتى هدفها الاول مساعدته على الولوج بسلاسة الى مواطن الخدمات في المطارات واستعمال مرافق الطائرة دون معاناة قد تحول بينه وبين ما يريد القيام به .

التعريف بالعينة

تنحصر العينات المحللة في هذا البحث في مجموعة صور للافتات ملتقطة من بعض المطارات والطائرات التابعة للخطوط الجوية الجزائرية ، بالإضافة الى عدد من المطويات التي تحتوي أيضا على تعليمات اما ارشادية او تنبيهية تخص المسافر بصورة شاملة ، وتعتمد هذه الدراسة التحليلية على طريقة تعيين نمائج صور هذه اللافتات ودراسة اللغة المراد تحليلها من وجهات لغوية مختلفة من حيث التركيب والصيغة النحوية وتحري المرادفات ومدى صحة ووقوعها في الجملة ، ويندرج هذا كله تحت التأكد من جودة الترجمة طبقا لمعاييرها الخاصة.وقد يختلف الانطلاق من كلا اللغتين الإنكليزية والعربية مراعاة للغة المترجم منها أو اليها بغية دراسة اللغة التي تضمنت الخطأ او موضع التحليل.

منهجية البحث

ينقسم هذا البحث الى قسمين ، جزء نظري والآخر تطبيقي، أما القسم النظري فيحتوي على فصلين:

يتناول البحث في الفصل الأول نظرة عامة حول الترجمة ، أما الفصل الثاني فانه يتطرق الى اللغة الانكليزية في ميدان الطيران بصفة عامة وفي الخدمات المتوفر في المطارات بصفة خاصة ، وفيما يتعلق بالفصل الثالث فانه ما تمخض عن الجزء النظري مطبقا على الترجمات الموجودة في عينة يافطات من مطارات وطائرات الخطوط الجوية الجزائرية.و لجعل الصورة أكثر وضوحا يتم فيما يلي شرح الفصول على نحو مفصل.

الفصل الأول هو عبارة عن تعريف وجيز جدا للترجمة من بين العديد من التعريفات المتداولة ومن عدة سياقات والتي قد لا يختلف اثنان في تعريفها بما هو بديهي ومسلم به، الا ان التعريف الوارد في هذا

البحث يتضمن تعريفات مختلفة لمنظري الترجمة و من ضمنها تعريف يخدم هذا البحث بصورة كبيرة، ومن بين التعريفات التي حازت على الانتباه هي :

"تعد الترجمة العملية التي يتم فيها نقل المعنى من لغة الى اخرى، ومن هذا المنطلق يفهم أن المركبين الاساسين

لعملية الترجمة هما : النقل والمعنى. يسلط الجزء الأول الضوء على فكرة أن الترجمة تكون بين لغتين ، واللتان هما اللغة المصدر واللغة الهدف او بالأحرى اللغة المترجم منها واللغة المنقول اليها، ويسمي رومان جاكوبسون هذه العملية التي يتم من خلالها الترجمة بين اللغتين ب (interlingual)، في حين أن الترجمة التي تكون في نفس اللغة هي (intralingual) اي الترجمة في نفس اللغة بإعطاء المعنى اعتمادا على معطيات اخرى. أما الجزء الثاني والمتعلق بالمعنى هو ما يصبو المترجم الى نقله من اللغة المصدر الى اللغة المنقول اليها أو اللغة الهدف، مرورا بخطوات واستراتجيات مختلفة. ويعتبر المعنى وحدة تستقل بذاتها تنقسم الى نوعين: المعنى الدلالي والمعنى الإحائي".

"يفرق شلايرماخر (1838) بين نوعين اساسين من الترجمة : الترجمة الحرفية والترجمة الحرة".

"ويمكن اعتبار الترجمة الحرفية على أنها الترجمة التي تتم من خلال مستوى أدنى أو اقل من ان يكون كافيا لنقل المضمون دون تغييره أثناء مراعاة اللغة" باركوداروف 1996 مقتبس من شاتلوورث&كووي 95: 1997

أما كاتفورد (1965) فيرى أن الترجمة الحرفي تقوم على اساس النقل كلمة بكلمة من اللغة المصدر مع الحفاظ على التراكيب النحوي والقواعد اللغوية ، ليبدو المنتوج النهائي عبارة عن محاكاة كلية ونظيرة للنص الاصلي ، والمترجم في هذا النوع من الترجمة يتعامل مع قارئ النص الهدف على أنه قارئ النص الأصلي. ويعتمد هذا النهج على مساواة الترجمة دون مراعاة السياق أو خلفية النص المصدر ".

أما عن الترجمة الحرة فهي "نوع اخر من الترجمة والذي يولي الهتما الوافر الحظ للمعنى الذي تم فهمه بغض النظر عن الشكل ، ويهدف الى انتاج نص هدف طبيعي ، ويعرف هذا النوع من الترجمة بترجمة المعنى لمعنى (sense for sense) " (شاتلوورث& كنووي ، 1997) . وهي ترجمة تتعدى مستوى الكلمة أو الجملة ، وتعير لضرورة اعطاء قارئ اللغة الهدف نفس المعلومات الضمنية التي قد يفهمها قارئ النص المصدر.

ث

هذه اهم التعريفات التي تطرق اليها البحث في هذا الفصل بالإضافة الى دور الترجمة الذي تجلى في :

كونها وسيلة تواصلية متعددة الثقافات ، تمكن من كسر الحواجز التي تحول دون اتمام العمليات التواصلية بين الافراد والتعرف على ثقافاتهم وحضارتهم ومجمل خلفيات المجتمعات الأخرى ، وأشاد الفصل في دور الترجمة على أن جوهرها الاساسي يقوم على ضرورة وجود الترجمة في كل الاحيان بغرض تبادل المعارف ما يجعل العالم يمضي قدما نحو غد افضل. ويتعرض هذا الفصل أيضا الى المكافئ والترجمة بعرض تعريفات له ورؤى مختلفة لمنظري الترجمة له أمثال (هاوس ،نايدا ، كاتفورد ، ديربانيهوبايكر...) ويتبع هذا التعريف بتاثير هذا المكافئ على الترجمة في سياقات مختلفة تتماشى والغرض منه.

ومن النقاط الجديرة بالذكر في هذا الفصل هي : القاء نظرة شامل عن ماهية التقييم ، التقييم في الترجمة ، المعايرة المتبعة في تقييم الترجمات.

الفصل الثاني هو عبارة عن دراسة نظرية ، تطرق فيه البحث الى التعريف بأغلب الخدمات التي تتواجد بميدان الطيران بصفة عامة ، مع اعطاء جزء من هذه التمهيد للولوج الى ماهية هذه الخدمات وكيف تخدم المسافر من قريب أو من بعيد ، وبعدها مباشرة تؤخذ اللغة الإنكليزية كمحور حديث و الافصاح بدورها في مجال الطيران ، وتم أيضا في هذا الفصل التعرف على أهم الصعوبات التي يمكن للمترجم أن يواجهها خلال الترجمة في هذا الميدان الشاسع. وبعدها تم شرح الخدمات التي تتيحها المطارات قبل وأثناء وبعد الطيران .

ويأتي الفصل الثالث مجسدا للفصلين النظريين ، حيث يتم تطبيق أهم ما ذكر في كلا الفصلين السابقين على شركة الخطوط الجوية الجزائرية واهم خدماتها ، حيث تم فيه معالجة وتحليل بعض الترجمات الموجودة ببعض المطارات وطائرات الخطوط الجوية الجزائرية ، ويخص هذا البحث اللافتات وبعض من المطويات التي تعتمدها هذه الشركة في ارشاد أو اعلام المسافرين. والدراسة التحليلية لهذه الاغراض تقتضي اعطاء حلول أو بدائل لبعض منها وهذا ما قام به البحث في بعض النماذج.