

**KASDI MERBAH UNIVERSITY OUARGLA**  
**Faculty of Letters and Languages**  
**Department of Letters and English Language**



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Prepared by: Hadjer BEKHOUCHE & Abd Elhak ZIANE

***Investigating Public Signs Translation***  
***in Algeria***

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obtention of Master Degree in Translation Studies***

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*Before the jury*

**Dr. Farida Saadoune**  
**Dr. Ahmed Nouredin Belaarbi**  
**Pr.Djamel Goui**

President  
Supervisor  
Examiner

UKM-Ouargla  
UKM-Ouargla  
UKM-Ouargla

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# *Dedication*

*To our beloved  
Parents who were always been A source  
of encouragement, inspiration  
And stamina to undertake our  
Higher studies and to  
Face the mysteries  
Of life with  
Zeal,  
Enthusiasm  
And  
Confidence.*

*To all members of our families who gave us an  
infinite support and help.*

*And to our friends and classmates with whom we  
spent an unforgettable experience during five years that  
stay kept in mind forever.*

*Along with all hard working and respected Teachers  
We dedicate this work.*

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## Abstract

Public Signs are widely used throughout the world and are often misunderstood because of language, cultural differences or some other pragmatic functions and meanings. Algeria is a touristic county, its cultural diversity attract nationals and internationals tourists, but the problem is the government is not giving tourism a priority what let tourism in Algeria limited. This work highlights to what extent the function and the meaning, beside the form of Public Signs, are expressed in the two languages in questions. In other words, how the P.S are translated for the public benefit. Also we tried to suggest some solutions that may develop and encourage tourism in Algeria. The paper also proposes samples and examples of real pictures of Public Signs that we have taken ourselves from different places and we analyzed them. After the analysis, we found that almost all the P.S are able to be translated but with different strategies and most of the time we opt to the dynamic ( free) translation, taking into consideration the cultural aspect.

### Keywords

**Public Signs (P.S), cultural differences, pragmatic functions, tourism in Algeria, dynamic translation, function and meaning, languages, public benefit.**

### الكلمات المفتاحية:

اللوحات الإرشادية، الاختلافات الثقافية، الوظائف البراجماتية، السياحة في الجزائر، الترجمة الديناميكية، الوظيفة و المعنى، اللغات، المنفعة العامة.

### الملخص:

تلقي اللوحات الإرشادية رواجاً هائلاً في كل أنحاء العالم غير أن العامل اللغوي و الاختلاف الثقافي و بعض الوظائف و المعاني ذات الاستعمال النفعي تتسبب أحياناً في سوء فهمها. تعتبر الجزائر دولة سياحية بامتياز و ما تحوزه من اختلافات ثقافية يجذب لها السياح المحليين و الأجانب إلا أن عدم وضع الدولة هذا المجال ضمن أولوياتها تسبب في جعل السياحة في الجزائر ذات محدودية. من خلال أسئلة، يعرض هذا البحث إلى أي مدى تكون وظيفة و معنى إلى جانب شكل اللوحة بارزة في كلا اللغتين أو بصيغة أخرى، كيف تترجم اللوحات الإرشادية لصالح العامة. كما حاولنا اقتراح بعض الحلول التي من شأنها تطوير و تشجيع السياحة في الجزائر. و يعرض البحث أيضاً نماذجاً و أمثلة لصور لوحات إرشادية التقطناها شخصياً من أماكن شتى و قمنا بتحليلها، و ما استنتجناه بعد التحليل هو أن كل اللوحات الإرشادية قابلة للترجمة و لكن بتقنيات مختلفة إلا أن ترجمة المعنى تبقى الترجمة المستهدفة لا الترجمة الحرفية.

## **List of abbreviations:**

**P.S:** Public Signs.

**SL :** Source Language

**TL :** Target Language

**L1 :** The first Language

**P.T :** Pragmatic Translation

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# *Chapter one*

## **Research Background**

***Introduction***

***1.1. Statement of the Problem***

***1.2. Aim of the Study***

***1.3. Research question***

***1.3.1. Sub-questions***

***1.4. The Hypothesis***

***1.5. Methodology***

***1.6. Limitations of the Study***

***1.7. Structure of the Study***

## ***Introduction***

Algerian administration is a French-writing body –francophone-; it considers French as the first foreign language what makes most of the P.S written in Arabic and translated into French or written primarily in French rising a real problem of pragmatic use for the non French speakers, and as a consequence the P.S may not convey its primary function that is to direct, inform, warn...etc international workers here or tourists.

This chapter will states the problem and the questions of the research and define the aim of the study along with presenting the hypothesis. Also the clarification of the methodology that followed in order to accomplish this work. After that, we highlight the limits that we faced during our work. And finally mentioned the structure followed in this research.

### **1.1. Statement of the Problem**

Most of the P.S in Algeria are written bilingually (Arabic/French), some others are written monolingually (Arabic or French according to the region the P.S are in).

The main problem here is how P.S translated to be better understood by the public (such as Algerians or foreigners!), in other words, what are the difficulties that the tourists mainly or any other foreigner (Non French-speaking) here in Algeria may face ( such as, difficulty in understanding the language itself since it's written in Arabic or/and French; which may lead to other problems or difficulties in understanding so as to identify directions, or find some social facilities, public utility, health facilities, hospitals, hotels...etc).

### **1.2. Aim of the Study**

Since there are a variety of tourists who come to Algeria every year from different nationalities and countries, so the main aim here is to try find what facilitate their mobility, and also help them to adapt in the environment around them easily relying upon a clear helpful language that they read and get benefit of. .

In this work, the focus is on the translatability of public signs. Or in other words, how can the P.S written in two languages (Arabic as an official and national language and French as the L1), fit tourists or foreigners 'aims. So this title shall tackle some techniques that may facilitate the movement from a Francophone system to an Anglophone one since English is the first international language and the most used.

Give the P.S wider accessibility, which means reformulating P.S written in Arabic and render them correct grammatically and stylistically; because most of the current P.S written in Arabic are translated basically from French. So the P.S here serves more users and not still concerned only French speakers.

Make an end to the interpretations rising from wrong translations of non specialists.

This work also highlights some problems which may face tourists and we try to suggest some solutions that may be of help.

### **1.3. Research question**

#### **The main question:**

The main question here is how the P.S is translated for the public benefit? (By the "Public" we mean Foreigners here).

#### **1.3.1. Sub-questions**

##### **Sub questions:**

- How can the P.S be translated to fit tourism purposes?
- Does the translation of P.S play its role as intended in helping tourists to move around easily in Algeria?
- How can the P.S encourage tourism in Algeria?
- What problems may face translators in dealing with P.S?
- What solutions or suggestions may we offer (translation) that may help and ease tourist mobility in Algeria, and hence encourage and develop tourism in Algeria.

## **1.4. The Hypothesis**

The hypothesis raised in this research is if P.S were instead written in English & Arabic, that would be more pragmatic for the “public”.

## **1.5. Methodology**

To conduct the present work, different research methods have been chosen; descriptive, comparative and pragmatic method, in order to describe the P.S in the language it's written in; then the comparison between two languages or three in terms of function and meaning. After that the pragmatic method. These methods will allow us analyze the P.S such as semiotic or written and check to what extent the function and the meaning of P.S are expressed in the languages used.

## **1.6. Limitations of the Study**

Our work was limited by:

- The lack of P.S in Algeria –save the road signs- what made our practical part difficult to well fulfill our aims.
- This topic is not frequently investigated, which caused a lack of references.
- Most of P.S in Algeria are written in Arabic but basically translated from a French source language which results in a weak Arabic language and in many times wrong and misleading .

## **1.7. Structure of the study**

This research work falls into three chapters, starting with the practical part then the theoretical one. Chapter One is an introduction. It starts with a general introduction about the term Public Signs, its translation and the extent to which it fits tourists' benefits. After that, comes chapter two, which is the theoretical part. It falls into two sections. In the first section, we define P.S; discuss its main types, its language style. Also we mention the function of P.S, then its purpose. In the second section, we mention the main characteristics of P.S, the pragmatic translation, we discuss the main techniques and strategies of P.S, and finally we talk about the difference between Arabic, French and English Signs.

Chapter Three shall investigate the practical part, it provides some samples of P.S that we collect from different places in different cities, such as here in Ouargla, Tougourt and Ghardaia. After taking pictures of P.S and collecting them we classify them due to type, nature, code written and so on; this is in statistics. The description of the P.S; its form, shape, size, color, background and font languages are the Analysis and discussion. Finally the function and the form of translation strategies if they are reflected or not. The statistical information aims at assessing to what extent the translation of P.S aims to fit tourists' benefits in Algeria.

# *Chapter Two:*

## **The Theoretical Part**



### Section One

- 1.1.Introduction
- 1.2.Definition of Public Signs
- 1.3.Types of Public Signs
- 1.4.The language style of Public Signs
- 1.5.The function of Public Signs
- 1.6.The need/ the purpose of Public Signs

### Section two

- 2.1. The Characteristics of Public Signs
- 2.2. Pragmatic Translation
- 2.3. Techniques and Strategies P.S Translation
- 2.4. The difference between Arabic; French and English Signs
- 2.5. Conclusion

## Section One

### **1.1. Introduction**

Due to the great effect of P.S on our daily life and even business, it becomes a common subject start to be used frequently. In this chapter we are going to define P.S and, functions and types a long with the style of language should be used; then we spot the light to the need and the purpose of P.S.

### **1.2. Definition of Public Signs**

“Public signs” is a new common popular vocabulary. But, it is not used widely for the translation industry and the foreign sector.

Public signs refer to the general instructions for reminding and warning in public places. It refers to written language in public places. In China, the translation of public signs began in 1989. Scholars have made continuous exploration and Research on the translation of public signs, and have achieved encouraging results. With the development of China's economy and the accelerated pace of opening up, friendly exchanges and economic cooperation between China and other international communities are increasing. The Public signs are an important part of external publicity and are widely used in every aspect of our lives and it is also plays an increasingly important role. Therefore, the translation of public signs is of great significance for maintaining the image of the cities. People must pay enough attention to public signs. However, the translation of public signs in China started late and lacked systematicness and standardization. Errors and problems are still very obvious. Some scholars describe the public signs as follows: “It is the text language that people see in public places”. There is the corresponding argument in English, “public signs”. Some scholars define the public signs as: “The public signs are a kind of special style text common in public places, the graphical text of them is concise and easy”. Some scholars outline definition of public signs are more comprehensive, “The signs is text and graphic information open to the public, and is

used to announce, explain, prompt, display, warn, mark people's production, life, ecology, industry etc.” (Dai Zongxian & Lv Hefa, 2006).

Looking at all the above mentioned definitions, one can come out with the conclusion that P.S is a tool of thoughts and information that we may need in our daily activities and in any other fields.

Basically it is a language text with a special size, shape, color, front language, form and so on accompanied or not with an icon which may facilitate the understanding of the P.S.

### **1.3. Types of Public Signs**

There are many different types of signs with various shapes, locations and messages, but they can generally be grouped in the following types:

#### ***1.3.1. Road Signs***

The traffic signs are located on the side or over the road. They give directions on how we should behave on the road, so that the traffic can proceed safely and smoothly.

Road signs have three basic categories – regulatory, warning, and guide signs — but they can also be sorted by color and shape.

##### ***a) Regulatory Signs***

Also known as traffic control signage, these signs are, by their nature, less informational, and more directorial. For travelers entering a new town, unfamiliar with unique traffic laws and penalties, regulatory signs are often the most important. They include stop signs, yield signs, turn and lane use signs and traffic signal signs (“No Turn on Red,” for instance).

##### ***b) Warning Signs***

Maybe the most likely to save your life in a vehicle, warning signs do exactly as their title suggests – warn drivers about upcoming hazards, lane merges, or necessary speed changes.

Warning signs include turn and curve warnings, intersection signs, merge and lane transition warnings, bridge clearances, divided highway warnings, hill warnings, and pedestrian crossing notices among others. Almost every warning sign is symbol-based, with little to no text.

### ***c) Guide Signs***

Guide signs, such as diagrammatic guide signs, roadway junction signs, destination distance signs, and mile markers, help motorists navigate interstate highways without taking their eyes off the road.

#### ***1.3.2. Ground Pole Signs***

A ground pole sign is a sign which is supported by one or more poles, uprights or braces in or upon the ground, which are not a part of a building.

#### ***1.3.3. Wall Signs***

A wall sign is a sign which is attached to, and/or affixed to, the face of a building or structure. A wall sign can not hang more than 24" on the face of the exterior wall to which it is attached.

#### ***1.3.4. Temporary Signs***

A temporary sign is a sign, banner, inflatable or other advertising device constructed of wood, cloth, canvas, fabric or other light material, with or without a structural frame, intended for a limited period of display, including decorative displays for holidays or public demonstrations. A mobile temporary sign is a sign supported on a mobile frame, with or without wheels, and includes the "trailer sign."

### 1.3.5. Directional Signs

A directional sign is a non-premise sign containing noncommercial messages, including, but not limited to, designation of rest rooms, telephone locations, restrictions on smoking and door openings. A directional sign may also be used for private traffic control.

## 1.4. The language style of Public Signs

The writing in P.S uses the noun, verb, gerund, phrase, abbreviations, combination of text and logo, present tense, imperative sentence, and normal and standard vocabulary. It is simple and concrete vocabulary with local characteristics. Also P.S may be found in a written or /and semiotic content or even a combination of both.

Several styles of language are used in order to write a P.S, thus we may classify them into three main types:

### 1. *Semiotic*

In this style, the panel or the sign board contain only an icon to convey a message or a function, for instance:

For example:



Fig: 1

## 2. Witten form

In this style, the panel or the sign board is written with different forms of sentences such as verbal sentences, nominal sentences, abbreviations, and different tenses like the present and the imperative which are the most used ones.

In the written form P.S we find the following:

### a. Simple language

Since the P.S are directed to all people without exception, the language should be simple, clear and as well should be understood by everyone even those who do not have high educational level.

For example:



Fig: 2

### b. Short and accurate expression

The expression written in the P.S should be short and transmit the message to the readers.

Example:



Fig: 3

*c. The use of abbreviations*

It is a way to shorten time.

Example:



Fig: 4

(SPA is the abbreviation of the Latin sentence, Sanus Per Aquam that means health through water).

*d. present tense*

P.S is used to warn, give instruction or information,...etc; so the tense used must be the present simple.

For example:



Fig: 5

e. *the use of imperative*

P.S is always objective because they are not personal points of views or decisions, it is like rules that everyone can agree with.

Example:



Fig: 6

3. ***\_combined form (semiotic and the written form)***

This form is the more common and used frequently. It is a combination of a written text with an icon, so this is what makes the panel well understood.

For instance:



Fig: 7

## 1.5. The function of Public Signs

Nowadays, P.S becomes an element of great role concerning tourism and all what has to do with tourists.



P.S has many functions, and comes with different jobs, and this varies from a scholar to another but they all have the same main points.

**JOHNY YARGER** (February 25, 2014) classifies P.S as the following:

- Identity
- Advertise
- Giving directions
- Public services

**NURENZIA YANNUAR** on the other hand classifies the functions of P.S in her article (Public Signs in the City Malang) as the following:

- Public information
- Landmark
- Information for business
- Directions
- Business Signs
- Advertisements

Other scholars classify the function of P.S as the following:

- Advertising and marketing
- Recognition
- Directional or way finding
- Simply for eye candy
- Entice customers to shop from outside
- Entice customer to shop from inside

To sum up, from all what's said up above before, we suggest this classification of P.S' function which collect and resume the possible classifications, it's like the following:

### **1. Identification**

For specific reasons P.S may be a very professional practical technique to define products, services ...etc, we may find them in the agencies, hospitals, doctor's signs or banners and so on.

We may find them also in the airports to give passengers and tourists a clear idea about the offices and its services for instance.

For example:



Fig: 8

## **2. Give direction**

This is the very classical role of P.S and the more common one that we may face frequently, and we find this P.S much more in hospitals, hotels, roads...,etc.

For example:



Fig: 9

## **3. Advertising**

Although this function exist since a long time, P.S developed it and made it more accessible, after it was directed only for news paper readers ; further more this function is the more common and it is founded everywhere since it is made to push and persuade people to buy or to use a particular products or offers like cars, phones, clothes, hotels and so on.

For instance:



Fig: 10

Advertising P.S are divided into two parts as it is mentioned above

➤ ***P.S entice customers to shop from outside***

These kinds of panels of P.S are fixed outside the shop to give people passing beside the shop an idea about the product and what all this shop offers.

For example:



Fig: 11

➤ ***P.S entice customers to shop from inside***

These kinds of P.S are fixed inside the shop to give people who are inside the shop an explanation about the product and what all this shop offers.

For example:



Fig: 12

#### 4. **Warning or caution**

This function is divided into two sub functions:

➤ Warning

The function of this P.S is to warn people from certain danger in order to be aware and to avoid the risks. This kind of P.S is used much more in roads.

For example:



Fig: 13

➤ Caution

The function of this P.S is to give instructions and advices to people.

#### 5. **Give information**

Another function of P.S is to give information, for instance the green numbers such as the number of ambulance service, civil services and so on.

For example:



Fig: 14

## 1.6. The need/ the purpose of Public Signs

To communicate is the main purpose of P.S, there are also different purposes like to conveying information designed to help the receiver with decision-making based on the information provided. Alternatively, promotional signage may be designed to persuade receivers of the merits of a given product or service. Signage is distinct from labeling, which conveys information about a particular product or service.

Typically, signage tends to serve a few common purposes: to promote, identify, provide information, and give directions or to raise safety awareness.

All what's mentioned above lead to the following expansion:

### 1) *Advertising and Marketing*

Firstly, signs are often used for advertising and marketing by companies or organizations. While advertising hoardings may initially present themselves as the obvious solution for companies, there are other signs that can be used for this purpose. Other outdoor signage solutions and building wraps are an alternative and successful way to advertise a brand. Wide format printing has progressed to a point where large vivid outdoor prints can be put almost anywhere.

### 2) *Entice Customers*

The main aim of this kind is to attract business to a company both inside and out of the shop signs. Also, to entice customers from the outside, window displays can be successful at

creating curiosity and encouraging customers to venture inside. Business signs let people know they're in the right place.

### **3) Recognition**

Quite simply, signs are often designed to help individuals recognize or identify a place or brand. For instance, signs help us to identify which restroom to use. In terms of brand identity, Coca-Cola and Starbucks have become instantly over the years and recognizable high street signs as part of their marketing strategy. Chains and franchises will use similar shop fronts to build brand recognition throughout their locations.

### **4) Way finding and Directional Signs**

Directional signs are necessary for vast locations such as shopping malls, hospitals and corporations. With these building signs, visitors or customers are less likely to get lost which helps to avoid a situation that could reflect badly on the business. Directional signage can also be useful for large scale outdoor events such as festivals or places where there are multiple buildings or entrances.

### **5) Health & Safety Signs**

Health and safety signs are one of the main means of communicating health and safety information. They can be found in places such as workplaces, nurseries, schools and offices. Signs provide information and warnings about hazards or threats which are essential to safety.

### **6) Appearance**

Finally, not all signage necessarily serves an overt purpose! Sometimes a sign may be used simply to enhance the overall appearance of a space or its surroundings.

## Section Two

### 2.1. The Characteristics of Public Signs

P.S become a necessity in our life style due to the positive result we got in return , on the light of this data , some characteristics are set to keep P.S effective and useful, and here some basic characteristics of P.S according to Wang Bi.

#### ➤ *Simplicity*

The P.S should be written in a simple form so it can be understood in a short period of time, and also the P.S should be written either as words or phrase in order to fulfill the primary function accurately.

For example:



Fig: 15

(a phrase)



Fig: 16

(a word)

#### ➤ *Intertextuality*

According to Wang, the intertextuality is to focus much more on the context, and neglect the stylistic and the grammatical aspect since the most important is the context and not the translation.

➤ **Regularity**

This includes all the expressions and words that already made and cannot be modified or changed.

## **2.2. Pragmatic Translation**

In pragmatic translation, the purpose is essentially to translate a message as efficiently and as accurately as possible. The emphasis is on the content of the message rather than on its aesthetic form, grammatical form or the cultural context, all of which are subsidiary to the practical, matter-of fact goal. Since the pragmatic translation is a theory translator need, we also collected this small definition from the speech of Lweis Nichols that allowed us to reach the following result, we should use the pragmatic translation in translating P.S in general and should not keep attached the formal content, for the most important is the message itself and not the sentence, so if we could translate the message of a public sign on the expense of grammar or the construction of the sentence it is deemed as a correct translation, and it does not mean that the translator is weak or the language is poor.

## **2.3. Techniques and Strategies Public Signs Translation**

The remaining part of this work will mainly be focused on some strategies for public signs translation from diversified perspectives. After a thorough investigation of the public signs translation and their application status, the scholars think that we shall study and improve public signs translation from the following two aspects.

### **A. Macroscopic Perspective**

#### *a. Translator's comprehensive quality*

For this perspective, the most important one is the translators' comprehensive quality. Translator should be responsible for the quality of translation and set high standards. Bell described translator's competence that a translator masters as knowledge and skills , and he



classified competence into knowledge of source language, knowledge of target language, knowledge of text typology, contrastive knowledge and the competence to decode the source language and code the target language. (Bell, 2001)

*b. Setting up specific public signs translation supervision departments*

Though standardization of public signs translation has aroused widespread concern in all social circles, most of them are intellectuals and the local governments seldom take any practical action to set up specific departments to supervise and offer guidance to these problems.

**B. Microscopic**

As already mentioned, we have made the study of the public sign's relying upon many aspects. Hence, under the guidance of Functional Equivalence, we'll try to find out the corresponding strategies on the microscopic level with an intention for improvement during the practice of the public sign translation.

*a. Strategies from a Linguistic Perspective*

Owing to the translator's the casualness and unsoiled theoretical knowledge, the ridiculous linguistic mistakes are quite witnessed even in the big cities. Without the elimination of linguistic errors, the intended meaning of original text of public signs is hard to achieve. As the causes of producing this language error are multifaceted, the linguistic perspective errors are not easy to shake off, but it does not mean that this absurd mistakes are allowed. Instead, much attention should be paid to this kind of mistakes. Here are some methods to avoid these kinds of mistakes such as correcting the spelling mistakes, back translation and following international standard.

*b. Strategies from purpose Perspective*

Translation composes of producing the closest natural equivalence of the source language in the way of meaning and the next one is in the way of style. (Nida, 1982) As we know, translators are also message senders. Deriving from different intentions, when handling the cultural factors, translators have their own preference. To the overall translation action, the most important principle determining any translation process is the purpose. Holding his own purpose or an imposed one by his patron in translation, a translator hopes that his translation produces certain influence on the target culture. A translator's translation purpose is quite different from the purpose of the ST author is often the case.

*c. Strategies from a cultural perspective*

There are some techniques for the public signs translation in term of the cultural vacuity such as borrowing, employment of explanation and use of Pinyin plus Free Translation. If he does not have the beliefs and practices of other cultures, a translator's perspective of the world must be tragically restricted. Nida thinks that if it were not for the many misunderstandings about the language and culture, the cross-cultural understanding can be reached without obstacles. Because words are only meaningful in the cultures, the successful translation method should be the biculturalism instead of the bilingualism. (Nida, 2000)

*d. Strategies from a pragmatic perspective*

To be clear about who is translating for—the target audience ----- is very important for a translator. Nida also thinks that the target readers are the important factor in deciding the translation method (Nida, 1993) In addition to the analysis about the abilities above, such as the basic bilingual skills and the clear understanding of the cultural difference, some strategies should also be accounted from the pragmatic perspective like standardization.

## **2.4. The difference between Arabic; French and English Signs**

In both work and life, public signs provide much convenience to people, however, it remains a question that how many people really know the definitions and meanings of public signs. But what is a sign because the definition of signs in English differ from the French definition and also differ from what is seen here in Algeria, and the latter has been given more details about the subject.

### **2.4.1. P.S in USA**

Roadway signs in the United States increasingly use symbols rather than words to convey their message. Symbols provide instant communication with roadway users, overcome language barriers, and are becoming standard for traffic control devices throughout the world.

Familiarity with symbols on traffic signs is important for every road user in order to maintain the safety and efficiency of our transportation facilities.

The color of roadway signs is an important indicator of the information they contain. The use of red on signs is limited to stop, yield, and prohibition signs. A white background indicates a regulatory sign; yellow conveys a general warning message; green shows permitted traffic movements or directional guidance; fluorescent yellow/green indicates pedestrian crossings and school zones; orange is used for warning and guidance in roadway work zones; coral is used for incident management signs; blue indicates road user services, tourist information, and evacuation routes; and brown is for guidance to sites of public recreation or cultural interest.

Sign shape can also alert roadway users to the type of information displayed on a sign. Traffic regulations are conveyed in signs that are rectangular with the longer direction vertical or square. Additional regulatory signs are octagons for stop and inverted triangles for yield. Diamond-shaped signs signify warnings. Rectangular signs with the longer direction horizontal provide guidance information. Pentagons indicate school zones. A circular sign warns of a railroad crossing.

The following are some illustrated examples of P.S in USA.

### REGULATORY



Fig:17

## WARNING



Fig: 18

## GUIDE



Fig: 19

## SERVICES



Fig: 20

### CONSTRUCTION



Fig: 21

### RECREATION











Fig: 22

## SCHOOLZONE



Fig: 23

To sum up all what's said above we summarize the role of the P.S in USA in the coming table

Signs' shape and color	The use of the Sign
	REGULATORY → stop, yield, and prohibition
	WARNING
	GUIDE
	SERVICES
	CONSTRUCTION
	RECREATION
	SCHOOL ZONE
	INCIDENT MANAGEMENT

Tab: 1

## 2.4.2. P.S in France

To travel to a foreign country you have to be aware about it's P.S. Fortunately France (and most other European Countries) has a lot of signs which you will immediately recognise as some are fairly universal but there are plenty that you just won't know and would struggle to guess.( France Road Signs, France Traffic Signs, Auto Europe)

To know much more about P.S in France, some researches have been done and some illustrations are collected in order to discover some slight differences between the traffic lights in France, USA and those that people are familiar with.

### WARNING SIGNS

Are triangular with the point facing down and have thick red edges, with no words.

Warning signs in France are often red or yellow to advise of potential danger.



Fig : 24

### PRIORITY SIGNS

The priority signs have an influence on the priority rules. They indicate who has priority and who should give priority.



Fig: 25

### PROHIBITORY SIGNS

The prohibition signs forbid a certain action. They indicate certain actions that road users are not allowed to do.

Prohibitory road signs in France are used on all road types in France, often to restrict certain types of vehicles and certain manoeuvres such as prohibiting u-turns or setting maximum speeds.



Fig: 26

### MANDATORY SIGNS

The mandatory signs impose an obligation/command that road users must comply with. These show what you have to do. They are circular with a white edge and a blue background and regulate what you have to do.



Fig: 27

### INFORMATION SIGNS

The information signs give you more information about the start (and end) of a kind of traffic situation.



Fig: 28



## TRAFFIC SIGNS – DIRECTIONAL

Most directional signs in France are rectangular in shape with pointed ends. The pointed end indicates the direction to the destination in question.

Directional road signs in France are colour coded, and this table will give some of the information mentioned above:

The color	What indicates
Blue	Indicates Autoroute
Green	Indicates important or major roads
Yellow	Indicates temporary roads-often with deviations
White	Indicates local roads

Tab: 2

It might not always be obvious, but all roads in France are numbered. There will be a small sign with a letter number color combination at the top of the direction sign or signs. You can also find road markers bones - on the side of the road. The letter tells you the type of road as does the coloring.

The coming illustration will summarize the main P.S in France, with a brief explanation and analysis.



Fig: 29

C & R = Communal/rural, black letters on a white background.

D = Departmental, black letters on a yellow background.

N = National road, white letters on a red background.

A = Autoroute, white letters on a blue background.

E = European roads, white letters on a green background.

### **2.4.3 P.S in Algeria**

Algeria is considered as a francophone country, so most of the P.S here we find them written bilingually, Arabic as the ML and French(L1) as the official language or the language of administration, and rarely we find a P.S translated into English, so here we recognize that French needed to be phased out because it was preventing Arabic from reaching prominence and because it was leading Algerians away from English, the primary international language of commerce; that's why we need to add English while translating P.S here in Algeria(as a study case) in order to develop tourism in our country as the first aim.

After doing our research, we find this types of P.S used in Algeria and we illustrated with samples and pictures of P.S that we have taken our selves from different provinces here in Algeria.

#### **BORDER SIGNS**

For example:



Fig: 30



Fig: 31

## CITY LIMIT SIGNS

For example:



Fig: 32



Fig: 33



Fig: 34



Fig: 35

## DIRECTIONAL ROAD SIGNS

For example:



Fig:36



Fig:37

## HIGHWAY SIGNS

For example:



Fig:38



Fig: 39

## MANDATORY ROAD SIGNS

For example:



Fig: 40



Fig: 41

## PROHIBITORY ROAD SIGNS

For example:



Fig :42



Fig :43

## PRIORITY- ROAD SIGNS

For example:



Fig: 44



Fig: 45

## WARNING ROAD SIGNS

Example:



Fig: 46

In the light of all what is we mentioned above concerning the difference between P.S in USA, France and here in Algeria, and after a long researches and analysis the concluded result is that the Traffic Light Signs ( Warning Signs, Priority Signs and Mandatory Signs) are almost similar in all the three countries, such as the colors, the shape,..etc. While, when comparing each of The Border Signs, City limit Signs, Directional Road Signs and Highway Signs; it has been recognized that there are a small differences in the background color for example.

## **2.4. Conclusion**

Throughout this chapter which is divided into two sections, we have reviewed, some definitions of P.S were reviewed and main types were discussed along with its language style illustrating by some examples. After that, we have focused our attention on the function of P.S where we found different classifications according to the different scholars, and by the end we suggested a classification which collect and resume all what is said before. Also, the chapter presented the needs or the role of P.S that concluded the first section. In the second section of the chapter, we have seen the main characteristics of P.S and discussed the P.T, moving to the techniques and strategies of P.S. Finally, the end of the second section showed the difference between Arabic, French and English P.S.



# *Chapter Three*

## **The Practical Part**

- 3.1. Introduction
- 3.2. The Analysis of P.S
- 3.3. Conclusion
- 3.4. Conclusion and  
Recommendation
- 3.5. Abstract in Arabic
- 3.6. References

### 3.1. Introduction

Since Algeria hosts every year tourists from different nationalities and countries, so the main aim here is to try spot light on the problems in order to facilitate their mobility, and also to help them to adapt the environment around them easily

In this chapter, the focus is on the translatability of public signs. Or in other words, how can the P.S, in two languages (Arabic as an official and national language and French as the L1), fit tourists or foreigners aims.

Also this chapter will discuss some problems which may face tourists when having a voyage to Algeria and try to suggest solutions that may be helpful.

### 3.2. The Analysis of P.S

This part provides some examples of P.S that contain different types, functions, sizes, colors and placements that are used very often and may be faced frequently in the daily life along with an analysis concerning the language and the translation of these P.S and a small feedback.

#### Example n°: 01



Fig: 47

The function of this P.S is to promote awareness and it can be included under the type of warning or caution, it is placed permanently beside schools as it is well clarified in the panel ,

this kind of panels is designed purposely in big size in order to attract the attention of people to be careful when passing by such establishments and especially to drive quietly because it is a sensitive point that witness some rush of children ,which in its turn may cause many problems and accidents. The content of this panel is clarified with a picture and written in a form of rhymed sentence so the message can pass directly and fluently in the two languages Arabic and French. In this case and even though the foreign may not understand what is written but can for sure guess the meaning with the help of the accompanied picture of some kids crossing the road going out of their schools. Such signs may create no problem of misunderstanding or difficulty and hence no problem is there even if written in Arabic alone or left without any written form.

The translation of the text either made from French or Arabic was done literally and fulfill its function.

Example n°: 02



Fig: 48

The function of this panel is advertising, for this purpose it is designed in big size in order to get more attention and also to attract more people in a short time because it is a temporary panel; it contains a picture, along with written form that it is a sentence. The primary purpose of this panel is to convince people use this particular product, for this purpose it is placed in high place so it can be seen from different angles and from long distances. Even though this signboard is placed among the road sign, but it is directed to all people and not exclusively for drivers.

The problem here is that it is exclusively written in French and there is no respect for the official and national language. Non French-speaking public –either local or foreigner- can not understand the idea of the advertisement. This P.S is more designed for the local public and should at least written in Arabic alone or in Arabic along with French cause foreigners may not be much interested in phone operators as locals do.

Example n°: 03



Fig: 49

This picture is showing a multiple signboards, with different functions and form of writing. but they are all included under one type, Road sign , this P.S is temporary , its function is to inform and warn people that there is some work in a certain point and also directs them to the secondary road. This kind of P.S is always in the yellow conventionally. The size of such P.S is not big but clear enough to be seen by every road user. As clearly shown , only Arabic and French are used cause it is destined to local workers. However, local workers do not need French as they understand Arabic and as the sign itself is accompanied with an iconic illustration that makes it clear. The technique widely used in such signs is the literal procedures:

Route Barrée طريق مقطوع ( A direct technique as a calque ; since it is taken as a term)

Attention Traveaux حذار أشغال ( Transposition in replacing a noun « attention » with a similar imperative verb which we call in Arabic a noun imperative اسم فعل أمر though , there is also an imperative verb that is omitted (faites attention) . We can notice here that the maker of this sign does not know both Arabic and French grammar:

Route barré is written without any agreement to the feminine French noun “Route” , there should be an “e” after “é” . In Arabic he did a mistake too by keeping the letter "ي" of the word حذاري.

In Arabic it must be written like this حذار because it is considered as a noun that acts as an imperative verb .

Example n°: 04



Fig: 50

This picture is devoted for advertising purposes, it is a wall permanent signboard, and as any advertising panel it is designed in a big size to attract more costumers to the shop ( entice costumer to shop from outside), as it is clear, it is written in words and a symbol , even if the symbol has no function but is just a logo. The board is written only in Arabic , which is a legal procedure .However , tourists and foreigners can not know what does it refer to if the shop is closed. That is why it is important to be accompanied with writing in English because most tourists look for clothes mainly if these are traditional.

Example n°: 05



Fig: 51

This panel is a permanent road sign; it is designed in big size and its primary function is to direct people, the colors used in these panel are the blue, the red and the green which they are used conventionally in such P.S. The two panels are in Arabic and French . We can notice that foreigners who are not French-speaking may find no problem in understanding the blue one because it shows a proper noun which is understood by all Latin writing languages speakers. The one to the left expresses critical information which is how much is the frontier from Tunisia though causes no problem because the spelling of the word” frontiere” is close to the one in English “frontier”

Example n°:06



Fig: 52

This picture is taken from the international airport of Ghardaia (Moufdi Zakaria), it shows a permanent informative panel that is placed on the wall, as any informative P.S, it is designed in medium size but clear enough to be seen by all passengers, Written in the two languages, the information may cause no difficulty to the non French-speaking. The situational context along with the iconic picture with, makes it easy to understand.

The technique adopted here is as it is clearly shown the “calque” as it is a term adopted and used in airports. However, the term in Arabic is weak and not acceptable grammatically: the word “مراقبة” which means “check” in English acts in Arabic grammar as a verb. It means to say that the infinitive in Arabic considers what follows it as an object. As if the customers “DOUANES” themselves are being checked while they themselves do the checking. The omission of the definite article from the word جمارك is used so as to solve the grammatical problem, but the problem is always the same and should stylistically cause a problem because the sentence in Arabic translates literally as « checking the customers of...”

Example n°: 07



Fig: 53

This picture is taken from the Eldjanoub Hotel in Ghardaia, it is designed in small size and it is devoted to direct people inside the hotel, it is written only in letters with no guiding icon.

The situational context causes no problem of misunderstanding because the sign is found inside a hotel and so the non-Arabic or French speaking people may logically guess what is written if they look at the destination of the arrow from below. However, it should be noticed that hotels must use English along with the two languages because more multi-national tourists are expected in hotels.

The word “chambers” is one of the misleading false friends and may cause some trouble to the ones who are not familiar with hotels. The equivalence in Arabic uses the word حجر which is not common plural of حجرة ; and is rarely used . The one that if known for people is حجرات but the more used and common is the word غرف



### **3.3. Conclusion**

In this chapter we attempt to provide a concret explanaiton using pictures from different places, in addition to an analysis and some information concerning the form of P.S, also we asked some questions and answered them to giva more clarification.

## Conclusion and Recommendation

Relying on all what is mentioned above and from the examples, we can extract some facts about P.S in Algeria.

Being the native and the official language of the country, most P.S in Algeria are written in Arabic, and then translated into French, and sometimes it is the contrary, it is written in the first foreign language in the country and then translated into Arabic. However, rarely one find P.S translated into English although it is the first international language that should be used everywhere. Starting from this perspective, we can say that the translation of P.S into French language is not really an effective choice for many reasons, some of them, are the following:

1. The use of French language is limited and even the users of this language are not numerous comparing with English language around the world and even in Algeria when tourism is encouraged and promoted. Asians, Americans other European Countries tourists use English as a lingua-franca.
2. The majority of people prefer learning English because it is the international language.
3. Translating P.S into French limit the space of benefit for tourists. So only the “francophone” tourists can understand it.

So the non French speaker in general may face problems in understanding the P.S unless if they are illustrated with a picture or an icon. This leads us to say that the French translation is not fulfilling its primary function as should be, for this regard, it should be substituted with English language to give more accessibility to the P.S and to fulfill the function of translation totally .Furthermore it opens the door wide to different tourists from different cultures and countries to visit Algeria and develop tourism. So to translate P.S into English rather than French is in the favor of tourism in Algeria.

## المخلص:

تضطلع اللوحات الإرشادية بدور هام في تنظيم و تسهيل حياة الفرد من خلال أنواعها المختلفة و كذا وظائفها المتعددة التي خولتها أن تحتل دورا بالغ الأهمية في حياة الفرد حتى أصبح يعد غيابها نقصا. كما أنه لا يمكن لأي شخص التشكيك في عمق تاريخها و قدمها فقد ظهرت منذ عصر الرومان رسميا و لا تزال تحتل مكانة لا يستهان بها حتى وقتنا هذا. من الجدير بالذكر أن اللوحات الإرشادية خرجت عن نطاقها المألوف و الاعتيادي و هو إرشاد الناس أو تزويدهم بالمعلومات أو تذكيرهم بل أصبحت دليلا مقنعا و كافيا يستدل به و يقاس به مدى تطور البلدان في مجال السياحة.

نعم السياحة، أصبح يقترن اسم اللوحات الإرشادية في يومنا هذا بالسياحة لما لهما من علاقة متقاربة إن لم نقل أنهما يصبان في نفس المجال، فاللوحات الإرشادية تهدف بالأساس إلى إرشاد الناس فهي بذلك تؤدي دور المرشد. بما أن العالم أصبح قرية صغيرة فالحاجة إلى ترجمة هذه اللوحات ازدادت، و حتمية إيجاد طريقة فعالة تعكس نفس الفكرة في أذهان جميع المستعملين مهما كانت لغتهم أصبحت حتمية ملحة، لذلك فالأساس في ترجمة اللوحات الإرشادية هو ترجمة الوظيفة التي تؤديها اللوحة و ليس المعنى الحرفي للوحة لأن قيمة المعنى الحرفي قد تتغير بتغير ثقافة المستعمل و بذلك لن تكون للوحة نفس التأثير و هذا هو الأساس في اللوحة الإرشادية، فمدى صحة ترجمة اللوحة يقاس بمدى قدرتها على إيصال نفس الوظيفة و المفهوم لذهن المتلقي و إلا فإن الترجمة تعدّ خاطئة بالضرورة.

للوحات الإرشادية وظائف كثيرة فقد تكون وظيفتها إرشادية أو إرشادية توجيهية أو تعريفية أو تذكيرية، كما أن لها أنواعا عديدة فيمكن أن تكون لوحات إرشادية خاصة بالطريق أو جدارية (حائطية) أو لوحات على الأعمدة و تختلف وظائفها باختلاف نوعها .

نلاحظ أنه يوجد نقص فادح في استعمال اللوحات الإرشادية في الجزائر لأسباب قد نجهلها و لكن الشيء الأساسي هو أن الجزائر لا تعير قطاع السياحة إهتماما لائقا به رغم كل الإمكانيات الطبيعية المتاحة و التي من شأنها أن تجعل من دولتنا مركزا سياحيا لا يستغنى عنه من شأنه إخراجنا من التبعية والاعتماد فقط على البترول و جعلنا دولة متعددة المداخل إلى جانب إمكانية إخراجنا من التبعية الفكرية و الصناعية نتيجة لذلك.

إن تمسكنا باللغة الفرنسية في مجال السياحة و ما يتبعه جعلت و ستجعل من استقلالية السياح الذين يزورون الجزائر محدودة . فإن كانوا من ذوي الخلفيات الفرنسية طاب لهم ما يلقون وإن كانوا غير ذلك فلا يمكنهم التجول في الجزائر إلا بالسؤال في كل مرة . فالجزائر ما تزال تعتمد اللغة الفرنسية اللغة الأجنبية الأولى على خلاف معظم دول العالم التي تعتمد اللغة الإنجليزية اللغة الأجنبية الأولى التي من شأنها إلحاقها بركب الدول التي ترى في العولمة فرصة استثمارية، لذا فإننا ننوه أنه في حالة ما أردنا تبني فكرة استعمال اللوحات الإرشادية يجب علينا الخروج من دائرة الفرنكوفونية إلى نظام اللانقلوفونية و بذلك يكون للوحات الإرشادية غرضا أكثر شمولية.

في هذا البحث تم التطرق إلى عدة نقاط شكلت قاعدة البحث حتى يكون القارئ في نفس الصورة مع الكاتب و بذلك يتم تجاوز أي إشكال ينجم عليه سوء الفهم. لذلك فهذا البحث مقسم إلى ثلاثة فصول: تم افتتاح الفصل الأول بمقدمة ثم فيها عرض المشكل الذي يتطرق إليه هذا البحث و الذي انقسم بدوره إلى قسمين؛ قسم تم فيه طرح المشكل الرئيسي الذي سيناقش بالتفصيل و قسم طرح عدة مشاكل ثانوية أخرى قد تتم دراستها بشكل عام في هذا البحث. بعد ذلك تم توضيح و بيان الهدف من هذا البحث أو الدراسة سواء على المدى القصير أو الطويل و كيف يمكن لهذا البحث أن يقدم إضافة علمية و عملية و لفئة الباحثين و العمدة على حد سواء. كما تم طرح أيضا بعض الفرضيات التي اتخذت كنقطة

انطلاق في سبيل القيام بهذا البحث و التي كانت مختلفة و عامة نوعا ما حيث تم تأكيدها أو تنفيذها في آخر البحث. و بما أن هذا البحث ذو صيغة علمية أكاديمية فلا بد من أن يتبع منهجية محددة و التي هي مبنية في هذا الفصل أيضا فقد تم تقسيم البحث إلى ثلاثة أقسام؛ قسم تطبيقي و قسم نظري و قسم يعنى بالتحليل. و في الأخير تم بيان بعض العراقيل التي صعبت من مأمورية إنجاز هذا البحث.

أما الفصل الثاني فكان مخصصا للجانب النظري لهذا البحث و الذي تم تقسيمه إلى وحدتين.

تناولت الوحدة الأولى تعريفات مختلفة عن اللوحات الإرشادية في كل دول العالم قبل أن يعطي نبذة عن اللوحات الإرشادية في الجزائر، ثم عرض أنواع اللوحات الإرشادية الموجودة و مختلفة الإستعمال، بعد ذلك تمت دراسة نوع اللغة التي تستعمل في كتابة اللوحات الإرشادية . كما تم أيضا بيان كل وظائف اللوحات الإرشادية و عرض الخدمات التي يمكن للوحات الإرشادية إسداؤها.

بينما تعرضت الوحدة الثانية و التي كانت وصفية في الغالب عنت بظاهر اللوحات الإرشادية، فتطرقت إلى مواصفات اللوحات الإرشادية كما بينت النظرية التي تستعمل غالبا في ترجمتها و هي نظرية الترجمة البراغماتية . كما تم أيضا بيان التقنيات المستعملة في ترجمة اللوحات الإرشادية و ايضاح بعض الفوارق في كتابة اللوحات الإرشادية بين اللغة العربية و الفرنسية و كذا الإنكليزية.

و الفصل الثالث الذي يعنى بالجانب التطبيقي فكان في غالبيته عبارة عن صور تم التقاطها من اماكن مختلفة في مجالات ومرافق متعددة و عبر عدة مناطق مختلفة من ربوع الوطن، مرفوقة بالتحليل المفصل و هذا هو جوهر هذا البحث.

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جامعة قاصدي مرباح ورقلة

كلية الآداب واللغات

قسم اللغة الإنجليزية



مذكرة: ماستر أكاديمي

ميدان: الآداب واللغات الأجنبية

تخصص: ترجمة عربي/انجليزي/عربي

بعنوان:

## استقصاء ترجمة اللافتات الإرشادية في الجزائر

مذكرة مقدمة لاستكمال متطلبات نيل شهادة الماستر في الترجمة

تمت مناقشتها علنيا بتاريخ:

14-06-2020

أمام اللجنة المكونة من :

الدكتورة سعدون فريدة رئيس

الدكتور بلعربي احمد نور الدين مشرف

البروفيسور قوي جمال مناقش

السنة الجامعية 2019-2020



