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# PROBLEMS OF EQUIVALENCE IN RENDERING FOOD LEXIS

## CASE STUDY: MASTERCHEF USA

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العنوان :

# مشاكل التكافؤ عند ترجمة معجم الأكل

## برنامج ماستر شاف الامريكي نموذجا

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*Dedication*

From the bottom of my heart, I would like to dedicate this thesis to :

My beloved parents ; Said and Habiba who always pray for my success , I love them so much .

My beloved fiancée ; Ramzi who always give me motivation and support me to finish this thesis .

OMELKHIR.D

# Dedication

This work is dedicated with love to my beloved parents for their

supporting along the path of knowledge and encouraging me to believe

in myself may Allah bless them with good health and righteous life.

ICHRAK.B

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# LIST OF ABBREVIATION

SL: Source Language

TL:Target Language

ST: Source Text

TT:Target Text

SC: Source Culture

TC: Target Culture

TA: Target Audience

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ملخص الدراسة بالعربية

# Introduction

# Introduction:

As humans we judge food by the way the food itself looks ,how it is presented, how it smells  or how it makes us feel .

In recent years, gastronomy has become more popular due to the cultural exchange and the TV shows, for that reason people around the world  are demanding recipes almost in all languages to develop their knowledge in food and also in cooking skills.

Understanding the relationship between food and culture is an optimal factor for business, tourism and more. Food has also become recognized as being expressive of identity and culture and is therefore an important component of cultural and heritage tourism( Bessière ,1998)  .

 Douglas (2003) argues that peoples are uniquely different and that nothing that may be learned about the food habits of other societies can help us make any sense of current food problems, current consumer tastes, and the significance of food today. The connection between food and language, furthermore, goes well beyond disciplines traditionally connected to the liberal arts, and Food Science itself embraces numerous areas that involve translation.(p:7-8)

A plethora of studies have been conducted to investigate the problems faced by translators while attempting to construct equivalence between the source text and the target text.

Scholars like Newmark and Mona Baker have explored the purpose of translation, the function of both recipient and translator and also the cultural effect in the process of translation

To overcome this problematic aspects, various of authors suggested various of strategies that we can applied during the process of translation, we use them to deal with problems of equivalence at word level.

## Statement Of the Problem:

When it comes to translating food lexis , the translator certainly have to face a number of problems caused by the long-standing differences in both English and Arabic languages and the diversity of cultures.

These problems create challenges for the translator . Hence, the translator should tackle the problems of equivalence in order to produce understandable and acceptable content.

## Research Questions:

Our research work is directed to answer the following questions:

### Main Question:

What type of lexical problems translators would face while dealing with food recipes ?

### Sub-questions:

Should the translators rely on specific strategies to transfer culinary arts items ?

## Hypotheses:

This research is hypothesize the following :

Problems of equivalence at word level would appear if the concept of the source language is not lexicalized in the target language .

If the word is not lexicalized in the target language , borrowing is the most reliable strategy to render food lexis.

## Aims Of The Study:

This research aims to investigate the problems of equivalence at word level specially when the word of source language is not lexicalized in the target language , also identify and analyze the strategies proposed by Mona Baker for solving the problems of non-equivalence .

## Methodology:

The present study is a corpus-based study . it is a combination of descriptive , analytical and contrastive approach that helps to highlight the strategies used by translator from English into Arabic at word level accordingto Mona Baker's modelof equivalence.

## Structure Of TheStudy:

This study is structured as follows:

In the first chapter a general and complete overview about the food and its importance in communication and tourism , also the traditional food habits of both Arabs and Americans. In addition to that, this chapter tackles the distinction of gastronomy and culinary arts.

Chapter two includes techniques of Vinay and Darbelnet that helps in rendering food lexis also the problems of equivalence and its types according to Mona Baker and the strategies proposed by professionals translators for solving the problems of non-equivalence .

Chapter three is devoted to study and analysis of translation in master chef program US season 10.

The samples are episodes 3,4,5,6,7,8,9,10 and 11 .

## Rational:

This study is conducted for the following reasons :

- Noticing that plethora of items in food and recipes of America are not familiar to Arabs and that what made a challenge for us to investigate this area of study.
- In the domain of translation studies , few researches have tackles the translation of cookery texts and recipes .
- Due to our approach to kitchen and cooking as women , we felt at ease to study this topic.

# Part One

# The Theoretical Part

# Chapter One

**Discovering Food Concepts**

# 1 – Introduction

  Since childhood we appreciate food table as it is part of our personalities . we share laughs and stories at the dinner ,we feel the warmth of family throughout a hot soup. Culinary translation is one of the most requested translation services in all over the world ,due to globalization towards foreign projects of all kinds among them there are restaurants in Arab countries, the success of these investments is related upon the ability to communicate effectively by translation , since the diversity of languages the translation plays a key role which allows people to " go beyond the world staked out by their own language " (house,2015) .

This chapter will introduce some definitions of items related to the field of food in order to discover the food  traditions of both Arabic and American people , also tackling the role of food  in some field, specially in tourism and communication .

## 2-What Is Food

The world of food has changed especially over the last decade. A new development has ranged in restaurants around the globe. In the past, chefs were stood by so many factors includes: not knowing how to use processes of cooking and lack of knowledge of ingredients and transforming them. Today everything is available ingredients , methods and potentials to cook modern and traditional dishes perfectly

  Today we have the chance to explore food in all around the world also to experiment a new taste of others traditions . Nearly two centuries ago, Brillat-Savarin (1825) wrote that "the discovery of a new dish can be overwhelming happiness on humanity then the discovery of a new star"

Food is a necessary condition for human existence and survival but that is not the only function that food provide us with.Furthermore it shed light to all other aspects of our lives from the most intimate to the most professional practices in our daily life, in addition to that it is a major factor in the way we see others and ourselves.

## 2-1-Traditional Food Habits of Arabs

The definition of traditional food according to EUROFIR(European Food Information resource) (2013) is " a food of specific feature or features, which distinguishes it clearly from other similar products of the same category in terms of the use of " traditional ingredients " or " traditional composition " or traditional type of production and / or processing method ".

In the middle east, traditional food is a symbol of the Arab hospitality, in addition to that it plays a significant role in the gathering of the Arab families particularly in the important events, such as birthday parties and weddings, also in the special occasions (usually religious like Aid Al Fitr)  Kittler and Sucher( 2001). Traditional food of Arabs consists of some sustainable elements that exists since antiquity such as :

Bread which is considered as an essential ingredient in the Arabic cuisine table, it is widely consumed almost with all the dishes. Olive oil is common not only in the preparation of food but also in skin care it make the skin glow and more healthier in addition to that it helps people to deal with hair loss due to its vitamins, it is produced in Palestine, Lebanon, some spots in North Africa and Syria. Meat lamb is the most used in the Arabic countries, followed by chicken, goat and beef, coastal areas usually they consume fish more due to its abundance.

Back in the day the most appropriate dish that can be served to guests is roast lamb stuffed with spicy rice. Rice is fundamental ingredient in all the Arabic countries, it is undercooked in innumerable ways, it is common to be served along with fish, stewed vegetables and meat. Tea and coffee are the favorite drinks to Arabs, usually coffee is consumed in the morning, but tea consumed constantly after lunch, with dinner or with breakfast, furthermore people serve them to their guests with some sweets and nuts at social occasions, in business meetings or at home as kind of hospitality.

The Arabic cuisine contain a plenty of spices and herbs that are necessary to add a special flavor also to produce a delicious traditional dish , such as Tabouleh ( origin Lebanon and known in all the middle east ) , Harira and Couscous (popular dishes in Morocco and Algeria) , Mlokhiyyeh ( which is very popular specifically in Egypt and generally in the middle east ) , the followed are some important spices and herbs : Red pepper, Black pepper, cumin, salt, garlic, cinnamon, cilantro, coriander, oregano, parsley and saffron .Usually the availability of

food in certain area relies on: season, appropriate location and storage of the country such as some kinds of fruits.

## 2-2-Traditional Food Habits Of Americans

In America, traditional food is the reason for the growth of the economic and politics of the country, usually cooking methods and the local available ingredients is what determine the cuisine but in America its the contrary which the cuisine is ever-changing consistently due to the needs of the residents, the Americans tends to develop their dishes with the local ingredients. As long as they have a vast coastline their common food is seafood, people in west-coast consume salmon, whereas people in the east-coast depend on sole, halibut, cod and herring and the popular dish in the East is fresh crab.

They didn't develop their dishes only, but also they developed their cooking methods, in initial years grilling was common but now they have plenty of methods in preparing food such as frying, baking, stir-frying, boiling and roasting.

America is the attractiveness center of Hollywood, fashion, politics and the Americans food habits are focus of attention too. Unlike Arabs they are interested more in fast food then traditional dishes also spices are not being used that much  most of the time they use wine to prepare food, furthermore they prefer to buy food rather than cooking it unless it is easy to prepare like sandwiches (of all types) which have an important role in the American cuisine.

Traditional foods of America consists of some sustainable ingredients such as mozzarella and cheddar cheese which are their preferable cheese and irreplaceable. Most of the Americans  prefer to eat pizza, chicken and fruit juice also Japanese, Chinese, Thai and Indian dishes are taking a place in the American cuisine. Moreover they admire ice cream and the most common fruits in America is apples and oranges.

Breakfast normally consists of tuna sandwich, eggs, butter sandwich and peanuts. For lunch and dinner time they consume almost the same food, the most popular dishes are fried chicken, macaroni and cheese, green peas and mashed potatoes.

## 2-3-The Role Of Food In Communication:

The simple definition of communication is to make a conversation or the exchange of information with others by using different ways like: writing, speaking or using technology, there is another factor which helps in communication especially in occasions like weddings, parties and funerals.

It is Food that plays a major role in communication due to the diversity of cultures and traditions, the translation helps us in transfer the recipes into all languages to facilitate the process of the communication system Also food take place in building our personal identities as Brillat-Savarin (2000) claims in the physiology of taste, "tell me what kind of food you eat and I will tell you what kind of man you are " (p.3).Food is seen as a non-verbal communication due to sharing meanings with others. As Roland Barthes ( 2008) defined food as:

"A system of communication, a body of images, a protocol of usages, situations and behavior information about food must be gathered wherever it can be found by direct observation in the economy, in techniques, usages and advertising and by indirect observation in the mental life of a given society "(p.29).

Food is considered as a feature of communication because it is related to culture and ritual, ritual is defined by Rothenbihler(1998) as " the voluntary performance of appropriately patterned behavior to symbolically effect our participate in the series life "(p.27). In our daily lives experiences as gathering with family on the dinner table every night to eat is classified as ritual owing to the expected behavior and repetition. Furthermore, we use food as a tool to originate human relationships throughout eating and preparing food visser(1991) also we use it to identify ourselves to others, it links people symbolically and physically.

## 2-4-The Role Of Food In Tourism:

The definition of food tourism according to Hall and Mitchell (2001) is " visitation to primary and secondary food producers, food festivals, restaurants and specific locations ... It is the desire to experience a particular type of food or the produce of a specific region"(p.74). Food is regarded as an important part of tourism as Hall and Mitchell (2005) pointed out that

tasting or discovering local meals in restaurants, hotels and cafes can create a memorable moments to tourists, since it provides one of the fundamental functions experiences in the tourism production as Hall and Sharples stated that "food is one of the essential elements of the tourist experience "(p.1).

Due to globalization cuisines and food products have been more accessible in all around the world, also it became a popular topic in Radio Shows, Magazines and Television with Food Shows that concentrate on travel shows and the diversity of dishes in each area, such kind of development in the tourism industry have stimulated a particular interest in experiment delicious and unique food of a region.

Nowadays food have become a main factor in choosing a certain destination as Douglas and Lacy stated that " every tourist is voyeuring gourmand ", people can travel especially to experience and taste local meals of its " celebrity chef ", such as many people and celebrities tends to visit chef Burak restaurant " Hatay civilization" due to taste his delicious dishes. Furthermore, chef Nusret known as " salt bae " because of his way in sprinkling salt, who owns a several steakhouses in Turkey, Qatar, United Arab Emirates, Saudi Arabia, United States and Greece. He is an export in meat, he has an innovative skills in cooking all kinds of meat. A lot of celebrities tends to taste their delicious, attractive and unique dishes and due to their unique methods in preparing food they gain an international fame also they become an important symbol to their country.

Recently, food and tourism industry are considered as one of the most growing fields of the world economy especially in rural areas. the majority of western rural areas endured from foreign debt since the late of 1970's, by the help of international tourism that it has been stimulated in the exports incomes. Rural areas in western countries have became the favorite spots for the international tourists in both regional and global terms.  Furthermore, the influence of globalization was the main reason for the increasing of the traditional employment, in both agriculture and manufacturing segments, for that reason tourism production is seen as a "sunrise" for the rural areas by virtue of its important impact on the economic development and employment.

## 3-Culinary Art:

Culinary is defined by the Free dictionary.com as "relating to a kitchen or to cookery" whereas art is described as "human efforts to imitate, supplement, alter or counteract the work of nature" , When we put these two words together we can figures out that culinary art is a combination of uniqueness and delicious that invent to us a masterpiece in terms of form and content also it is composed of art , science , technology and culture .

The origin of culinary begin with primitive roughly two million years ago . Usually people that are working in the field of culinary art are called "chefs" or "cooks" in addition to "culinary artists" and "culinarian" are also used. Culinarians are required to obtain knowledge of food science , diet and nutrition and also to be highly talented and creative .

Culinary art involves all professions that includes preparing, cooking, and presenting food .The role of culinary art is to make all of our senses work by a positive way that make us feel satisfied. For that reason culinary art takes time in the preparation of food in order to ensure that the food is appealing, served in attractive way and smells good, the result will be a perfect dish on all sides.

## 3-1-The Process Of Culinary Art:

First of all, the process starts by choosing the best ingredients of a higher level, either it's a fish , an apple or something else . In fine restaurants we find that who check the fresh buyers is the chef. Second of all, the chef starts thinking of recipes that will be made of the ingredient that are available, a culinarian will be able to adapt recipes in short time. After planning the menus the chef starts working by preparing the ingredient in a right way so that can be properly cooked also to be attractive in the dish. The grown of this process has led the field in modernizing traditional recipes into healthier dishes.

## 4-Gastronomy:

Gastronomy is the core of all countries and cultures, it is the art of good eating, as The Encyclopedia Britannica (2000) defines itas " the art of selecting, preparing, serving, and enjoying fine". It is defined as the study of the relationship between food and culture ,

Gastronomy is the art of serving delicate and appetizing food, it is the cooking styles of particular regions.Another definition to gastronomy according to Brillat-Savarin which call himself "le professeur" as "the intelligent knowledge of whatever concerns nourishment".

.According to Meriem-Webster:"The origin of the term gastronomy is French gastronomie, from Greek Gastronomia , title of a 4th century before century poem , from gastro-gastr + nomia-nomy .it is The art or science of good eating, first known use of gastronomy was in 1814".

## 5-Ethnocentric Translation In Food

Webster's dictionary defines ethnocentric as " the attitude that one's own group is superior. The first known use of Ethnocentric was in 1891". the fact that the translator employs all that to refers to his own culture and traditions in food to convey the message using adaptation to the original text so it seems original and positive in the target language. Also it means to focus on the meaning rather than the style of the target language as Bandia(1993) states that "By ethnocentric translation, the translator gives priority to meaning over form or style with paying particular attention to preserving the TL structure and norms".

When the translator adapt ethnocentric translation in translating food lexis it tends to destroy the message of the target language by using certain strategies as Berman (1992) states that "In the case of an ethnocentric translation this system tends to destroy the system of the original ".

"Non ethnocentric, a kind of translation should not be seen in its two extremes: either to capture meaning as an ethnocentric translation or a " literal transformation " as a "hypertextual" or non-ethnocentric translation "Berman (1985).

## 6-Conclusion:

Food is vital for our lives , it is important for human existence also it is part of identities . Food has significant impacts on tourism and communication . Culinary arts is what related to kitchen and cooking skills while gastronomy is the study of the relationship between culture and food , so discovering all what related to food is a significant step for tackling the problems of equivalence and analyzing the strategies used in rendering food lexis.

# Chapter Two

## Techniques In Rendering Food Terms And Problems Of Equivalence

## Introduction:

The process of translating food lexis is not an easy task due to the difficulties and challenges that face the translator, but in order to produce an accurate and successful meaning to the target audience the translator needs to pay attention to the differences in the linguistic system, the cultural aspects and also to pay attention how the content is carried over from the source language into the target language by using the techniques of translation. In this regard, Toury (1978) states that translation is a matter of an act that inevitably involves at least two systems and two cultural traditions and values. Those differences should be taking into consideration in the process of translating food lexis.

A plethora of studies have been conducted to investigate the problems elaborated by translators while attempting to construct equivalence between the source text and the target text. This chapter will shed light on the translation techniques of Vinay and Darbelnet which are used to facilitate the lexical, stylistic and grammatical problems that face the translator in rendering meaning, as Knigs (2007) states that " translators potentially conscious plans for solving concrete translation problems in the framework of a concrete translation task " (p.2). Second, it shall give focus on the problems of equivalence at word level by adopting the model of Mona Baker and the techniques used by her for dealing with those problems.

## 1-Translation techniques:

Different techniques are being used in the process of translation to overcome the difficulties and the problems that face the translator during translation . Various of scholars have investigated translation strategies from different perspectives , such as , Vinay and Darbelnet (1958) , Reiss (1976) , Newmark (1988) , Harvey and Higgins (1992) and Mona Baker (1992)In the following we will shed light on Vinay and Darbelnet work , since it is considered as the starting point of analyzing translation strategies .

The objective of their work was to determine the differences between two languages also to recognize when and where to adapt these strategies by the translator . Vinay and Derbelnet(1995) subdivide the translation technique into two main categories direct or (literal) translation and oblique translation . Three techniques are classified as direct

translation and four of them are identified as oblique translation (p:30-42) . Furthermore we will address Mona Baker translation strategies .

## 2-1- Direct Translation:

The below part of our study covers the definitions of translation procedures with examples . The procedures of direct translation are: Literal, Calque and Borrowing.

## 2-1-1-Literal Translation:

It means to translate each word at a time in addition to that it concentrate on the form of the source text disregarding the content .

Literal translation appears when we translate ST into TT " word for word " Vinay and Darbelnet(1993) . According to Vinay and Darbelnet the translator employees literal translation in case of translating languages of similar category and culture (p: 5-33). Newmark (1988 ) assures that the area of literal translation is " word to word " , " clause to clause " , " sentence to sentence " or " collocation to collocation " . For him , it is the appropriate procedure when the TL and the SL have similar associations and stand for the same concept (p:69)

The following examples are food terms that are compatible with literal translation :

**Table (1)** : Examples of literal translation :

| Source text | Target text |
|---|---|
| Soup | حساء |
| Chicken | دجاج |
| Apple | تفاحة |

The literal translation in the previous examples is applied successfully , it produces a correct and attractive translation . It was easy to translate the terms literally due to the direct and clear equivalence in Arabic , but in case of long sentences one should make the difference between literal and word for word translation and take into consideration the differences in structure between English and Arabic languages .

The following examples will illustrate better the idea:

We notice that there are changes in the structure of the TT to fit the Arabic structural system to produce an accurate translation . But if it is translated word for word it would be false and irrelevant . "Milk Shake" is translated literally to "مخفوق الحليب" and not word for word translation as "الحليب مخفوق".

However , literal translation is not always successful . For example the term "Hot Dogs" is translated literally to " كلاب ساخنة " it is incorrect translation , it is relevant to adapt it as " رغيف نقانق" or "ساندويتش نقانق ساخن" .

## 2-1-2-Calque Translation :

According to Vinay and Darbelnet (1995) calque or (loan) is " a special kind of borrowing " where the SL expression is literally translated word for word into the TL . Moreover , they added that calque and borrowing usually become completely consolidated into the TL , meaning that the SL adapt the borrowed words in the TL (p:3-32) , For example the word "haggis" is a traditional Scottish dish which is adapted to the English language , the function of calque translation is to introduce a new term to the TL with regarding its syntactical structure .

Furthermore sometimes the translators face some semantic changes which can lead them to False Friends which is defined in Dictionary.com " a word in one language that is similar in form or sound to a word in another language but has a different meaning " . For example : "gato" ( Spanish ) , "gateux" ( French ) we notice that they are the same in pronunciation with a little semantic change , which in Spanish language means "cat" but in French language it means "cake" .

## 2-1-3-Borrowing Translation :

According to Vinay and Darbelnet(1995 ) borrowing is the direct transformation of a word from the ST to the TT and employed with its similar form in the TT without getting through translation . The purpose of this procedure is to fill the semantic gap in English and other languages(p:31) . Example of borrowing , here are some known words adapted in Spanish

from the English language : fitness , light , software , marketing . In the same way we have some words adapted in English from other languages , such as : omelet and coffee from French , Sugar from Arabic , kindergarten and hamburger from German , quarantine from Italian .

Other scholars gave different definitions of borrowing such as :

Catford ( 1965) defines transliteration as a process in a way that provides the writing system of TL with remaining the sounds of SL words (p:66).

Coulmas ( 1999) states that " the purpose of transliteration is to enable those who are not familiar with the writing system of a language to nevertheless read words or even texts of that language "(P:510) . For that reason this procedure considered as the most popular and successful, that can be used to get through the problems and the difficulties encountered by the translator in the transliteration of non-equivalence terms in the target culture .

In the case of gastronomy terms , transliteration has a positive and a negative effect . It is the perfect way to submit a concept that is new to the TC also to enrich the culinary art of a specific area . On the other hand , if the translator addresses transliteration in a wrong situation it will cause distortion to the message also the overuse of transliteration shows unnecessary image of sophistication .

**2-1-3-1-Advantages Of Borrowing :**

1/ Transliteration avoid the misleading translation . For example the term " black forest " which is a kind of cake . To avoid literal translation as " الغابة السوداء" which is not attractive also not making any sense as a kind of food , that is why it is always transliterated to " بلاك فورست" .  Another example to illustrate the point , "cocktail" this term is borrowed into Arabic language and its transliterated to " كوكتيل"، the literal translation of this term is " ذيل الديك" if it is used then it will sound meaningless .

2/ Transliteration helps the translator to overcome the problems of non-equivalence of cultural terms  that face him/her , it can fill the cultural gap between ST and TT . Translators usually use transliteration if the equivalence of the  term that is needed is has no direct equivalence in the TL where the transliteration becomes necessary .

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Table (2) examples of transliteration :

| ST | TT |
|---|---|
| Chicken stroganoff | تشكن ستروغانوف |
| Pizza | بيتزا |
| Taco's | طاكوس |
| Nugget's | ناجتس |

The previous examples are a part of numerous examples that clarify the significance of transliteration to handle name of drinks , dishes andingredients .

Such terms have no similar in the TC due to the cultural differences , also we can find that some of them are made out of proper names , like "chicken stroganoff " is named after Paul Stroganoff .

3/ Prestige of the restaurant it may be reflected by transliterated items in menus.

Various groups of writers agrees that the language of menus rather be diversifies and prestigious , transliteration helps in creating atmosphere of high quality .

Example " super " is translated to " سوبر" rather then " ممتاز او خارق" , other terms are used to reflect the prestige image in restaurants also to attract customers who associate foreign terms with modernity such as " تشكن" for "chicken" and " تشيز" for "cheese" . This is what is known by many scholars as code switching .

However , transliteration is not always a successful strategy in solving translation problems . On the opposite , various of writers view it as the reason in limiting the creativity of the translators also it ignores the local color of the TC ,  that's why it should be used only when necessary and leave it as a last choice .

**2-1-3-2-Disadvantages Of Borrowing :**

1/ Transliteration may cause sometimes an ambiguity and confusion when the transliterated word have two different meanings in the TL . For example the word " turkey " its transliteration into Arabic is " تركي" rather then " ديك رومي" . Transliteration here is not been

a successful strategy because the word " تركي" is confusing in Arabic due to the second meaning which refer to the Turkish nationality .

2/ Transliteration often complicates the words in the TL causing a gap between the product and the customers . For example the transliteration of  " seafood supreme " is  "سي فود سوبريم" although it can be translated easily to " أفخر المأكولات البحرية" with preserving the attractive factor , here the use of transliteration is unnecessary and unjustified due to the existence of the needed equivalence in TL .

3/ In some cases transliteration produces TT which have the same meaning in the ST the words are written in Arabic letters but their pronunciation and sounds are foreign . As in " كومبو" for " combo " and " فيليه" for " fillet " these words are used only for prestige , but when the translator use the strategy of transliteration while the equivalence in the TL is available linguistically is unjustified , it can be a policy that is used by owners to attract customers of high class because it appears that they prefer to use foreign terms . For example they tends to use " تشيز" rather then " جبنة" .

## 2-2-Oblique Translation :

The second category that is introduced by Vinay and Darbelnet includes four other techniques of translation :

The procedures of oblique translation are : Adaptation , Equivalence , Modulation andTransposition .

## 2-2-1-Adaptation :

Many scholars have tackled adaptation strategy . According to Vinay and Darbelnet(1977 ) adaptation is used when the TL doesn't contain a certain position and it is the maximum limits of translation . On the other hand , Mona Baker(1998) stated that adaptation is " a set of translating interventions which result in text that is not acceptable as a translation but it nevertheless recognized as representing a source text of about some length " ( p7) . According to Oxford Dictionary to adapt means " to change something so that you can use it in different situations " .

According to Hatim (1997) adaptation includes other techniques such as : omission , addition and cultural substitution due to the differences between the SC aspects and the TC , many scholars sees the adaptation as a target oriented strategy because it maintains the color of TC (19-20).

**Slogans Adaptation :**

Slogans are considered as playing the role of advertising to the menu , which is why they should be attractive to the customers also to fit the social and cultural habit of the customer . Below are some examples of slogans with their translation .

Table (3) examples of adapted slogans from English into Arabic :

| ST | TT |
|---|---|
| Make any 6- inch salad | سلطةعلى المزاج |
| Experience the best taste and price | الطعم والسعر على ذوقك |
| Flavoured to excite | البيتزا الأفضل على الإطلاق |

The chosen technique can be literal translation but the translator prefer to use adaptation to be more attractive , creative and to make strong statement that can attract customers , the good thing in adaptation is letting the translators uses their ability linguistically and to be creative . Let's take the previous example : " make any 6-inch salad " here the translator adapted the statement of the TC habits , the presented translation is " سلطة على المزاج" it would be "بوصة 6كون أي سلطة بمقدار " suppose that the translator have translated literally as " a complete disaster in the menu and no one will ever ordered it , because it is uncommon to the Arabic culture to relate food with measurement units .

Therefore , the correct translation is the adapted statement " سلطة على المزاج" it makes no confusion to the culture of target audience . One more example : " experience the best taste and price " its literal translation is " جرب أفضل طعم وسعر" although the literal translation is acceptable but the translator chooses to adapt the statement " الطعم والسعر على ذوقك" for a higher level translation also to convey a direct message that any consumer will like the price and taste for sure .

**Sub-techniques Of Adaptation :**

**a-Addition :**

Translators often tends to add information at words , phrases or sentences level . According to Obeidat (2005) the objective of addition is " to clarify complex or unfamiliar notions and concepts to the reader "(p:103). Newmark (1988) clarifies that if the added information is to clarify or solve problems of terms or statements translation then it is acceptable , But if the addition is misleading the customers then it is unjustified (p:91). The use of addition is for different purposes and levels.

**B-Addition At Word Level :**

A single added word can be very important in the transmission of meaning particularly in the case of food terms that is considered rich in odd names . Here are some examples of single word added :

| STs | TTs |
|---|---|
| Ice cream | بوظة سادة |
| Served with spaghetti | مقدم مع معكرونة سباغيتي |
| Cheese crusts pizza | بيتزا محشوة بجبنة الموزاريل |

   The added words are to remove any misinterpretation or ambiguity to the customers . For example : the translation of " ice cream " is " بوظة سادة" the meaning of the added word here is to clarify that it is only ice cream without any extras . Another example for more clarification : the given translation of " cheese crust pizza " is " عجينة محشوة بجبنة الموزاريلا" the function of the added word which is " موزاريلا" meaning " mozzarella " is to specify the type of cheese that is used .

**C-Addition At Phrase Level :**

   Addition sometimes needs more then a single word to achieve the required aim for linguistic reasons also it seems more frequent then adding a single word . Some people criticize the additions saying that its the same as over-translation but we will see the opposite in the following examples :

| ST | TT |
|---|---|
| Coffee cream | كريمة بنكهة القهوة |
| Lasagna | لازانيا بالفرن |
| Lemon chicken | دجاج مع صوص الليمون |

Obviously in the three examples, each addition is employed for a specific and different purpose .

The first purpose is to make the Arabic structure sounds good due to the differences in the linguistic system between the English and Arabic.

The translation of " coffee cream " is " كريمة بنكهة القهوة" lets suppose that it is translated literally as " كريمة القهوة" it will sound weak because coffee doesn't have cream! With the added detail " نكهة" is to clarify that the cream flavour is coffee . The same in " lemon chicken " its literal translation is " دجاج الليمون" it will be misunderstood to the customers , as if the lemon is type of chicken !

Another purpose for addition is to clarify the method of cooking , the translation of " lasagna " is " لازانيا بالفرن" the addition here tends to clarify the style of cooking .

**d-Omission :**

Obeidat (2005) states that omission is " leaving words , clauses , phrases or even sentences which are present in the original version "(p:96). The translator omits if the word has no equivalent in the TL also if it doesn't add any information to the meaning . Moreover , it can be intentionally from the translator due to the lack of knowledge .

Example :

الليمون والشاي مع النعنع

Fresh lemon juice with ice tea

This sentence although it is short but includes three omitted words .

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A/The translation of the word " fresh " is " طازج" attracts customers who prefer their food to be fresh , it is an unjustified omission .

B/The translation of the word " juice " is " عصير " the omission here leads to confusion between slices of lemon or juice .

C/The translation of the word " ice " is " مثلّج" the omission may cause a distortion since it is important to distinguish between hot tea from ice tea .

**2-2-2-Transposition :**

Vinay and Darbelnet (2000) defined transposition as "a procedure that involves replacing one word class with another without changing the meaning of the message" (p:84-93). Newmark states that transposition is " the replacement of one grammatical unit by another ". Transposition is to change the word type for example: noun for preposition, verb to noun. For example: fried dough is a north American food when we translate it into Arabic it become فطائر here we notice that the word type have been changed from noun plus verb to noun only.

This technique requires to be aware of the SL and the TL to know if the replacement made a change in the meaning of the statement or not. In translation transposition consists of two types, optional which is used by the translator to produce a better utterance and obligatory transposition which is used by the translator if there are no other choices in the target language due to the language system.

For example: the translation of the recipe biscuits and gravy with bread is بسكويت ومرق مع الخبز in this case the technique of transposition is held in which the word biscuits is in plural and its translation is singular.

**2-2-3-Modulation :**

It means to change the point of view of the ST without modifying the meaning according to TT perspective , with preserving the same meaning . According to Vinay and Darbelnet (1995 ) modulation is used when the transposed and literal translation are not suitable in the TL , although the produced message is grammatically correct (p:36).  It  could be sometimes

obligatory and in other cases it is optional Vinay and Darbelnet distinguished between free and fixed translation .

We use free modulation when literal translation is not acceptable in the TL , in this case the translator should change the expression to be suitable to the TL . While fixed modulation is usually used in bilingual dictionaries .

For example : the translation of the word not sweet is حادق in this case the translator applied the technique of modulation.

**2-2-4-Equivalence In Translation:**

Vinay and Darbelnet (1995) defined this term by the description of language of the same situation by different structural means or stylistic another definition for equivalence is to express the same thing in a different way that is acceptable and familiar to the culture of the TL  (p:9-38).

# 3-The Notion Of Equivalence:

Mona Baker in her book in other words (1992) argues the relative notion of equivalence,  it is influenced by  several factors such as linguistic and cultural (p:6).
Equivalence is preserving the pragmatic function while changing the word from SL to  TL . usually it is used for rendering Proverbs onomatopoeia of animals sound and idioms , equivalence is to obtain the same massage as the source text reflected by the use of different words from the source text, it is the description of the same reality as the SL does , also It produces the same effect upon the receptor. Equivalence is considered to be the central issue in translation .

Baker (1992) discusses the notion of equivalence at several levels, this research is concerned with the problems of equivalence at word level.

# 4-Equivalence At Word Level :

Baker acknowledges that in a bottom-up to translation equivalence at word level is substantial.
The translator looks at words as single units in order to find an immediate equivalent term in

the TL , a single word might be recognized as a more complex linguistic unit or morpheme , when considering a single word the translator should look at a number of factors such as number , gender and tense.

Mona Baker defines the word as " the smallest unit which we would expect to possess individual meaning is the word " (p:9)

## 4-1-Lexical Meaning :

Baker pointes that the lexical meaning of a word or lexical unit may be thought as the specific value it has in a particular linguistic system and the "personality" it acquires through usage within that system (p:11)

The analysis of a word, pattern or structure into different components of meaning is rarely possible because of the complexities of a language works .
Baker distinguishes four main types of meaning in words and utterances.

### A/Prepositional Meaning:

It is the relation between word and what it refers to in real or imaginary world , it provides the basis of judging an utterance as true or false. For example :the prepositional meaning of the word " sugar " is a white granulates that we use them to make sweets or drinks. It would be inaccurate to use " sugar" under normal circumstances, we can not refer sugar to another granulates that makes salty taste , the inaccurate translation is the question arises from the prepositional meaning.

### B/Expressive Meaning:

It is related to the speakers feeling or attitude rather than the reference of word or utterance. For example: hot dogs it is a dish consisted of grilled or steamed sausage served in sliced bun. This meaning is not clear in the word hot dog , so if we look at the prepositional meaning it has it would be hot animals .

### C/Presupposed Meaning:

Presupposed meaning arises from co-occurrence restrictions, this restrictions are two types selectional and collocational. for example French fries:fingers of fried potato it has nothing to do with French as country.

**D/Evoked Meaning:**

Evoked meaning arises from dialect and register variation. For example:(فلفل) (طحين و دقيق)
(رومي-فلفل أحمر) (جوز-عين الجمل)

Dialect is the variation of a language which circulate in a particular community or group of speakers due to geographical, temporal and social bases .

Register is the variation of a language which the users of that language find it appropriate to certain situations. This variation arises from such parameters as field, tenor and mode of discourse.

Baker states that the very notion of "types of meaning " is theoretical suspect (p:15)
The translator should perceive the meaning of words and utterances in order to render them into another language.

## 5-Problems Of Non-equivalence In FoodLexis:

Baker (1992) statesthat: " The choice of suitable equivalent in a given context depends on a wide variety of factors some of these factors may be linguistic or extra linguistic "(p:16).

English and Arabic languages are likely to have equivalence for more general terms of cooking such as salt and pan but they lacks the more specific ones because of the distinction in meaning which are relevant to their particular environment and style of life.

Non-equivalence at world level means that there is no direct equivalent for the world in in the target language which accurs in the source language . the level of difficulty posed can vary rely on the nature of non equivalence.

Baker 1992 explainesseveral types of problems of non equivalence :

## 5-1-The Source Language Concept Is Not Lexicalized In The Target Language:

Words of the source language may expressed a concept which is known in the target culture but simply not lexicalized (p:19).

The term "mille-feuille " has no direct equivalent in many languages although it expresses a concept which is easy to understand.

Also the term " pancake " expresses a type of cake which it cooked in the pan with specific ingredients but Arabic has no equivalent for it . The term sandwich is not lexicalized in TL , we couldn't find the word sandwich in Arabic dictionary.

Arabic has no ready equivalence for the verb simmer " يطبخ بنار هادئة "

## 5-2-Culture Specific Concepts:

This type of problem may occurs when words of SL expresses ambiguous concepts in the TC , these concepts may be abstract or concrete .

An example of a concrete Arabic concept  refers to type of fish known by (الفسيخ)which is difficult to translate into English because this concept are often referred to as "culture-specific". This Egyptian concept has no equivalent in English language which is rarely understood by American people.

Mlokhiyyeh(ملوخية): cooked green  leaves .

Taco: corn shell stuffed with minced meat

Mansaf(منسف): cooked lamb with yoghurt and rice.

## 5-3- The Source Language Word Is Semantically Complex:

It is a common problem in translation occurs because of the complexity of semantics, words do not have to be morphologically complex to be semantically complex (Bolinger and sears 1968), when a single word may expresses more complex set of meanings than the whole sentence. For example: seafood,  mealtime, Meatpie , continental breakfast , vegemite.

## 5-4-The Source And Target Language Make Different Distinctions In meaning:

The important distinction in meaning of a one language may be irrelevant in other language for example the term شراب in Arabic language makes a distinction between whether it means

drink or wine , the result that if an English translator may find it difficult to choose the equivalent whether drink or wine unless the context makes it clear.

## 5-5-The Target Language Lacks A Superordinate:

This type of problems occurs when the Target language has a specific word but lacks a general word, the translator has to explain every specific words in TL that are related to ST concept.

## 5-6-The Target Language Lacks A Specific Term:

This problem occurs when TL lacks a specific terms but tend to have more general words , each language makes distinction in meaning so it seems relevant to it environment for example:  the terms mozzarella and  cheddar , tend to have no specific equivalent in Arabic language so it would be translated to جبن more general term than it means in the source language.

## 5-7-Differences In Physical Or Interpersonal Perspectives:

Physical perspective have to do with where things or people are in relation to one another or a place.

For example the meaning of the word sausage is different in Arabic  context, it has a different interpersonal perspective.

## 5-8-Difference In Expressive Meaning:

The target language and the source language words may have the same prepositional meaning but it may have different expressive meaning, the difference may be considerable or it may be subtle but it may pose significant translation problem .

For example the translation of  the gerund dasting is إلقاء الغبار but in the food lexis it makes a different in the expressive meaning.

## 5-9-Difference In Form :

Particular form in the SLT tend to have no equivalent in TL like suffixes and prefixes which convey prepositional and other types of meaning.

## 5-10-Difference In Frequency And Purpose Of Using Specific Forms:

A particular form does have a ready equivalent in TL but there is difference in the frequency which it is used or its purpose for .

For example the expression "piece of cake" refers to something easy in the SL but its equivalence in the TL is قطعة كعك makes a different in the frequency and purpose of using.

## 5-11-The Use Of Loan Words In Source Text:

The borrowed expression in the SL poses a special problem in translation, we cannot control the development of words or the additional meaning it might or might not take on.

For example: jelly: جلي

Cannelloni : كانيلوني

Lasagna: لازانيا

Sumac:سماق

## 6-A Strategies Used For Dealing With The Problem Of Non-equivalence:

## 6-1-Translation By AMore General Word:

One of the most common strategies for dealing with many types of non equivalence is the translation by more general word specially in the area of propositional meaning, it works in all languages

## 6-2-Translation By A More Neutral/ Less Expressive Word:

The function of this strategy is to replace words which don't have equivalent words by more neutral or less expressive word. For example: the term" Marinate":To leave meat, poultry or fish in a 'marinade'. Most often a combination of liquid ingredients and other flavorings. Used to tenderize and add flavor. The translation of this term into Arabic it would be تتبيل اللحم less expressive word than the source language.

## 6-3-Translation By Cultural Substitution :

This strategy is used for replacing a culture specific item or expression with the target language concept which has a similar impact in the target reader but does not have the same propositional meaning.For example: " donuts"fried dough  an American recipe it is similar to the recipe of "penne "in Algerian culture it would be accurate if we translatethis term into "penne" in some contexts of cultural substitution .

## 6-4- Translating Using Loan Word or Loan Word Plus Explanation:

It is a strategy commonly used in the field of food translation , it deals with culture-specific item. For example:  pizza = بيتزا

## 6-5- Translation By Paraphrase Using Related Word:

When the world concept of the source language is lexicalized in target language but in different form the use of translation by paraphrase using related word is the best strategy for dealing with non-equivalence problem. For example: Caramelize: To heat sugar until it liquefies and becomes a syrup. The translation of the term in Arabic language it would be كراميل صنع من السكر.

## 6-6- Translation By Paraphrase Using Unrelated Words:

when the word concept of the source language is not lexicalized in target language the paraphrase strategy can be used in some contexts. For example:  the term continental-breakfast  is semantically complex the translation of this term it would be: فطور صباح أوروبي

## 6-7-Translation By Omission :

  When the conveying meaning by particular item or expression is not vital enough to the development of the text the use of omission strategy is not harmful .For example:  roasted meat it would be translated into  مشاوي, The omission of word meat it does not make the context unclear.

## 6-8-Translation By Illustration:

  If there is word lacks an equivalence in the target language and it refers to a physical entity which can be illustrated , the use of translation by illustration it is a useful option specially if there are restrictions on space and the text has  to stay short and concise.For example: breakfast + lunch = brunch in Arabic context we translate it to  وجبة بين الفطور و الغذاء.

## Conclusion:

  Usually, The translator faces a number of difficulties and challenges in the process of translation, because of the variety in linguistic system in both Arabic and English, it is necessary to tackle certain procedures in order to produce the same meaning as the source language.

  This chapter has explored the translation techniques of Vinay and Darbelnet both direct and indirect procedures in translating food terms, that helps to explore the creativity of the translator in both English and Arabic.

Also it discussed the notion of equivalence according to Mona Baker 1992 in order to determine the problems and the strategies proposed by professional translators to render food lexis.

# Chapter Three: Analysis of MasterChef US

## 1/Introduction:

This chapter deals with the practical part of the dissertation where we seek to refute or confirm the earlier hypotheses also to investigate the problems of equivalence at word level in rendering food lexis that face the translator as elaborated by Mona Baker through analysing and discussing a certain patterns which are selected randomly from the TV show Master Chef US season 10 which was premiered on Fox TV on May 29, 2019.

The selected data will be analysed in terms of techniques that are used to solve the problems of non-equivalence . There will be contrastive analysis of some patterns that may servethe study .

## 2/Corpus:

Master chef is considered as an American competitive cooking show with a remarkable success in over 50 countries, passionate chefs from all around US compete against each other by doing weekly challenges to win eventually the title of MasterChef and financial reward , it was based on the British series " Hell's kitchen " which combines between features of conventional game show and career oriented programs . The two production companies of this reality show are one potato two potato and shine America , its first appearance was on Fox Network on July 27 , 2010 . there are 18 seasons but we have chosen season 10 which every episode consisted of 41 minutes because it is the only version available with translation into Arabic.

## 3/Methodology:

In attempt to examine the Arabic translation of the show MasterChef USA , a contrastive analysis between the ST and TT is held .Some patterns are selected and contrasted with the ST in order to determine to what extent the translator has succeed in finding equivalence at word level.35 patterns where taking from the show, those patterns present samples of recipes, ingredients and verbs, the analysis will bein terms of equivalence and non-equivalence specially when the concepts of the source language are not lexicalized in target language.

**4/Corpus Analysis:**

**4-1-Ingredients :**

**Table 1: Plants**

| ST | <u>TT</u> |
|---|---|
| Basil | ريحان |
| Rosemary | روزماري |
| Oregano | اوريجانو |
| Cinnamon | قرفة |
| Cilantro | كزبرة |

**Analysis :**

**Pattern n°1: Basil:**



Basil is native to tropical regions  from  central Africa to southern Asia,this herb was translated to ريحان it is a direct equivalence  , an accurate translation was held ، the meaning is direct and clear to target audience .

## Pattern n°2: Rosemary:



Rosemary is fragrant evergreen herb nativeto theMediterranean regionrosemaryhasnaturalized throughout much of Europe it is usually grown in warm climates,the produced translation isروزماري,the translator uses the strategy of loan word while the Arabic language has the direct equivalence of this herb which is إكليل الجبل, in Arabic language they use both concepts روزماريand إكليل الجبل.

## pattern n°3:Oregano:



Oregano was associated by the Greek and Romans with joy and happiness, according to (medicalnewstoday) website: the name comes from the Greek words"oros" meaning mountain, and "ganos" meaning joy .the translation of "oregano" is اوريجانو, by using the strategy of loan word, despite the existence of its equivalence which is زعتر بري in the target language,but many are using the loan word اوريجانو and not the equivalence because there are two similar herbs in Arabic that may cause an ambiguity in the process of cooking, this two herbs are: زعترand زعتر بري.

## Pattern n°4: Cinnamon:

This type of spicesoriginsfrom the Caribbean ,south America and southeast Asia ,

The translation of "cinnamon" is قرفة, the translator uses the direct equivalent in order to render this herb.

## Pattern n °5: Cilantro:



Cilantroisa versatile herb that is essential in many Mexican, Middle Eastern, Indian, and Asian recipes. The Arabic translation of "cilantro"is كزبرة the translator producesa direct equivalent , an accurate translation was held and the meaning is clear.

**Table 2: Fish**

| ST | TT |
|---|---|
| Snapper | نهاش |
| Cod | قد |
| Swordfish | سمكة أبو سيف |

## Pattern n°6 : Snapper:



Snapper are generally found in western Atlantic Ocean,   the Caribbean sea and the gulf of Mexico , this type of fish was translated into نهاش the translator uses the direct equivalent in rendering fish type into  the target language.Snapper is known to the target audience since it grows in the Arabic gulf areas .

## Pattern n°7 : Cod:

Cod fish is found on both sides of the North Atlantic. The translation of "cod" is سمك القد it isa direct equivalentwhichproduces anadequatetranslation.

## Pattern n°8: Swordfish:



Sword fish are found widely in tropical and temperate parts of the Atlantic, Pacific, and, Indian Ocean ,the translation of "swordfish" is سمك أبو سيف despite is is a literal translation but it provides a clear understandable meaning,because the name of this fish is extracted from its shape , the addition was in the term أبو this addition is related to the characteristics of the Arabic language.

## Table 3: Fruits

| ST | TT |
|---|---|
| Grape fruit | جريب فروت |
| Avocado | أفوكادو |
| Passion fruit | ثمرة العاطفة |
| Pineapple | أناناس |

**Analysis :**



# Pattern n°9:  Grapefruit:

Grapefruit is a subtropical citrus tree known for its relatively large sour to semisweet , the grapefruit is for home consumption in the islands of the west Indies before its culture spread to American mainland, it grows in climates that have humidity and warm throughout the year.The translation of this term is جريب فروتit is translated by loan word sincethere is items of source language may express  a concept is   not lexicalized in Arabic language due to the differences in the geographical aspects .

# Pattern n°10: Avocado:



Avocado is  a tree originating from south-central Mexico. The produced translation is افاكادو,in this case the translator adapted the strategy of loan wordbecause the word of source language is not lexicalized in the target language due to the differences in the geographical aspects,because avocado tree grows in climate without frost.

**Pattern n°11: Passion Fruit:**



Passion fruit  is cultivated in tropical and subtropical areas for its sweet , this type of fruit does not exist in Arab countries because of the geographical nature of passion fruit which needs heavy sandy loams to grow, the translation of this item is ثمرة العاطفةwhich is fully literal.

In this case the adaptedtechnique of translation is suitable for solving the problem of non-equivalence.

**Pattern n°12:Pineapple:**



Pineapple is a global fruit because it grows in greenhousesand many tropical Plantations , the translation of this fruit is أناناسthis is a direct equivalence .



**Pattern n°13:CheddarCheese:**

Cheddar cheese is named after cheddar Somerset which is Canadian village , this term was translated by using the strategy of loan word into شيدارbecause this type of cheese is not lexicalized in the target language .

## patternn° 14: Basmati Rice:



This type of rice origins is India and Pakistan the translation of this item is ارزبسمتي it is a loan word in both Arabic and English languages , using this strategy is necessary for solving the problem of non-equivalence.

## 4-2-Recipes:

## Table 4:

| ST | TT |
|---|---|
| Cipollini onions | بصل مشوي |
| Smashed fingerling potatoes | بطاطس مهروسة |
| Pan-seared escallope | سكالوب مقلي |
| Fried chicken drumstick | دجاج مقلي |
| Fried chicken thigh | فخذ دجاج مقلي |
| Coconut crusted cod | سمك القد المجفف بجوز الهند |
| Turkey burger | برغر الديك الرومي |
| Southern fried chicken | دجاج مقلي جنوبي |

| | |
|---|---|
| Caramelized tart Tatin | تاتين تارت بالكراميل |
| Caramel pastry | معجنات بالكراميل |
| Beer battered cod | سمك القد المملح |

## Pattern n °14:Cipollini Onions:



The term cipollini were originally cultivated in Italy , it was grown only for domestic distribution,  the cipollini onion travelled across Europe and America with  Italian immigrants, so translating this term to بصل مشوي by using illustrations is correct because  the Arabic dictionary lacks such terms.

If we apply the back translation for the term بصل مشوي it would be roasted onions this translation is totally different from the source language,although the back translation is inaccurate but we can say that  the strategy of translation by illustration is successful in this case since we don't have a direct equivalence.

## Pattern n°15:Smashed Fingerling Potatoes:

In this recipe ,first , the chef started by boiling and cooling potatoes then he coated with olive oil , smashed and roasted with garlic and thyme until they became crispy golden,  here the translator rendered this item to  بطاطس مهروسةwhich is inaccurate , if we look at the process of making بطاطس مهروسة in Arabic it would be smashed potatoes only with no illustration that is shaped like fingers so the term fingerling is omitted which caused a less accurate meaning,  we suggest the translation of this term to be أصابع بطاطس مهروسة.



## Pattern n°16: Pan-Seared Escalope:

Pan searing is a technique used for meat types in which the surface of the food should be cooked at high temperature until it forms a browned crust layer., if we look at the translation of the term pan seared which is مقليthan it is less expressive because the Arabic language lacks the term that refers to this cooking technique exactly  ,

If we applyback translation  for the word مقليit would be fried " but here the source language concept is showing that the technique is not frying but searing  also we notice that the literal translation of searing is حرقhere if we use this term on translation to Arabic

audiences it would be totally strange since the Arabic people does not burns food intentionally, so here the translator uses the strategy of translation by a more neutral / less expressive word in order to solve the problem of non-equivalence.

The term escalopeis a boneless piece of meat , it is originated in France.

The translation of this term is  اسكالوب which is a loan word so applying this strategy is successful because the meaning of escalope is clear and acceptable to target audiences.

## Pattern n°17:Fried Chicken Drumstick:



The term chicken drumstick is the lower joint of the leg of a chicken, here the translator omitted the word drumstick , he just mentioned the term chicken which is inappropriate since we have the term أفخاذ دجاج it is direct to chicken drumsticks . We can say that applying omission is not successful in this context.

## Pattern n°18: Fried Chicken Thigh:



Chicken thigh is the top portion of the leg above the knee joint that is connected to the body of the chicken, here translating this term to فخد دجاج is correct because Arabic language

lacks the specific name of this portion of chicken, so translation by more general word is a good strategy for solving the problem of non-equivalence.



**Pattern n°19:Coconut Crusted Cod:**

This recipe is a crispy baked coconut cod breaded with shredded coconut, the translation of this recipe into سمك القد المجفف بجوز الهند itis accurate, the meaning is clear and understandable

"Coconut" is translated into جوز الهند the translator uses a direct equivalent in the target language

The verb "crusted"is translated into مجفف which is noun , the grammar category has changed from verb into noun.

"Cod" is translated to سمك القد the translator added the word سمك which is not mentioned in the source language because this type of fish is not popular in Arabic countries so it is hard to understand that cod is a fish to Arab audience.The translator uses the strategy of translation by illustration in order to produce an understandable translation .

**Pattern n°20:Turkey Burger:**

Turkey is a large bird in the genus Meleagris native to north America , the translation of this term is ديك رومي which is a direct equivalentto the target audience.

The term burger is a sandwich consisted of one or more cooked patties of meat , the translation of "burger" is برغر ,this term is not lexicalized in Arabic dictionary.Therefor,the strategy of translation by loan word is held , it produced an accurate and meaningful translation.



## Pattern n°21: Southern Fried Chicken:

This recipe is southern , it is a chicken pieces soaked in buttermilk then coated in seasoned flour and pan-fried ,this recipe is fully different from other recipes of fried chicken, the translation of this recipeis into دجاج مقلي جنوبي in this case, the translator uses literal translation, due to the differences between the south and north recipe of fried chicken .

## Pattern n°22:Caramelized Tart Tatin:

Caramelized is a verb , its translation is بالكراميلit is  proposition  plus noun the translator has changed the grammatical category of the verb.

The verb "caramelize" is a loan word since the word is not lexicalized in Arabic dictionary, the same as the word "tart" it is a loan word.A tart is a baked dish consisting of filling over a pastry base . The Arabic dictionary does not contain this term because it is originally French dish , so using loan word is a successful strategy to deal with this term .

Tatin named after the Tatin sisters who invented this dish , it is a pastry in which the fruit is caramelized in butter and sugar before the tart is baked . the use ofloan word is inevitable for dealing with non-equivalence problem.



**Pattern n°23:Caramel Pastry:**

Pastry simply means savoury or sweetened dough of flour,  the translation of this term into معجناتis more general , the term   معجناتmeans all what consisted of flour and water,it is often savoury in the Arabic recipes but if it is a sweet pastry than it is   حلوياتand not معجنات.معجنات بالكراميلthe term"caramel pastry"  is a sweet dish which is translated into ,the strategy of translating by more general word  is inaccurate and less expressive in this context. Even though the equivalence of "pastry" is معجناتbut it is irrelevant  in rendering this recipe.

## Pattern n°24:Egg Ravioli :



Ravioli is a type of pasta which is comprised filling and enveloped in a thin pasta dough, the translation of this recipe is رافيولي, the translator usesthe strategy of loan word since the word is not lexicalized in the Arabic dictionary, using loan word is very accurate to deal with non-equivalence.

## Pattern n°25:Beer Battered Cod:



Beer battered is to whisk flour and beer together in a bowl until batter is just combined, in the translation of this recipe the translator just omitted the technique of cooking,because it contains something restricted to Arab audiences.The translator replaced ''beer bettered'' with مملحto substituteit by something commonly used in Arabic recipes , we can say that it may produce an acceptable outcome but it is obvious that this translation is unfaithful .

## 4-3-Verbs:

## Table 5 : Gerund

| ST | TT |
|---|---|
| Bruizing | كدم |
| Seasoning | تتبيل |
| Baking | اخبز |

## Analysis:

## Patternn° 26 :Bruising:

  The verb" bruising"  is considered as cooking technique which means to gently crush a certain ingredient for releasing its full flavours like bruising garlic, but in this context the chef warned competitors to not Bruise steak to keep its flavour.

  In Arabic the term كدم  is defined in the Almaany dictionary as :

كدَم الشّخصَ:أحدث فيه أثرًا بعضٍّ أو صَدْم أو نحوه

كَدَمَ الصيدَ: طَردهُ وجَدَّ في طلبه حتّى يغلِبه

وفي المثل: كَدَمَ في غير مَكْدَم : طلبْ حاجةً لا تُنال

 This translation  doesn't reflect an equivalence to the verb "Bruise "in Arabic because it is less expressive , simply  because the verb is not lexicalized in Arabic,  there is no equivalence for some verbs related to cooking because of the differences in lifestyle and the  way of cooking  The Arabic dictionary doesn't contain verbs like dasting  or bruising food . As a result the equivalence at word level in this case is not achieved.

## Patternn° 27: Seasoning:

The term seasoning is defined by Cambridge dictionary as :" a substance especially salt or pepper that is added to food to improve its flavour", the translation of this term is تتبيلwhich conveys the full meaning in the target language here the translator produce a direct equivalence.

Grammatically speaking, the term seasoning is gerund and its translation is noun. As a result the equivalence at word level is achieved.

## Pattern n°28: Baking:

The term baking is a method of cooking inside the oven without using any added fat, the translation of this item is اخبزwhich produce the full meaning in the target language the same as the source language, the function of the verb baking and اخبزis similar.

Grammatically speaking, baking is a gerund and its translation اخبزis a verb in present simple tense. As a result the equivalence is achieved in both form and meaning.

## Table 6 : Past Participle

| ST | TT |
|---|---|
| Crusted | متقشرة |
| Creamed | مدهونة |
| Overcooked | طهو مبالغ فيه |
| Glazed | تزجيج |
| Caramelized | بالكراميل |
| Marinated | غطيت |
| Torched | حرق |

## Patternn° 29: Crusted:

The meaning of the word " crusted " is the hard outer surface of  substance in this case it is " crusted pork chop "  the produced translation to the term is متقشرةwhich means in Arabic according to Almaany dictionary :

قَشَرَ الشيءَ : نَزَعَ عنه قِشْرَهُ

قَشَرَ جِلْدَه : كَشَطَه

القَشِرِ : الكثيرُ القِشْر

قَشِرَ الرَّجُلُ : اِشْتَدَّتْ حُمْرَتُهُ كَأَنَّ بَشَرَتَهُ مُتَقَشِّرَةٌ

قَشِرَ أَنْفُهُ : اِنْقَشَرَ مِنْ شِدَّةِ الْحَرِّ

قَشِرَ التمرُ: غلُظَ قِشْرُهُ فهو قَشِرٌ

 The translation of the verb  " crusted "  into متقشرةis a less expressive meaning than the source language. The use of the strategy of translation by more neutral or less expressiveword is not successful in this case,because the term is not lexicalized in the target language.

Furthermore, when we use back-translation to the word "متقشرة" it give us "scaly" which is related to skin and don't convey the same meaning as "crusted". In addition to that we notice a change in the grammatical category of the term from (verb +ed) to an adjective. As a result the equivalence at word level is not achieved.

## Patternn° 30: Creamed:

The meaning of the word "creamed" is to prepare any kind of food with cream or to serve it with cream sauce . The adopted translation of  "creamed" isمدهونة, the translator uses the strategy of translation by more general word ,here we notice that the translation does not produce the equivalence in the target language because the word in the target language means

to add a layer of fats to the top of food . this translation is inaccurate and more general in meaning . As a result the equivalence at word level is not achieved.

## Pattern n°31: Overcooked:

"Cooked" is translatedinto طهي which is direct equivalence in the target language. Over is proposition refers to above or higher than something else , normally the translation of this proposition into Arabic is فوق or اعلى, the giving translation is مبالغ فيه is not accurate because it doesn't produce the same meaning.

Overcooked is to cook food too much than necessary, the translator used the strategy of paraphrase using related word in order to make it close tomeaning to the target audiences , because the verb overcooked is not lexicalized in the target language.

## Pattern n°32: Glazed:

The verb " glazed " means dipping and dripping food with egg whites and basic icings to add coat of glossy .the given translation of this term is تزجيج which considered as neologism that means coining new words .

The meaning of the word تزجيج according to Almaany dictionary is :

زَجَّجَتْ حاجِبَها : رَقَّقَتْهُ وَطَوَّلَتْهُ

زَجَّجَ الْمَكانَ : سَوَّاهُ، أَصْلَحَهُ، رَمَّمَهُ

زَجَّجَ الرُّمْحَ : جَعَلَ لَهُ زُجّاً

زجَّج الخزفَ: طلاه بطلاء شبيه بالزّجاج

There is difference in frequency for using the term تزجيج and glazed so the translation is inaccurate. As a result the equivalence not achieved .

## Patternn° 33:Caramelized:

The meaning of "caramelized" is to heat sugar until it liquefies , there is no equivalence in the Arabic language for this term , so the translator use loan word to bring the meaning to its closest point . the translation of the verb "caramelized" is بالكراميلthe equivalence at word level is achieved .

Grammatically speaking , there is a change in the category of the word from (verb + ed ) to ( noun + propositional ).

## Pattern n°34 :Marinated:

 Marinate which means to leave meat , poultry or fish with a combination of liquid ingredients and other flavouring in order to tenderize and add seasoning . The translation of this term in the show was غطيتits meaning in the Arabic language is to cover something

 in accordance to equivalence meaning , it is less expressive then the SL meaning , we notice that the strategy of translation by less expressive word does not produce an accurate meaning in this context .

## Pattern n° 35: Torched:

Torched is defined by Cambridge dictionary as : to torch something is to set fire to a building or vehicle deliberately in order to destroy it. When comparing this definition with the Arabic translation حرقit seems correct at the first sight, but in food lexis it doesn't give the direct equivalence because the meaning of torched in cooking is not to burn substance but to melt cheese, roast steaks or to brown baked meringues.

The translator adapted حرقas a translation for "torched" using the strategy of translation by general word because the word is not lexicalised in the target language in order to solve the problem of non-equivalence.

 Grammatically speaking, "torched" is past participle while the given translation حرقis verb in the past simple tense .

## Result:

The translation of episodes 3,4,5,6,7,8,9,10,and 11 from MasterChef USA highlights the fact that there is plethora of items in food lexis doesn't have an equivalence in Arabic language, because there is a wide range of differences between language system due to the geographical conditions especially in climate, those differences may cause a problem in rendering food lexis specially at word level.

Mona Baker provides a list of common strategies to deal with non-equivalence at word level which are : translation by more general word, translation by more neutral/less expressive word, translation by cultural substitution, translation by loan word or loan word plus explanation, translation by paraphrase and translation by omission.

The translator adapted almost all the strategies proposed by Mona Baker, but the most successful strategy is "loan word"especially when words of food lexis are not lexicalized in the target language to solve the problem of non-equivalence.

## Conclusion:

Finding equivalence is the most problematic stage in translation, Mona Baker states several types of non-equivalence at word level , she proposed several strategies for solving problems of non-equivalence , this practical chapter focused on the type of non-equivalence which occurs when the word is not lexicalized in target language, we extracted the suitable patterns which include that type of nonequivalence and we analysed the strategies which have been used in the translation of the American show MasterChef season 10 .

# Conclusion

Recently, various aspects in our kitchen are inspired by others dishes , in this case the role of translation is to discover the food world.

It is found that the diversity in both cultural and linguistic system make the task of translation of food lexis more challenging than it appears.

This study attempts to investigate the problems of equivalence in rendering food lexis from English to Arabic language .

It is high time to approve or disapprove the hypotheses that we have set at the very beginning. Our main hypothesis was :

Problems of equivalence at word level would appear if the concept of the SL is not lexicalized in the TL, Furthermore, if the word is not lexicalized in the TL , borrowing is the most reliable strategy to render food lexis.

After the analysis we have tackled in the practical part , we can rely upon our result . this dissertation achieved the following results:

Borrowing is the most effective strategy for rendering food lexis, because the Arabic language has many items that are not lexicalized due to the long standing differences in linguistic system. For example: verbs, ingredients and recipes.

Omission is inevitable strategy to overcome the problems of equivalence specially for kinds of meat like: pork , or kinds of drinks such as: beer and teckila. Due to the restrictions of the Arabic language towards this kind of terms.

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**مقدمة**

نظرا لتعدد الالسنة واختلاف اللغات بين الشعوب اصبح من الضروري اللجوء الى الترجمة بصفتها جسرا للتواصل والتعارف بين الشعوب والثقافات في عدة مجالات منها مجال الطبخ ففي السنوات الأخيرة تغير مفهوم الطبخ كثيرا فلم يعد يقتصر على الوصفات التقليدية التي تعلمها الأبناء عن الأجداد وانما توسع ليكون مدخلا للتعرف عن ثقافات وعادات الشعوب الأخرى وهدا بفضل الترجمة و البرامج التي تعرض فن الطبخ فاصبح الناس يجربون وصفات جديدة في شتى بقاع العالم وتعد هده الأخيرة من اكثر خدمات الترجمة طلبا خاصة في المطاعم الأجنبية المتواجدة في البلدان العربية .

ان ترجمة معجم الطبخ هو مشكلة تعترض كافة المترجمين خصوصا عند القيام بالترجمة من اللغة الإنجليزية الى العربية بسبب الاختلافات الشاسعة على المستوى الثقافي والجغرافي وأيضا اللغوي. في هته الدراسة نحاول استقصاء مشاكل التكافؤ التي قد تواجه المترجم اثناء نقل المعلومات من اللغة المصدر الى اللغة الهدف من خلال تسليط الأضواء على نمودج مونا بيكر لتحليل ومقارنة معجم الطبخ من البرنامج التلفزيوني ماستر شاف .

**اهداف الدراسة**

تهدف هده الدراسة الى تقصي مشاكل التكافؤ على مستوى الكلمة خصوصا عندما تكون كلمات النص الأصلي غير مدرجة في قاموس اللغة الهدف أيضا تهدف الدراسة الى تحليل الاستراتيجيات المقترحة من طرف مونا بيكر لحل مشاكل التكافؤ المتعلقة بمعجم الطبخ .

**إشكالية البحث**

ترجمة مصطلحات الطبخ ليست بالامر السهل فالمترجم حتما سيواجه مجموعة من المشاكل والتحديات بسبب الاختلافات الشاسعة بين اللغتين الإنجليزية والعربية. هده المشاكل تخلق لدى المترجم العديد من التحديات التي تفرض عليه تقصيها ومعالجتها من اجل انتاج محتوى مقبول ومفهوم .

**السؤال الرئيسي**

ماهي أنواع المشاكل التي قد يواجهها المترجم اثناء عملية الترجمة عند التعامل مع مصطلحات الطبخ

**سؤال فرعي**

هل يعتمد المترجم على استراتيجيات معينة من اجل ترجمة معجم الطبخ

**الفرضيات**

تظهر مشاكل اللاتكافؤ عندما يكون مصطلح اللغة المصدر غير مدرج في قاموس اللغة الهدف .

الاقتراض هو الاستراتيجية المعتمدة لحل مشكل اللاتكافؤ .

**هيكل البحث**

تم تقسيم هذا البحث بشكل يتناسب والاهداف الموضوعة مسبقا والمراد الوصول اليها في نهاية العمل حيث تم الاعتماد على الجانب النظري المتكون من فصلين والجانب التطبيقي المتكون من فصل واحد في الفصل الأول حاولنا القاء الضوء على المفاهيم التي لها صلة بمجال الطبخ مع ذكر دورين مهمين للطبخ وايضا تناولنا عادات الاكل التقليدية المتعلقة بكل من الشعب الأمريكي والعربي اما الفصل الثاني فهو ينقسم الى قسمين. يعالج الجزء الأول الترجمة تقنيات لفيناي و داريلنت المصنفين الى قسمين الترجمة المباشرة والترجمة الغير مباشرة ويتناول الجزء الثاني مشاكل التكافؤ لنموذج مونا بيكر مع التطرق الى أنواع التكافؤ وكذا الاستراتيجيات المستعملة من طرف المترجمين المحترفين لحل مشكل اللاتكافؤ وتم تخصيص الفصل الثالث للجزء التطبيقي للدراسة من اجل تفسير وتحليل وكذا مقارنة البيانات التي تم جمعها من برنامج ماستر شاف .

**الفصل الأول**

**كيفية تطور عالم الطبخ**

بدا تطور عالم الطبخ منذ الاف السنين وتسارع في العصر الحديث بحيث امتد الى المطاعم في كل انحاء العالم. قديما كان الطباخون يجدون عدة صعوبات في طبخ الاكل من ضمنهم عدم معرفة كيفية استعمال الطرق المبتكرة للطبخ وقلة معرفتهم بالمكونات وطريقة تحويلهم. لكن اليوم اصبح كل شيئ متوفرا من المكونات الى الأساليب لطبخ الاطباق الحديثة والتقليدية بشكل ممتاز بحيث اصبحت لدينا الفرصة لاكتشاف الاكل في كل انحاء العالم وأيضا لتذوق الاكلات التقليدية الخاصة بالشعوب الأخرى .

**عادات الاكل التقليدية الخاصة بالشعب العربي**

يعد الاكل التقليدي في الشرق الأوسط كرمز للضيافة وأيضا يلعب دورا مهما في التجمعات العائلية خاصة في المناسبات والاعياد. يوجد بعض المكونات التي تتواجد منذ الازل في الاكل العربي التقليدي منها الخبز الذي يعد مكون أساسي في المائدة العربية. زيت الزيتون وذلك لفوائده العديدة. لحم الخروف ويعتبر اكثر نوع لحم يستهلك لدى العرب بالإضافة الى الدجاج ولحم الماعز والبقر اما في المناطق الساحلية فيتم استهلاك السمك بكثرة. بالنسبة للمشروبات الاكثر استهلاكا لدى العرب هم القهوة والشاي .

يحتوي المطبخ العربي على العديد من التوابل والاعشاب من اهمهم الملح الثوم الكمون الفلفل الأسود والاحمر القرفة البقدونس التي تعتبر من الضروريات لاضافة نكهة مميزة للاكل وأيضا لصنع اطباق تقليدية لذيذة من أهمها في البلدان العربية تبولة ملوخية كسكس حريرة. عادة ما يكون توفر مكون ما مرتبط بالجو والفصل والمنطقة الجغرافية كبعض انواع الفواكه .

**عادات الاكل التقليدية الخاصة بالشعب الأمريكي**

نجد من بين أسباب النمو الاقتصادي والسياسي في أمريكا هو الاهتمام بالاطباق التقليدية وذلك راجع لاعتمادهم على مخزونهم المحلي من المكونات وتطويره على حسب حاجات المواطنين وأيضا تطوير تقنيات الطبخ قديما كانو يعتمدون على الشوي لكن الان لديهم عدة طرق منها الغلي و القلي و التحميص. طالما لديهم خط ساحلي فمأكولاتهم الشائعة هي مأكولات بحرية. يستهلك القاطنون في الساحل الغربي السلمون أما القاطنون في الساحل الشرقي فيعتمدون أكثرية على سمك الصول و سمك القد المملح و طبقهم المشهور هو السلطعون .

يحتوي المطبخ الأمريكي على عدة مكونات منها جبنة موزاريلا وشيدر بحيث يعتبرونهم جبنتهم المفضلة. يعتبر الأكل التقليدي للأمريكيين غير صحي بحيث أن معظمهم يفضلون الأكل السريع كالبيتزا ونجد أيضا أن بعض الأطباق الصينية والهندية قد كسبت مكانا في المطبخ الأمريكي. بالإضافة الى ذلك فهم يحبون البوظة كثيرا وفاكهتهم المفضلة هي التفاح والبرتقال .

يتكون فطور الصباح عادة لدى الأمريكيين من ساندويتش تونة او زبدة والبيض وبعض الفول السوداني. اما بالنسبة للفطور والعشاء فالأطباق الشائعة لديهم هي معكرونة بالجبنة او دجاج مقلي او بازلاء مع بطاطا مهروسة .

## دور الأكل في التواصل

مفهوم التواصل المتفق عليه هو اجراء محادثة او تبادل معلومات عن طريق التكنولوجيا او الكتابة او التكلم لكن هنالك عوامل أخرى تساعد في القيام بالتواصل وخاصة في المناسبات مثل الحفلات وحفلات الزفاف والجنائز وهو الأكل الدي يلعب دورا مهما في عملية التواصل بسبب تعدد الثقافات والتقاليد ويعتبر الأكل شكل من أشكال التواصل الشفهي نظرا لمشاركة المعاني مع الأخرين .

## دور الأكل في السياحة

يعتبر الاكل جزء مهم في السياحة بما ان تدوق او اكتشاف الاطباق المحلية يخلق دكريات لا تنسى وأصبح أيضا عامل أساسي في اختيار السياح لوجهتهم السياحية لتجربة الأكل الفريد من نوعه لمنطقة معينة او لشاف معين مثل شاف بوراك الدي اكتسب شهرة عالمية بسبب طريقة تحضيره للأكل فهو مكسب مهم للسياحة التركية بما ان الناس أصبحوا يقصدون تركيا خصيصا له. أصبحت الصناعة السياحية مؤخرا كأكثر المجالات نموا في اقتصاد العالم وخاصة في المناطق النائية فقد أصبحت السياحة لتلك  المناطق كطوق نجاة من الديون وكل الفضل يعود للصناعة والزراعة المحلية .

## فن الطهي

هو مزيج من التميز واللدة في طبق واحد فيكون الناتج قطعة فنية من ناحية الشكل والمحتوى ويجمع بين الفن والعلوم والتكنولوجيا بالإضافة الى الثقافة. فن الطبخ يجعل جميع حواسنا تعمل بطريقة إيجابية لدى تدوق الطبق. يتم خلال هده العملية دمج المكونات واضافة التوابل والبهارات باستعمال طرق وأساليب مختلفة لجعلها جاهزة للأكل. في العصور القديمة كان الاكل لسد الجوع فقط لكن في العصر الحديث أصبح الطباخون يهتمون بالتفنن في تحضير الاطباق وتقديمهم بأجمل الأشكال .

## فن الأكل

حرر الكاتب جان انتلم بريلات سافرين اول كتاب عن فن الاكل اسمه فسيولوجيا الدوق و هو دراسة العلاقة بين الغداء ومختلف المكونات الثقافية باعتباره المحور الأساسي فالأمر يتعلق بكل من العلوم الاجتماعية و العلوم الطبيعية من حيث النظام الغدائي وأهم مضمون هو الفنون الجميلة. الكثير يعتقد ان فن الأكل هو نفسه فن الطهي لكنه جزء صغير فقط من هدا النظام فهو يشمل عدة أنشطة رئيسية منها التدوق و الاكتشاف و الفهم و كدا  البحث والكتابة عن الأطعمة .

**الفصل الثاني**

**تقنيات الترجمة**

تصف تقنيات الترجمة أساليب وإجراءات التي يطبقها المترجمون في عملية الترجمة عند مواجهة مشاكل وصعوبات في نقل المعلومات من اللغة المصدر الى اللغة الهدف بحيث ان التقنيات تمكنهم من إيجاد حلول مناسبة لترجمة سليمة. فقد حدد داربلنت وفيناي تقنيتان الترجمة المباشرة والغير مباشرة وكل واحدة منهما تضم بعض التقنيات المستعملة لحل مشاكل الترجمة الاسلوبية والنحوية والمعجمية. وسنتطرق أيضا لنموذج مونا بيكر لمعالجة مشاكل التكافؤ بدكر أنواع التكافؤ والاستراتيجيات.

**تقنيات داربلنت وفيناي للترجمة**

**أولا / تقنيات الترجمة المباشرة**

**الترجمة الحرفية**

هي القيام بعملية الترجمة من اللغة المصدر الى اللغة الهدف مع الحفاظ على شكل ونفس تأثير النص الأصلي ويتم توظيف الترجمة الحرفية عادة عند تشابه اللغة المصدر مع اللغة الهدف .

**النسخ**

هي نوع من الاقتراض ويتم فيها ترجمة كلمة بكلمة من اللغة المصدر الى اللغة وعادة ما تستعمل هده التقنية في مجالات متخصصة .

**الاقتراض**

هي تقنية تقوم بنقل نفس الكلمة من النص الأصلي الى النص الهدف وغالبا ما تستعمل هده التقنية عندما لا يوجد مقابل للكلمة في اللغة المترجم اليها

**ثانيا تقنيات الترجمة الغير مباشرة**

**الترجمة بالتكييف**

يتم استعمال هده التقنية في حالة ما اللغة الهدف لا تتقبل ثقافة اللغة المصدر او ان المرجع الثقافي في النص الأصلي غير وارد في اللغة الهدف .

## الترجمة بالتحوير

يتم فيها تغيير شكل البنية الدلالية لنص اللغة المصدر لتتناسب مع اللغة المستهدفة دون التأثير على المعنى الإجمالي .

## الترجمة بالابدال

تتضمن هاته التقنية تغيير وجهة نظر النص الأصلي لتتناسب مع النص الهدف بدون تغيير المعنى الإجمالي للنص .

## الترجمة بالمكافئ

يتم دلك عند التعبير عن ثقافة اللغة المصدر بطريقة مألوفة ومختلفة لتتناسب مع ثقافة اللغة الهدف

## التكافؤ على مستوى الكلمة

بالنسبة إلى مونا بيكر على المترجم تحليل الكلمات واحدة واحدة في اللغة الأصل قبل بدأ عملية الترجمة, كي يستطيع إيجاد المكافئ الأمثل في اللغة الهدف .

تعرف مونا بيكر التكافؤ على مستوى الكلمة أنه الوحدة الأصغر و التي قد تحمل عدة معاني ينبغي على المترجم توخي الحذر عند تعامله مع الكلمات المفردة .

## أنواع اللامكافئات على مستوى الكلمة

أنواع اللامكافئات كثيرة و التي من بينها مفاهيم ذات خصوصية ثقافية و من خلالها يكون للنص الأصلي معنى ثقافي تفتقره اللغة الهدف و هناك مفاهيم موجودة في اللغة الأصل و لكن غير مدرجة في قاموس اللغة الهدف او غير مسكوكة ، و كلمات لها معاني معقدة لا يمكن للمترجم إدراك معانيها إلا أثناء عملية الترجمة، و الكلمات المهمة المتميزة في اللغة الأصل و التي لا يمكن إيجاد مكافئ لها مهم و متميز بالشكل المطلوب في اللغة الهدف، و كذلك عندما تفتقد اللغة الهدف لكلمة من النوع العام ، هناك الفروقات

في المعنى التعبيري و هي عبارة عن الكلمات التي يكون لها معنى تعبيري في اللغة الهدف لكن هناك إختلاف في الأثر الذي يخلفه هذا المعنى التعبيري مما ينتج عنه مشاكل اللاتكافؤ خلال عملية الترجمة.

## الاستراتيجيات المعتمدة من طرف المترجمون المحترفون

هناك عدة استراتيجيات مستعملة من طرف المترجمين المحترفين للتعامل مع عدة أنواع من حالات اللاتكافؤ_ تدكرها مونا بيكر في كتابها  _بكلمات أخرى

و هي كالتالي:

## الترجمة بإستعمال الكلمة العامة

هي إحدى أهم الاستراتيجات المستعملة لحل مشكل اللاتكافؤ و خاصة عندما يستعمل المعنى الخبري للخطاب.

## الترجمة بإستعمال الكلمة التعبيرية الأكثر او الأقل حيادا

فمن بين الإستراتيجيات المستعملة هي إعتماد التغريب او التقريب او الحياد في النص الهدف .

## الترجمة بإستعمال البديل الثقافي

أي يستعمل المترجم كلمة ذات دلالة ثقافية بما يقابلها من بديل في اللغة الهدف لترك نفس الأثر .

## الترجمة بإستعمال الاقتراض او الاقتراض زائد الشرح

في حالات إحتواء النص الأصل على ثقافة خاصة يعتمد المترجم على تقنية الاقتراض متبوعا بالشرح ، حتى يتمكن القارئ من فهمها.

## الترجمة بالشرح مع إضافة كلمة ذات علاقة

يلجأ المترجم لهذه الاستراتيجية في حالة ما اذا كان المفهوم مجسدا في اللغة الأصل .

**الترجمة بالشرح مع إستعمال كلمة ليس لها صلة**

عند وجود كلمة غير مجسدة في اللغة الهدف يلجأ المترجم إلى إستعمال هذه الإستراتيجية ، تعتمد هذه الأخيرة على تحوير كلمة عامة او تعرية المعنى في النص الأصل .

**الترجمة بالحذف**

من خلال حذف الكلمات المكررة او التي ليس لها صلة مع مراعاة عدم المساس بالمعنى العام للنص

**الترجمة بالتوضيح**

تعتمد هذه الإستراتيجية على إضافة توضيح للمعنى حتى يتسنى للقارئ فهمه بدون لبس أو غموض

**الفصل الثالث : التطبيقي**

**نبذة عن برنامج ماستر شاف**

هو برنامج مسابقات و طبخ واقعي تلفزيوني، يختص بالطبخ انتجه فرانك رودام ، يجمع عدة طهاة يتنافسون من أجل حيازة لقب ماستر شاف و كسب مبلغ مالي.

**دراسة تحليلية لترجمة معجم الطبخ**

**المكونات**

ترجمت مكونات المطبخ بإتباع إستراتيجية التكافؤ على مستوى الكلمة مثل :الأعشاب و أنواع الاسماك و الفواكه و الخضر إلى ما يقابلها في اللغة الهدف و هذا ما نتج عنه معنى واضح جدا.

اما المكونات التي لا يوجد لها مقابل في اللغة العربية و ذلك لافتقار القاموس العربي لمثل كلمات معينة بسبب الاختلاف الجغرافي او الثقافي كفاكهة جريب فروت ترجمت باستعمال الاقتراض و الحذف حتى يتسنى للقارئ فهمه

.

## الأطباق

بالنسبة للاطباق ترجمت باستعمال استراتيجية التكافؤ على مستوى الكلمة و اما الكلمات التي كانت غير مصنفة في اللغة العربية ترجمت بإستعمال إستراتيجية الحذف خاصة بالنسبة لكلمات انواع الخمر لما لها من أثر تنبذه اللغة العربية و كدا باستعمال الكلمة العامة و التوضيح و الاقتراض و الترجمة باستعمال الكلمة الأقل تعبيرا .

## الأفعال

ترجمت الأفعال التقنية الخاصة بالطبخ باستعمال كل من استراتيجية الترجمة باستعمال الكلمة الأقل تعبيرا و استراتيجية الترجمة باستعمال الكلمة العامة و كدا استراتيجية الترجمة باستعمال كلمة دات علاقة.

## خاتمة

حاول هذا البحث تقديم نظرة عامة حول ترجمة معجم الطبخ من الإنجليزية إلى العربية مستهلا هذه الدراسة بتسليط الضوء على الجانب النظري و تقديم تعريفات تخص مجال الطبخ و كذا دوره في كل من السياحة و التواصل ثم تطرقت الى التقنيات المستعملة في الترجمة حسب فيناي و داربلنت و من ثم التكافؤ على مستوى الكلمة حسب مونا بيكر و كذا الاستراتيجيات المستعملة من طرف مترجمين محترفين لحل مشكل اللاتكافؤ مختتما بدراسة تحليلة و مقابلة لعينات مختلفة شملت الأفعال و المكونات و الوصفات في برنامج ماستر شاف الأمريكي الموسم العاشر

**Abstract**:.

The present study attempts to shed light on the world of food passing by  the role of food in tourism and communication .It also tries to investigate and analyze the problems of equivalence in the translation of food lexis according to Mona Baker's model ,This problems occurres when the word of the source language is not lexicalized in the target language due to the diverse in linguistic and cultural system , in order to solve the problem of non-equivalence many professional translators suggested  different strategies such as  loan words  , omission and paraphrase but the most used strategy in masterChef USA is loan words.

**Key words**: Food ,Lexis ,strategies, problems, techniques .

**الملخص**

تسعى هذه الدراسة إلى خوض غمار البحث في مجال الطبخ و التعرف على  عادات الأكل  لكل من الشعب العربي والأمريكي و كذا دور الأكل في السياحة و التواصل ، و هذا  بغرض تقصي وتحليل مشاكل  التكافؤ على مستوى الكلمة حسب نموذج مونا بيكر  و التي تعترض المترجمين عند  ترجمة معجم الطبخ   وذلك راجع لإختلاف النظام اللغوي والثقافي والبيئي ، من خلال التطرق للإستراتيجيات المعتمدة من طرف المترجمين المحترفين والإستعمال المناسب لها في نقل مصطلحات فن الطبخ، كما  أظهرت لنا دراساتنا الحالية و التي طبقناها على برنامج الطبخ الأمريكي ماستر شاف الموسم العاشر ان كل إستراتيجية تحتمل الصواب من الخطأ حسب سياق إستخدامها، بحيث ان استراتيجية الإقتراض هي الأكثر إستعمالا في ترجمة معجم الطبخ نظرا لوجود مصطلحات عديدة تسبب مشكلة عدم التكافؤ في اللغة الهدف والتي تعود الى منطقة جغرافية او ثقافة معينة ولا نستطيع ترجمة مصطلحاتها لانها غير مسكوكة في قاموس اللغة الهدف.

**الكلمات الرئيسية :** الأكل ، معجم ، استراتيجيات، مشاكل، تقنيات.

Abstract :

La présente étude tente de mettre en lumière le monde des aliments qui passe par le rôle de l' alimentation dans le tourisme et la communication . Il tente également d'étudier et d'analyser les problèmes d'équivalence dans la traduction du lexis alimentaire selon le modèle de Mona Baker ,Ce problème se produit lorsque le mot de la langue source n'est pas lexicalisé dans la langue cible en raison de la diversité du système linguistique et culturel , pour résoudre le problème de la non-équivalence de nombreux traducteurs professionnels suggéraient différentes stratégies telles que les mots de prêt, l'omission et la paraphrase mais la stratégie la plus utilisée dans le master Chef USA est les mots de prêt.

Mots clés: Alimentation, Lexis, stratégies, problèmes, techniques