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Kasdi Merbah Ouargla University
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Department of Letters and English Language



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Major: Translation

**Investigating the techniques adopted and challenges faced by M1
translation students while translating specialized texts**

Hotel brochure as a case study

Presented and publicly defended by:

Salsabil Narimane BRAITHEL

Leila HABITA

Supervised by:

Dr. Noussaiba DJEHA

Committee:

| | | |
|------------------------------|-----------------------------------|-------------|
| Ms. Leila YAHIAOUI | Kasdi Merbah University – Ouargla | Chairperson |
| Dr. Noussaiba DJEHA | Kasdi Merbah University – Ouargla | Supervisor |
| Dr. Ahmed Noureddine BELARBI | Kasdi Merbah University – Ouargla | Examiner |

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Dedication

This work is a fruit of countless sacrifices, it is heartily and proudly dedicated to first and foremost Salsabil's grandmother, May God bless her soul.

Our parents and siblings for their continued love and support.

To our dear friends Chaima, Batoul, Khadidja, Nadia and Nessrine who have been our source of inspiration and gave us strength when we thought of giving up.

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All praise to Allah Who has guided and helped us.

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Abstract

Specialized translation is the process of rendering texts produced within or referring to a field specialist of knowledge or activity, and it is an essential part of translation. This research aims to first, explain and define what we mean by specialized texts, tackle some specialized texts in more than one field, and talk about the difference between general and specialized texts alongside their characteristics. Second, give a brief history about the translation in general in addition to studying the specialized translation and show how it is taking on a new importance in the translation field and in our lives especially in the 21st century with the development and advancement of technology. Furthermore, talk about standards, methods and techniques of translating specialized texts. This research was based on a specialized text in the field of tourism, which is "the Hilton hotel corporation brochure". The translation of the latter was into Arabic by M1 translation students. An analysis was conducted on these suggested translations to detect techniques used by the students and show the methods they followed while translating the specialized texts, and on a questionnaire that was given to them to answer according to their translation experience as M1 students on such text type. The findings show that the vast majority of M1 students were unexpectedly not motivated to translate the brochure, and they relied mostly on dictionaries which mean that they lack the linguistic knowledge that led to facing many challenges while translating.

Keywords: Translation, Specialized texts, Tourism, Brochure.

Abstrait

La traduction spécialisée est le processus de traduction de textes produits ou renvoyant à un spécialiste de terrain de la connaissance ou de l'activité, ce processus est une partie essentielle de la traduction. Cette recherche vise d'abord à expliquer et à définir ce que nous entendons par textes spécialisés, à aborder certains textes spécialisés dans plus plusieurs domaines, et à cerner la différence entre les textes généraux et spécialisés ainsi que leurs caractéristiques. Deuxièmement, en plus d'étudier la traduction spécialisée, cette recherche vise à donner un bref historique de la traduction en général, à montrer comment elle prend une nouvelle importance dans le domaine de la traduction, et dans nos vies en particulier, en prenant en considération le développement et l'avancement de la technologie dans l'ère du 21ème siècle. En outre, parler des normes, des méthodes et des techniques de traduction de textes spécialisés. Cette recherche a été basée sur un texte spécialisé dans le domaine du tourisme, qui est "la brochure de la société hôtelière Hilton". La traduction de ce dernier était en arabe par des étudiants en traduction M1. Une analyse a été menée sur ces traductions suggérées pour détecter les techniques utilisées par les étudiants et montrer les méthodes qu'ils ont suivies lors de la traduction des textes spécialisés, et sur un questionnaire qui a été établi et qui leur a été remis pour répondre en fonction de leur expérience de traduction en tant qu'étudiants en M1 sur ce type de texte. Les résultats montrent que la grande majorité des étudiants de M1 n'étaient pas motivés de façon inattendue à traduire la brochure, et ils se sont surtout fiés aux dictionnaires, ce qui signifie qu'ils n'ont pas les connaissances linguistiques qui ont conduit à faire face à de nombreux défis lors de la traduction.

Mots-clés : Traduction, Textes spécialisés, Tourisme, Brochure.

ملخص:

الترجمة المتخصصة هي عملية عرض للنصوص المنتجة وتجسيدها في مجال معرفي أو نشاط معين، وتعتبر من أهم أنواع الترجمة. وفي هذا الإطار، تهدف هذه الدراسة في المقام الأول إلى تحديد النصوص المتخصصة وتعريفها وعرض بعضها في مختلف المجالات ثم تسليط الضوء على الفرق بين النصوص العامة والمتخصصة بذكر خصائصهما. فيما تتطرق بعدها إلى تاريخ الترجمة بشكل عام وهذا النوع من الترجمة بشكل خاص بإظهار أهميته في مجال الترجمة وفي حياتنا خاصة في القرن الحادي والعشرين مع تطور التكنولوجيا. كما نتحدث أيضا عن تقنياتها و أساليب وصياغتها. ولإتمام هذه الدراسة، تم الاعتماد في شقها التطبيقي على نصّ متخصص في مجال السياحة وهو «مطوية فندق هيلتون»، وجهت لطلاب السنة الأولى ماستر تخصص الترجمة لترجمته إلى اللغة العربية، حيث اجري تحليل لهذه الترجمات المقترحة للكشف عن التقنيات التي استخدمها الطلاب وإظهار الأساليب التي اتبعوها أثناء ترجمة هذا النوع من النصوص إضافة للاستبيان الذي قدم لهم للإجابة عليه وفق تجربتهم كطلبة سنة أولى ماستر مع مثل هذا النوع من النصوص. أظهرت النتائج أن غالبية الطلبة وبغير المتوقع لم يكن لديهم دافعية لترجمة المطوية ولم يكونوا متحمسين لذلك، واعتمدوا في الغالب على القواميس فقط مما يعني أنهم يفتقرون إلى المعرفة اللغوية التي تؤدي إلى مواجهة العديد من التحديات أثناء الترجمة.

الكلمات المفتاحية: الترجمة، النصوص المتخصصة، السياحة، مطوية.

List of Abbreviations

S.T: Source Text

T.T: Target Text

M1: Master 1

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General introduction

Introduction

Translation, which has become a part of all modern-life domains such as health, technology, industry, and so on, has grown in importance and joined the tourism field. Despite the fact that several countries around the world have made gains in terms of translating employment in this industry and its usage as a development ace card, Algeria still needs to work hard to improve the usage of tourism translation, by offering translated tourism materials such as leaflets, brochures, and so on, as well as employing expert tourist guides.

1. Statement of the problem

The research that was conducted deals with the issue of translation of specialized texts by M1 translation students, and the lack of the English version of brochures in many hotels in Algeria, taking into consideration that English is a universal language, and translation studies is a field and specialty that exists in a wide range of Algerian universities (Algiers, El Oued, Boumerdas, Ouargla...etc.) led us to do this research. Automatically, trainee translators (mainly university students) are expected to be taught how to deal with this type of text and help address this issue.

2. Research questions

❖ Main question

How do M1 translation students deal with translating hotel brochures?

❖ Sub-questions

- What are the main characteristics of specialized texts and specialized translation?

- What are the techniques used in specialized translation, and challenges faced by translation students while translating hotel brochures?

3. Hypotheses

In an attempt to answer the questions raised in this study, we stated the following hypotheses:

- The main challenge faced by M1 translation students is the lack of knowledge in specialized texts namely touristic ones.
- Translation techniques used to overcome translation problems vary from a student to another.

4. Structure of the study

The dissertation was divided into two parts: theoretical part and practical part. The theoretical part was for the sake of studying and investigating the theoretical details of the subject and to explain the different notions that concern the study. And it was divided into two chapters: The first chapter talks about specialized texts, their fields and characteristics in addition to the difference between them and general texts. The second chapter deals with the specialized translation, its definition and characteristics alongside to the techniques and methods used when translation specialized texts.

The practical part, which is also the third chapter, was dedicated to analyzing the suggested M1 students' translations of the hotel brochure we provided to them, alongside to the questionnaire that was handed to them after finishing the translation process and it is divided to two sections, the first one contains 10 multi choice questions and second three open questions.

5. Reasons of the research:

The reason behind choosing this particular subject was our interest in the field of hospitality and tourism as well as its being our second study for we are majoring this specialty in an institution

Identifying the different types of specialized texts. Promoting the use of English in hotel brochures to attract more tourists and exploring the challenges faced by M1 students when translating the touristic text provided.

6. Purpose of the research:

Guests expect to be entertained and offered numerous opportunities for activities that make their stay more exciting. A still common problem in Algeria is that these activities brochures are often available only in its native language (and sometimes in French as an additional language). Thus, our research purpose is highlighting on that specific field: consider and encourage translating touristic texts into English.

7. Limitations of the study

- We could not find the English version of hotel brochures in Algeria.
- The M1 translation students were not interested and refused to translate and those who accepted in February refused to submit their translations of the specialized text (Hotel Brochure) at the last moment.
- Lack of references retaining translation studies which was a serious obstacle to conduct this research

8. Literature Review:

1- The 2014 article titled "Specialized Text Mining Through Specific Keywords" by Maira Pulgar´inproposes that, the structure of a methodological technique for specialized text mining using specific keywords that may be used to various LSP-text typologies in

specialized fields where the use of a foreign language is an uncommon thing. It also adds that these keywords enable experts in these fields who do not have a good comprehension of the foreign language to identify a set of informative contents in the mined texts that automatically allow them to gain a better-contextualized conceptual understanding of LSP-documentation of their disciplines.

2- The study that was conducted by Roufaida BOURAS in 2016 with the title Translation and Tourism Development in Algeria states that Algeria's Tourism Industry witnesses a state of deterioration that requires saving and developing it. Its aim was to link tourism with translation and studying the role of the last mentioned in reviving the tourist activity in Algeria. It is characterized by many factors that qualify it to be an attractive tourist pole along the line with the neighboring countries.

3- Translating in a specialized context: challenges and risks is an article written by Sorina Postolea in January 21, 2016 talks about most common and frequent type of translation performed nowadays in the world which is specialized translation. This article addresses some of the obstacles that translators face while working with specialized texts and demonstrates that specialized translation requires more knowledge than the other types of translation.

Chapter 01:

Specialized Texts

1.1. Introduction:

Textual and communicative competence is one of the most obvious abilities necessary to be an effective professional linguistic mediator (writer/translator). It is important in specialized writings or languages for specific purposes, where the translator/writer must work with texts that demand much deeper conceptual and contextual understanding. The main goal of this chapter is to define discourse and texts, moreover explain how they differ depending on the fields in which they are written, as well as how translation of specialized texts process different terminological knowledge of different genres. In addition to that, addressing the differences between the general texts and the specialized ones in the translating process, by showing the necessity of understanding the fact that translation is not just a matter of replacing words in one language with words in another, but also requires a clear knowledge of the idea the original text is conveying besides attempting to express about the subject matter.

1.2. Definition of Specialized Texts:

1.2.1. The Term "Text":

"To begin with, in Etymology, text derives from the Latin textus " tissue" which is in return derived from texere (to weave). It belongs to a field of associated linguistic values that includes weaving, that which is woven, spinning, and that which is spun. Indeed even web and webbing". (Encyclopedia, n.d.)

Therefore, a text is a set of words that are linked together in order to fulfill a certain purpose like to inform people, to entertain, to amuse or both at the same time. Let us look at an example: 'writing blog posts about artists being a scandal or promoting their work', this is somehow considered entertaining as well as informative. Thus, as a matter of fact we can assume that texts are communication systems that connects people no matter where they were. As Anna Tresborg mentioned in her paper Text Typology Register, Genre and Text Type that

not all texts are alike. we can distinguish between political, legal, medical, fairy tales, newspaper reports and so on, they may show similarities in their characteristics but still are not exactly the same neither in form nor in purpose and context. (Trosborg, 1997)

"Texts are created when individuals talk or write, and texts are what listeners and readers interact with and understand. The term "text" refers to any instance of language in any media that is understandable to someone who knows the language"(Nordquist, 2019) .That is what makes texts frequent in our daily lives as well as professional ones, and we can find multiple interpretations of it, as several writers have emphasized:

"In linguistics, the term text refers to a form of discourse analysis—a method of studying written or spoken language—that is concerned with the description and analysis of extended texts (those beyond the level of the single sentence). A text can be any example of written or spoken language, from something as complex as a book or legal document to something as simple as the body of an email or the words on the back of a cereal box".(Ibid.)

Therefore, this perspective calls for the fact that linguistics is the scientific study of human language regardless of its function. In addition, to linguistics a text is the expression of ideas.

Furthermore, a translator is first and foremost a reader, and by reader we mean having the ability of reading between lines in order to perceive or detect a hidden message. As the author, Danial J. Kurland said, "When reading texts, as when reading paintings". (Kurnald, n.d.). This is the closer shot that may explain what a text is for it contains symbols and set of signals by which the writer can convey a message through. That is approximately, what paintings do, they are made to come out and express something whether a moral, a mental state or feelings. Yet a text allows readers to recognize the signals, understand what expression means within a certain context but most importantly expecting what the author have intended.

1.2.2. The Term "Specialized":

Numerous definitions have been given to the term "specialized":

The Cambridge dictionary defines it as "working in and knowing a lot about one particular subject, skill, service, etc." (Walter, 2008), or "used in one particular subject, usually by people who know a lot about the subject".(Ibid)

Moreover, the Oxford Learner's Pocket Dictionary defines it as "designed or developed for a particular purpose or area of knowledge" (Bull, 2008)

Furthermore, the definition of Longman Dictionary of Contemporary English to this term is "trained, designed, or developed for a particular purpose, type of work, place etc."(Mayor, 2009)

However, it was very clear that definition of specialized texts could not be restricted to dictionaries due to its diversity. Based on all the data collected above, we can define a specialized text as the following:

A specialized text is a text with special characteristics that are different from a general text. It contains specialized phrases and terminology."The text usually contains terminology and concept particular to the field and often follows conventional format". (Lester, 2014). Outside of its original field, these terms may have an entirely different meaning in common English and we can take the military communication terms as an example:

- "Lima Charlie" is an expression used to denote that the message is received; of you have heard something and it is understood.
- "Pop Smoke" has no meaning in a daily conversation but in its area of usage (war field) means withdrawing from a battle.
- "Got Your 6", it means to have someone's back/ protect them. In military, the soldier is associated with the center of the clock. Considering 12 'o'clock as the front side makes 6 'o'clock the backside.

Specialized languages are examples of standardized language varieties. Specialized terminology of specialized texts can be found in dictionaries that have been produced expressly for a given field (economic, medical, legal, touristic etc.).

1.3. Fields of Specialized Texts:

When we talk about fields of specialized texts we immediately, think of the language that is used in specific disciplines to more effectively communicate the topics and ideas belonging to them for example, the language of the experimental sciences; the language of economics; the language of legal documents, etc. A translator then must be able to master the kind of specialized language used in a particular source text. Thus, being fluent in them requires much more than simply memories a few technical terminology and phrase.

How can we begin to distinguish fields of specialized texts? And what is the connection between terminology and specialist texts?

They are two elements that must constantly and continuously complement each other. This type of language is known as neutral or unmarked in general non-specialized writings since it does not present any specific area of action.

1.3.1. Touristic Text:

These texts include communication between arriving and exiting travel brokers as well as communication between industry professionals/tourists and tourees, on the other hand, are outside the focus of this research. It is, without a doubt, an intriguing issue for future investigation. (The Language of Tourism: Translating Terms in Tourist Texts, 2016)

"The enormous number of regularly generated tourism phrases piques scholarly interest in the challenges of translating tourist terminology into other languages".(Ibid)

"Language tourism may be defined as “a tourist activity undertaken by those travelers (or educational tourists) taking a trip which includes at least an overnight stay in a destination outside their usual place of residence for less than a year and for whom language learning is a

primary or secondary part of their trip” (Iglesias, 2015) The tourist finds himself automatically dealing with touristic texts. Moreover, by touristic texts we mean all types of written address to tourist or tourist professionals be it a brochure, a leaflet, a price-list, or a catalogue. Reference

For a better understanding, we have listed some of the most prevalent characteristics that distinguish tourist language and make it a specialized language in its own right:

- At a lexical level

1. The use of positive words to enhance the text's attractiveness and uniqueness. For instance, (outstanding, spectacular, exotic, colorful)

2. The use of superlatives, either with adjectives or with the morphological form (the most easternmost), is very high. For instance, Windsor Castle is the oldest and largest occupied castle in the world.

3. The very careful lexical choices of keywords as a way, adventure, dream, imagination, pleasure, escape to comply with the tourist's expectations about holidaying; together with a technique called language, which refers to the use of foreign and fabricated phrases in tourist writings in order to elicit an exotic mood in the visitor.

4. The use of cultural terms that have no equivalent in the target language. For instance, Chakhchoukha, Lala Setti, Dharih...etc. (Munoz, 2012, p. 337)

- At a syntactic level

1. Preference for nominalization (e.g. when you arrive at the hotel > upon arrival at the hotel)

2. Imperatives, in order to urge the tourist to avail him/herself of the opportunities which are on offer (e.g. to taste genuine food, go to one of the local open-air street markets).

3. The use of the present simple tense in order to make the time of the holiday still and everlasting. (e.g. admire spectacular views of the bay while sipping a refreshing cocktail).(Ibid.)

These characteristics and features are going to be the basic reference when analyzing the Master 1 students' translations in chapter 3.

"In this experiment, they attempt to analyze the language of tourism used to create a tourist text and particularly the tourism terminology used. Therefore, in order to divide the different touristic text types taking into consideration the specialization. The 150 tourist texts were analyzed, English text as the source text and Ukrainian/ Russian text as the target one. The texts were divided into 3 main types, 50 texts in each type:

1. Description (tourist texts, giving general descriptions of a destination, a sight, type of holiday, including destination description, e.g. countries, areas, regions; vacation descriptions, e.g. beach vacation, sightseeing holiday; tour description, e.g. cruise, excursion)

2. Information (tourist texts, giving practical information on facilities, appliances and services used and offered, including hotel descriptions, cruise ship descriptions, excursion itinerary, terms and conditions of service, visa and documents information etc.)

3. Professional communication (tourist texts, used to communicate information between tourism professionals, including price lists, application forms, reservation systems, ticketing terms and conditions, booking manuals etc.)" (The Language of Tourism: Translating Terms in Tourist Texts, 2016)

The results of this experiment undoubtedly help us understand more the major features of the touristic texts.

e.g. "However, our 48-hour route includes the main monuments, museums, gardens and most important shopping streets in Paris. Depending on your preferences, you can spend more time discovering the stores in the city, visiting the museums you find most interesting, relaxing in Parisian cafés, or strolling through the gardens during the following circuit. We leave it entirely in your hands".

In addition to that using images, pictures, symbols, and other non-linguistic or non-verbal materials. These non-linguistic aspects are crucial in tourist writings since they have a persuasive and even aesthetic effect. They are vital factors for persuasion, attraction, seduction, and so on, and usually seen as trigger aspects by travelers when deciding where to go, what to see before and during their stay, or what to buy. As a result, they should not be underestimated while producing the original content and much less so when translating it into the target audience.

1.3.2. Business/Economic Texts:

Business texts are prevalent in our culture in this age of commercial globalization. They are employed in practically every sector of commercial interaction as well as in every part of our daily lives. The goal of these texts is to make facts and pieces information obvious. Few Chinese translation theorists have focused on the unique features of commercial writings. Domestication overcomes foreignization in business English translation. Translation of business texts, as a way of bridging cultural and information barriers between nations, has played a critical role in fostering global economic and corporate growth, and China, in particular, benefits much from this type of texts' translation.

1.3.3. Legal Texts:

Legal documents are defined as written proof that certainly and specifically states the limitations and extent of a person's rights and privileges. The latter have now become an important part of people's lives. However, not everyone is capable of producing a lengthy

piece of writing and declare it as a legal document. To illustrate here are some types of legal document's names and their translations:

- Court order = امر قضائي
- The last will = الوصية
- Letter of guarantee = وثيقة ضمان

The majority of these documents are issued by a court or a government agency to grant the people listed on the paper rights and duties. A legal text, for example, the Last Will and Testament, cannot be considered valid unless it meets these requirements. It is granted a specialized text that lists the people who are supposed to inherit property or money from a deceased person. It also includes the limitations and privileges that the heirs will be entitled to, and all of this should be written in a specific language that contains specific terminology related to that specialized mentioned field.

1.3.4. Scientific Texts:

When we talk about scientific writings, we mean all written texts that contain information on concepts, theories, or other series of themes that are founded on scientific knowledge, which is why they are written in a specialized technical language for the audience to whom they are directed. It is frequently a sort of text that results from a research process in which various facts and associated features are recorded. It is given in an ordered and methodical manner, with the addition of conclusions, outcomes, process descriptions, and statistics, among other essential parts.

E.g.the kidneys are a pair of organs located in the back of the abdomen. Each kidney is about 4 or 5 inches long, about the size of a fist. The kidney's function is to filter the blood.

1.3.5.Literary Texts:

A literary text is a piece of written material, such as a book or poem... etc. which has the purpose of telling a story or entertaining, as in a fictional novel. Its primary function as a

text is usually aesthetic, but it may also contain political messages or beliefs. Also is defined as a type of literary work that conveys a message in an aesthetic and creative way.

Literary texts are concerned with both substance and form. The writers of these texts express facts or address phenomena using artful language and distinctive style. Although literary writings all have the same goal and function in the same way, there are several sorts of literary texts, the narrative text, literary description, literary recount, personal response text, and lastly the review text are examples of these genres it must be translated by a good reader who may understand a piece of literature to illustrate, this is a part of the fairy tale "The mermaid" and its translation in Arabic:

Source text:

Far out in the ocean, where the water is as blue as the prettiest cornflower and as clear as crystal, it is very, very deep; so deep, indeed, that no cable could sound it, and many church steeples, piled one upon another, would not reach from the ground beneath to the surface of the water above. There dwell the Sea King and his subjects.

Target text:

في أعماق المحيط، حيث جمال زرقة المياه تضاهي جمال القنطريون العنبري ووضوح الكريستال. عميق عمقا لا حدود له حيث لا يمكن سماع صوت اي مرساة. حتى وإن وضعت ابراج الكنائس واحدة فوق الاخرى في قاع المحيط لن يتسنى لها الوصول الى سطح المياه. هناك يسكن ملك البحر ورعاياه.

1.4. Difference between General and Specialized Texts

"Specialized languages" are linguistic codes that differ from everyday language in that they are composed of rules and specific components. A specialized language, according to this definition, is an independent language; in this case, how can we detect a clear distinction between the specialized language and the common language? We believe that "linguistic phenomena" that differentiate the specialized language from the common language are crucial in bridging the gap between them. If a specialized language were a real specific code, a non-specialist would struggle to grasp it since he is unfamiliar with this code especially for tourism writings, which involve a wide range of talents and are typically best done by someone with hands-on experience in the sector

"A specialized language is used to communicate within a certain specialized area, so we cannot speak of one specialized language but of a considerable number of different specialized languages. These specialized languages are directly related to a general language. (Talaván, 2016, pp. 23-24)

If we aim to differentiate between specialized texts and common texts we have to shed the light on the three variables that specialized texts are characterized with, which are the following: topics, users and communicative situations.

-As far as the "TOPIC is concerned, specialized languages focus on restricted thematic areas or fields, outside the general knowledge of speakers. However, not all specialized languages exhibit the same degree of specialization and abstraction". (Ibid, p. 25)

-"USERS must also be considered in order to distinguish a specialized language from a standard language. Naturally, specialized language users are fewer in number when compared to standard language users. They often belong to a professional subgroup, have gone through a learning process of their area of specialization, and possess a more or less extensive knowledge of the main concepts and" terms belonging to the field". (Ibid, p. 25)

-The third factor that characterizes specialized languages is the "COMMUNICATIVE SITUATION."Specialized communication is usually formal, be it oral or written, so it is always rigorous, precise, coherent and unequivocal. In its written form, it is often found in specialized books or scientific publications, while its oral form may be found in conferences, seminars, labs or research institutions. It is not common to find specialized languages on TV, press, radio or in the street". (Ibid, p. 26)

The primary goal of specialized texts is to communicate information about a specific specialized topic from both a textual-linguistic and a textual-linguistic standpoint. Each topic has its own set of terminology. The TERM, in particular, is the primary terminological unit. The term denotes a specialized concept or notion, usually via a linguistic unit. A term can be made up of one or more words (for example, backfield/airport/airplane). What is most important is that such a formula is used, understood, and accepted as the materialization of a specific concept in a given area by experts in the field.

"Generally, we can say that the specialized languages are vectors of the specialized knowledge. This remark is "obvious" and we might need, on the one hand, the answer to the question "in relation to what are they regarded as specialized languages?" on the other hand, "are we aware that a specific language is defined in relation on the common language"(Coancă, 2011)

A specialized language is a language that is used in a certain field and specialized writings that are also relevant to and distinctive of an industry. Specialized language is also supposed to signify one that differs from ordinary language in terms of specialized expressions and terminology.

1.5. Conclusion:

In conclusion, we assume that knowing two languages is never enough for the translator to translate fairly well, this process goes beyond transferring from Source Text to Target Text. The essence lies in the field that this text belongs to; Considering that translation is not as straightforward as it may seem, it does not only entail the translation of formal linguistic structures but also the lexical and semantic content. i.e., the product as a whole. Moreover, we can notice clearly that specialized texts complicates the process when comparing it to general text translating process, and this complexity come particularly from the specialized terminology contained in each field of specialization (legal, business, scientific, technical... etc.) the exclusive keys to manage these texts is to get the translator updated on terminology matters, knowing the respective specialized terms in both languages and being familiar with the area and field of specialization.

Chapter 02:

**Translating in a specialized context:
characteristics and techniques**

2.1. Introduction:

Many nations and areas rely on tourism as a pillar sector, and culture is at the heart of tourism. The English translation of touristic materials, on the other hand, is a vital window for promoting Algeria's tourism resources and presenting our country's image to the rest of the world. As a result, understanding the standards and procedures of translation in this specialized environment has become an essential issue for translators and a door to explore. In this chapter, we will be focusing on specialized translation, defining it, addressing its characteristics and discussing the methods and standards used when translating specialized texts. That is following a glimpse on the history of translation and how it first appeared. After that, we will dig deeper in the translation theories and their role in guiding the interpreting of different touristic texts.

2.2. A Brief History about Translation:

Interaction and communication with other people has always been a fundamental part of social life. Therefore, translation plays an important role in the transmission of ideas and information between civilizations through sharing skills and knowledge among various number of societies. It is also essential to the advancement of technology; in other words, the latter could only be spread widely if translated.

It is said that translation was done in the Mesopotamia era, where Gilgamesh (Sumerian poem) was translated into the Asian language. Other ancient translation works include Buddhist monks translating Indian texts into Chinese. (Brief History of Translation: Everything You Need to Know, 2021)

The first sign witnessing the practice of translation was in the Old Testament, in the Genesis to be exact. When the descendants of Noah tried to build a great city with a huge tower to reach heavens and see god, but god punished them by scattering them by diversify

their tongues. The all mighty, confused the languages at the tower of Babel to enforce his command for humanity to spread throughout the entire world. As a result, they failed to understand each other and could no longer communicate. So consequently, they head to the professional interpreters and hired plenty of them to help them communicate.

In 2700 BCE, during the Sumerian civilization (Syria with the old boards) the Epic of Gilgamesh "an epic poem from ancient Mesopotamia" which is the second oldest religious text, after the Pyramid Texts was written in Akkadian in (2100-1200 BC). It talked about the seek of mortality and was translated into Hourite and Hittite.

Moreover, in approximately 1771 BCE, the king of Babylon Empire "Hammurabi" ordered to collect set of laws of Babylon in one code and named it "The code of Hammurabi". It comprises 282 laws and is recognized as being one of the oldest and most comprehensive written legal systems from ancient times. The codes are said to have inspired rules developed by Hebrew scribes, particularly those in the Book of Exodus, and have served as a model for creating justice in other societies. It was then translated from the Akkadian into Hourite and Greek.

In 1799, during the Napoleonic campaign in Egypt the French officer Pierre-François Bouchard found the Rosetta stone, which was written in 196 BCE. The writing on the Stone is an official message, called a decree, about the king Ptolemy V 204–181 BCE. The decree was copied on to large stone slabs called stelae. It was the first Ancient Egyptian bilingual text recovered in modern times, and it aroused widespread public interest with its potential to decipher this previously untranslated hieroglyphic script; it was then translated into Greek and demotic for the public and slaves. Although the Rosetta stone is no longer unique, it was critical to current knowledge of ancient Egyptian literature and society. The phrase "Rosetta Stone "is now used to allude to the key to unlocking a new field of knowledge.

After that, in 146 BC during the Greek civilization the Christian priest who was known as Saint Jerome translated the Bible from Hebrew into Latin and Greek after trying to correct the existing Latin-language version of the New Testament, commonly referred to as the *Vetus Latina*.

In the Abbasid epoch or as known as the Abbasid Caliphate (790 CE to 1258 CE), translation knew an enlacement with Caliph Al-Ma'mun who built Bayt Al-Hikmah " House of Wisdom" which was the greatest institute of translation at that time. He was very eager for sciences and philosophy, so he sent scalars to Byzantine Empire to bring manuscripts and get them translated into Arabic. During the apex of the Islamic Abbasid era, Hunayn Ibn Ishaq worked with a group of translators, among whom were Abu 'Uthmān al-Dimashqī Ibn Musq al-Nawbakhti, and Thabit ibn Qurra, to translate books of philosophy and classical Greek and Persian texts into Arabic and Syriac.

-Hunayn Ibn Ishaq was the most productive translator of Greek medical and scientific treatises during this era; He studied Greek and became known among the Arabs as the "Sheikh of the translators" Hunayn's method was widely followed by later translators. His translations saved the world from a huge disaster "the loss of historical information and studies... etc."

Next was the Andalusia civilization where translation was as important as it was in the Abbasid caliphate. The development of translation work was arose more as a result of the eagerness of Muslims to seek of knowledge. Andalusia became a well-known translation center in the world, as well as a multilingual center of learning and translation, bringing together people of all cultures and nationalities who valued wisdom and information. I t was in this era that the Toledo School was found by a group of scholars that worked together to translate many of the Judeo-Islamic philosophies and scientific works. The school translated into Arabic, Spanish and several European languages.

The invention of the printing press machine and the widespread usage of paper over the years aided the nationalism movement greatly. It was the first step in allowing civilizations to establish their own history. Every year, new words and concepts are coined all around the world. It is the necessity for development that makes translation so productive in terms of assisting professional translators in dealing with specialized and topics.

2.3. Specialized Translation: Definition and Characteristics:

When we talk about specialized translation, we can find numerous definitions that explain the term and the concept in different ways. Daniel Gouadec thinks that it is the translation of specific materials with special characteristics, which he listed in his book *Translation as a Profession*, as the following:

"Specialized translation can be defined as the translation of materials which:

(1) Refer to a highly specialized field or domain (e.g. law, finance, computer science, telecommunications, etc.)

(2) and/or are of a particular type,

(3) And/or are targeted at a particular audience or public through specific dissemination channels and/or are used by specialists in specific circumstances,

(4) And/or are embedded in a particular medium (e.g. multimedia technology, film, video, ICT, etc.) therefore calling for the use of special procedures, tools and protocols and leading to the emergence of new specialisms or even jobs". (Gouadec, 2007, p. 28)

However, Sorina Postolea emphasizes that not only the technical translation is somehow a part of the specialized translation, but also a procedure used to interpret specialized texts. "Technical translation is often taken to include translations performed in such diverse fields as law, business, religion, politics, etc. In fact, in the literature, technical translation and specialized translation are sometimes treated as synonymous. Aguado de

Cea & Álvarez de Mon y Rego provide the following definition to the former concept: “technical translation refers to the process of translating those texts belonging to what are called specialized languages and is usually classified along with other varieties such as legal translation, scientific translation or the translation of medical texts” (POSTOLEA, 2016, p. 54)

To put it all together, the different interpretations of scholars to specialized translation can be summed up as the following:

Specialized translation is a type of translation that is more challenging than the standard one; it deals with special texts from special domains such as law, business, literature, scientific, tourism...etc. The later deals with specialized terms that requires a professional translator who is fluent in both the Source Language and Target Language, and masters the terminology of their particular specialty. Due to the specialized terms and pieces of information that are necessary to transfer, this type became extremely difficult.

While translating, choosing the right words that goes with each term in the translation is a critical aspect when dealing with the phraseology of specialized texts, not only to preserve the field-specific register/style, but also to maintain and support the communicative function that the translated text is supposed to fulfill in the target context of reception. Many recipients were irritated by the translated texts because they contained inconvenient expressions, for example, in a medical text, we might come across the English words "to die" or "to flat line." And because these two verbs are too harsh, a professional and competent translator would decide to "sugar the pill" in this case, and interpret it as "وافته المنية", "انتقل إلى جوار ربه". We may explain this by noting that the target audience prefers to receive a message that is emotionally acceptable and does not contain an unfavorable effect.

2.3.1. Characteristics of Specialized Translation:

Based on the already exciting theories, Patronage manipulates translation, specialized translation as a field of study is likewise. It is restricted by certain characteristics that govern its process. Some of the characteristics that distinguish specialized translation can be summarized as follows:

- The specialized translation is employed in the translation of highly specialized fields or domains (for example, tourism, law, medical, science, and so on).
- The specialized translation is directed to a specific audience and used by specialists in certain circumstances.

"Franco Aixelá selects terminology as a crucial characteristic: 'the translation of any text or text type in which there is a specific terminology belonging to a professional or academic field'". (Rogers, 2015, p. 21)

- When translating specialized text, the translator uses specific and different terminology for each specific field.

To explain, a specialized translation certainly contains specialized terminology i.e. Jargon that is associated with a particular field of study; Jargon is typically used in a specific communicative context or discipline and may be difficult to understand outside of that context. The latter is usually a specific profession. To illustrate more; the language used by pilots during flights is not meant to be used or understood outside the plane.

2.3.2. Who translates specialized texts?

"First of all, let's get one thing straight: languages do not make a translator. They are part and parcel of our work, but on their own they're not enough. To become a true professional translator and provide a quality service you need years of experience and must learn the tools of the trade". (Matthew, 2018)

Translating a specialized text is not an easy task, it requires years of experience and practice, with that and the right tools the translator can provide a correct professional and well-structured translation.

There used to be a lot of dispute regarding whether specialist writings should be translated by experts in the field or by professional translators. Attempts to have texts translated by practitioners will frequently encounter insurmountable obstacles. It is preferable to have a practitioner function as an adviser who is consulted by a professional translator.

"That's why many professionals in the translation business choose to specialize in one or more specific fields".(Op.cit)

"The lack of genuine interest in the non-literary aspects of translation fostered the rise of a biased and stereotypical view of specialized translation". (POSTOLEA, 2016)

When we mention the term translation people immediately think of books and novels, which is the stereotype image but also a wrong one. Translation is not restricted only by one genre or one field, we can find translation in all numerous specialized fields from literature to law to marketing...etc.; However, translators do not translate randomly, most of them prefer to stick with one or two specialized fields/types that are competent in and feel comfortable translating in.

2.3.3. General versus Specialized Translation:

"General translation refers to the translation of documents and materials that do not belong to any specific type or domain area do not belong to any particular type, do not entail a specific translation process or the use of equipment beyond an ordinary computer and word processor. It therefore covers a relatively wide range of materials such as letters, biographies, monographs, treatises, recipe books, tourist brochures, tourist guides, press articles (in newspapers or magazines), post card legends, company presentations, user guides, etc. In fact,

general translation is all that remains after all specialization areas have been listed". (Gouadec, 2007, p. 27)

Daniel Gouadec considered the general translation a type that is concerned with documents that do not belong to specific fields.

While article titled Differences between specialized translation & general translation shows how different the level of difficulty between the general and specialized translation. "Specialized translation is a bit more difficult than your everyday translation needs. This type of translation has to do with specific areas of knowledge such as health care, law, or marketing. A specialized translator has mastered this type of technical jargon in both languages for their specific field. This type of translation is challenging because of the highly specialized technical information required in addition to multilingual skills. If a translator has this type of specialized knowledge in a specific field, they have a highly sought after skill that can be beneficial to clients". (Differences Between Specialized Translation & General Translation, 2019)

"What differentiates specialized translation from general translation is the terminological and technical difficulty level. The general translation is the simpler of two types and does not involve jargon or lingo, and thus targets a general audience". (GENERAL TRANSLATION VS SPECIALIZED TRANSLATION, n.d.)

When translating general texts, we do not find special terms that belong to special fields and the words usually keep their exact meaning; but if we put the same words in a specialized context their meaning may slightly or completely change and sometimes they do not.

For example, the word "Holding": if it is found in a general text and translated we will get its exact meaning which is to grasp, carry or support with one's hand: "he is holding a cup" is translated as " يمسك فنجانا " but if we would put the same word in a specialized text such as

"commercial law" its meaning will change to legally owned property: "commercial property holdings" is translated into حيازة العقارات التجارية

"In contrast to general translation, specialized translation calls for expert knowledge in specified fields and may include complex terminology in the text. Consequently, it requires higher language proficiency, as well as knowledge and expertise in the subject. Furthermore, the etymology of these special phrases or terms may vary from one language to another, or even between dialects of the same language, thus involving additional research for accuracy and appropriateness. Nonetheless, both special and general content translation require localization".(GENERAL TRANSLATION VS SPECIALIZED TRANSLATION, n.d.)

The level of terminological and technical difficulty distinguishes specialist translation from general translation. The general translation is the easier of the two sorts, as it has no jargon or slang and thus addresses a broad audience.

2.4. Methods and Procedures (Techniques) of Translating Specialized Texts:

The translation of specialist materials should examine two critical dimensions: content and form, as these are the aspects that the translator must convey from the Source Language to Target Language. Translation is defined as the process of transferring the meaning of a written document from one language to another. While the translator will use one method for the entire document, individual words and phrases can be translated using a variety of techniques. The translator can accurately transmit each linguistic aspect by carefully selecting the appropriate technique.

To begin with, a translator of a specialized text must opt either for a foreignizing translation strategy or domestication translation strategy.

The first one is known as source-oriented where every source text is an original and non-altered product. I. e. the forms and structures of the source language are never replaced or

changed but according to the translation scholar Gideon Toury, this strategy is so difficult to use due to the differences between languages. While a target-oriented aims at adopting the text to the structures and cultural context of the target language. (Colella, n.d.)

Translating a text as a whole product or as a unit (word, letters....) calls for using certain procedures (strategies) to keep the cohesion and coherence of the source text and render the meaning correctly so in order to do so we can opt for these procedures:

2.4.1. Direct Techniques:

2.4.1.1. Borrowing: this technique is the easiest and it is used when the translator can't come up with an equivalent in the target language, so he opts for taking directly the word as it is.

e.g.

- Ketchup = الكاتشاب
- Lemon = الليمون
- Sahara = الصحراء

2.4.1.2. Calque: "this is the literal translation of a borrowed word"(What are the main techniques of translation?, 2021)It can be a name of organization, collocations or a well-known phrases.

e.g.

- United States = الولايات المتحدة
- Gothic window = النافذة ذات النمط المعماري القوطي

Here we ignored the literal translation and tried to come up with a word or phrase in the source language that is semantically and morphologically similar to the word Gothic.

2.4.1.3. Literal Translation: according to Vinay and Darbelnet, literal translation can only be applied with languages that are close in cultural items. When using this procedure, we

translate the words directly but with remaining the same meaning and style as well as following the same words used in the source text.

e.g.

- glittering pearl = لؤلؤة براقعة
- the large amber windows were open = كانت نوافذ العنبر الواسعة مفتوحة

2.4.2. Indirect Techniques:

2.4.2.1. Transposition: "transposition involves a shift from one grammatical category to another. While still preserving the meaning" (Op.cit) i.e. the replacement of words from one-word class in the source text to another word class in the target text without changing the meaning, to illustrate:

- ✓ FROM ADJECTIVE TO NOUN: the water is as blue as = زرقاء المياه تضاهي
- ✓ FROM VERB TO NOUN: all day long played= يقضين اليوم كاملا في اللعب

2.4.2.2. Modulation: "This involves a change of perspective, adjusting what has been written in order to express the same idea" (Op.cit)

The main purpose of using this procedure is to maintain naturalness by changing the point of view. For instance, when we say I ate out of her hands and translate it to أكلت من كفيها this is considered a part of whole modulation.

- ✓ Also there is the negation: Only the fishes can = لا يمكن لمخلوق سوى الأسماك
- ✓ And finally the free modulation in: Both large and small = باختلاف أحجامها

Modulation here obviously changes the semantic level and shifts the message's point of view without altering its meaning and without generating an unnatural feeling to the target audience.

2.4.2.3. Equivalence/Reformulation: "Similar to modulation, this allows you to preserve the meaning of an expression, name or proverb by finding a target language equivalent"

(Op.cit), this is by creating or looking for equivalents taking into consideration that the source text is likely to be an interjection, an idiom, or a proverb and sometimes a Quran verse.

e.g.

- He come out smelling like a rose = خرج كالشعرة من العجين
- A word to the wise is enough = اللبيب بالإشارة يفهم

The accurate translation technique will vary depending on the text type, target audience and the purpose of the translation.

2.5. Translating Touristic Texts in The Light of Translation Theories:

Skopos theory came into being in the second half of the 20th century. Before the 1970s, most translation theories were dominated by linguistic translation theories, but due to the limitations of linguistic translation theories, they could not solve the new problems in translation. People began to study translation from the perspective of function and communication, which developed rapidly and formed a new translation theory. Skopos theory is developed under this background. It takes the purpose of text as the first criterion of translation, breaking the translation standard that has always been the focus of original text. (Lei Liu, 2019, p. 711)

Skopos is a Greek word and it means "purpose". It is a technical term coined by Prof. Dr.h.c Hans Jozef Vermeer; a German linguist and translation scholar, this theory guides the translation process according to the function of the target text. The latter is specified by the target audience as well as the aim of the translation. In our study it is the key thing for this theory is applied in tourism documents and an example of that the Hotel brochures. Here the main goal of the translation is to enable the production of a text, which is first and foremost correspondent and shares the same purpose with the source text in order to gain the tourist's

interest and attract them in a natural way, because when they read a brochure they want to be familiar with the style.

One could wonder how skopos theory can be used to translate tourism materials. Translation of tourist brochures, guidebooks, or materials in general is a form of Advertising, therefore the translator's primary goal is to create a TT that serves the same function as the ST, which is primarily to attract travelers to a specific scene or location and spark their interest. This theory is appropriate to use since it is concerned with the purpose and requires the translator to maintain the same objective as the ST goal.

Thus, Skopos theory stresses the capacity to communicate between cultures rather than linguistic competency; it enables the translator to translate the same material in many ways depending on the purpose of the translation, which is the reason why it is useful for translating specialized texts. It has changed the circle of shift of emphasis in translation, and transformed the whole translation process from static to interactive, flexible and changeable. Use translation skopos theory to guide the tourist city of external publicity materials translation can make foreign readers a better understanding of the meaning of tourism text, make them on the basis of full understanding and good resonance in the translation, and also makes the translation can be better accepted by readers, the acceptance of ascension for tourist city of external publicity materials translation laid a solid Qfoundation (Op.cit, p. 712)

2.6. Conclusion:

Translators working with specialized texts face several problems that need not just extra-linguistic knowledge of the field(s) at hand, but also problem-solving abilities and linguistic innovation. Throughout many aspects, in a knowledge-based society, the borders that divide disciplines have blurred, and scientific and technological developments are occurring at a scale never seen before, specialized translation has become at least as demanding as literary translation. In any case, it is neither "easy," "limited," or "machine-like," as some believe, it needs some specific methods and techniques to follow and it is highly recommended to be translated under the guidance of skopos theory that insures rendering the anticipated function or purpose of the target text. Thus, a translation that maintains the accuracy of the informative material given by the source text while achieving its desired communicative effects in the target context is absolutely and in no way a job well done.

Chapter 03:

**Analytical and Critical Study of
Suggested Translations of Hotel
Brochure by M1 Translation
Students**

3.1. Introduction

Evaluating and comparing a piece of translation is undoubtedly one of the most difficult tasks and analyzing a corpus is considered one of the main methods to investigate a translation field phenomenon. In this chapter, we used the previously mentioned method to compare suggested translations of a hotel brochure and observing the translation of the specialized terms with the techniques used while translating them.

3.2. Corpus Definition:

The corpus used in this study is the brochure of the most recognized name in hospitality; the Hotel chain of Hilton "Algiers". Based on its abundance of vast number of terminology in the field of hospitality and tourism. This brochure is a promotional document used to present the establishment and the services offered such as accommodation, meals...etc., for travelers and tourists. In simple manners to make things easy and fascinating for customers.

3.3. Corpus discussion:

Tourism is one of the most important pillars of a country's economy, and considered as a booster to it financially and culturally. It creates thousands of jobs and enables citizens and foreigners to exchange cultures and traditions. It follows that guests expect to be entertained and offered numerous opportunities for activities that make their stay more exciting. A still common problem in Algeria is that these activities brochures are often available only in its native language (and sometimes-in French as an additional language). Our research purpose is highlighting on that specific field: consider and encourage translating touristic texts into English.

3.4. Analysis Methodology:

This study is concerned with M1 translation students at the University of Kasdi Merbah Ouargla, considering that they are translation trainees who could face this type of texts in their professional career in the future, and it is conducted using the mixed-method approach. Therefore, we applied the descriptive analytical method. It is a corpus based with a particular focus on tourism terminology as the major linguistic feature of the corpus under study. It aims at investigating the procedures used in translating specialized expressions /terms and the problems faced while rendering such texts

3.5. Analysis of the Corpus: Analysis at Lexical and Semantic level:

3.5.1. Data Collection Analysis and Discussion:

Table (1) : Literal translation.

| § | Source Text | N° of Samples | Target Text | Observation | Procedure |
|---|---------------------|---------------------|-----------------------|---------------------------------------|------------------------|
| 1 | Contemporary hotel | 1 to 15 except 5 | الفندق المعاصر | | Literal Translation |
| | Welcoming | 6/7/8/9/11 | الترحيبية | | |
| | | 3/10/12/14 | المُرْحَبَة | | |
| 3 | Guest rooms | 2 to 15 | غرف الضيوف | | |
| | Our rooms | 2/4/7/8/9/13 | غرفنا | | |
| | Balcony overlooking | 4 | شرفة مطلة | | |
| 4 | Standard rooms | 5 | الغرف النموذجية | Literal "it conveys the meaning | |
| | | 3/4/6/12/13/14 | الغرف القياسية | | |
| | | 10/15 | غرف ذات جودة عالية | | |

| | | | | |
|----|---------------------|-----------------------------|--------------------------------|--|
| | Kind deluxe room | 5/6/8/9 | غرفة الملك الخاصة | |
| | | 1 | غرفة فاخرة في الجناح الملكي | |
| 5 | Living room | All except 1/3 | غرفة معيشة | |
| | Marble bathroom | 1/2/4/7/8/9/10/ 11/13/14 | حمام رخامي | |
| 8 | No need to hunt for | 4/5/9/11/12/13/ 14 | لا داعي للبحث | |
| | | 1/6/7/8 | لا حاجة للبحث | |
| | | | | |
| 11 | Bar | 1/8/9 | حانة | |
| 13 | Mahogany | 2 | خشب الماهوجاني | Literal equivalent |
| 16 | Pool-side bar | 1/2/9 | البار المجاور للمسبح | |
| 17 | In-room dinning | 2/5/9 | إفطار داخل الغرفة | |
| | Pre-dinning drinks | All samples | مشروبات ما قبل العشاء | Literal "they all succeeded in translation" |
| | Food and beverage | 2/7 | المأكولات والمشروبات | |

The majority translated 22 expression using the direct technique "literal translation" to deliver the meaning i.e. they translated the words in the S.T to their equivalents in the T.T by keeping the same style.

While translating the text they may have thought of the literal translation as the accurate procedure and the easiest one, we can notice this in the segments where they had the natural equivalent in the T.T however they opted for the literal translation

Table (2): Explanatory Translation.

| § | Source Text | N° of samples | Target Text | Observation | Procedure |
|----|---------------------------|---------------------------|----------------------------------|-------------|----------------------------|
| 3 | Our rooms | 1/3 | نبذة موجزة عن الغرف لدينا | | Explanatory translation |
| | Led TV | 2 | تلفاز بشاشة مسطحة | | |
| | | 8 | شاشة تلفاز ذكية | | |
| 10 | Family-friendly dinner | 1/6 | عشاء يلبي جميع اذواق أسرتك | | |
| 16 | Pool-side bad | 6/8/12 | البار بجانب حمام السباحة | | |
| | | 3/4/57/10/11/ 13/14/15 | البار الموجود بجانب المسبح | | |
| 17 | In-room dinning | 1/4/10/11/14/ 15 | تناول الطعام في الغرفة | | |

Here we noticed that the students opted for the explanatory translation more often by rendering the word/expression and its intention

Taking into consideration that the nature of the text is a touristic material, this may explain the selection of this procedure to make the message attainable to the target audience.

Table (3): Transposition.

| § | Source Text | N° of samples | Target Text | Observation | Procedure |
|----|---------------------------|------------------------------|-----------------------|----------------------|---------------|
| 1 | Contemporary hotel | 5 | الفندق المتعاصر | Adjective to Noun | Transposition |
| | Welcoming | 1/4/13 | الاستقبال | | |
| | | 2/5 | في حفاوة | | |
| 3 | Balcony overlooking | 2/11 | شرفة بإطلالة | Noun to Adjective | |
| | King guest room | 5/7/9/10/15 | غرفة الضيوف الملكي | | |
| 10 | Mediterranean classics | 1/4/5/6/8/10/1 1/13/14/15 | كلاسيكيات المتوسطي | | |
| 3 | Balcony overlooking | All except 2/4 | شرفة تطل | Noun to Verb | |
| 6 | During your stay | 1/4/5/7/10/11/ 12/13/15 | أثناء إقامتك | | |
| | | 2/9 | فترة إقامتك | | |
| | | 3/8 | فترة تواجدك | | |
| | | 6 | خلال أقامتكم | | |

We notice in these cases the replacement of word classes during the transformation from English to Arabic without changing the meaning

- Noun to Adjective
- Adjective to Noun

- Noun to verb

Here the students made a shift from a grammatical category to another in order to maintain the naturalness in the Arabic language when needed

Table (4): Borrowing.

| § | Source Text | N° of samples | Target Text | Observation | Procedure |
|----|-----------------------|---------------------|----------------------|---|-----------|
| 3 | Led TV | 1 | تلفاز بتقنية لاد | In some of these expressions they used borrowing even though the equivalent is available in the T.T | Borrowing |
| | | 3/9/10/12/13/14 | تلفزيون ال أي دي | | |
| | | 5/11 | تلفزيون لاد | | |
| | King guest room | 2/3/4/11/12/14 | غرفة الضيوف كينغ | | |
| 4 | King deluxe room | 10/15 | غرفة ديلوكس الملك | | |
| | | 2/3/4/7/11/12/13/14 | غرفة كينغ ديلوكس | | |
| 6 | Hilton fitness | 11/12/13/15 | هيلتون فيتنس | | |
| | Hammam and sauna | All except 1/2/8 | الحمام والساونا | | |
| | | 1/2/8 | غرفة البخار والساونا | | |
| 10 | The Tamina buffet | 1/4/5/6/12/14 | تامينا بوفيه | | |
| 11 | Bar | All except 1/8/9 | بار | | |
| | Continental breakfast | 4/5/6/9/10/13/14/15 | إفطار كوتتيننتال | | |

The students choose this procedure in translating most of the places names and the culture/social specific terms, therefore this strategy was preferable for the vast majority of the students as it is mentioned in the comparative table above.

This strategy is mainly used because they could not come up with an equivalent in the target language so they took the words as they are. They also did the same thing with terms that already has their equivalent in Arabic for instance: bar = حانة

Table (5): Modulation.

| § | Source Text | N° of samples | Target Text | Observation | Procedure |
|---|--------------------|------------------|----------------------|-------------|--------------------------|
| 3 | Our rooms | 5 | عن الحجز في الغرف | | Free modulation |
| | | 6/10/14/15 | الغرف المتاحة | | |
| | King guest room | 1 | الجناح الملكي | | |
| | | 6/8/13 | غرفة ضيوف الشرف | | |
| 8 | Door steps | 3/5/12/13/14 | عتبة داركم | | |
| | | 1/6/8/9 | عند عتبة الباب | | |
| | | 7/10/15 | القريب منك | | |
| | | 2/11 | على عتبة منزلك | | |
| 5 | Living room | 1/3 | صالون الجلوس | | Modulation |
| 3 | Mahogany | 1/4/5/6/7/9/10/1 | اللون الماهوجاني | | "part from the whole" |
| | | 3/14/15 | | | |

Here we notice that they expressed the idea from another angle, whether it was a free modulation or part of the whole modulation or negation. This changed the semantic level without altering the meaning.

It has been and always will be a perfect choice to select this strategy because it helps with shifting the message's perspective without generating an unnatural feeling in the target text.

Table (6): Adaptation

| § | Source Text | N° of samples | Target Text | Note | Procedure |
|----|--------------------------|---------------------------|----------------------|------|------------|
| 10 | The <u>Tamina</u> buffet | 2/3/7/8/9/10/11 /13/15 | <u>بوفيه الطمينة</u> | | Adaptation |

Here some students thought that the term is somehow familiar in Arabic culture so they came up with the word "الطمينة" which is a traditional dish

The students' selection of this strategy may be unacceptable if they decided to follow the foreignization method from the beginning, because it is impossible to use two methods (foreignization and domestication) in one text. However, those who opted for domestication from the beginning made a good choice.

Table (7): Mistranslation

Even when using some translation techniques such as literal translation that helps in rendering the meaning, sometimes it leads to unnaturalness in the T.T, and these are some obvious cases of that which are considered as a mistranslation.

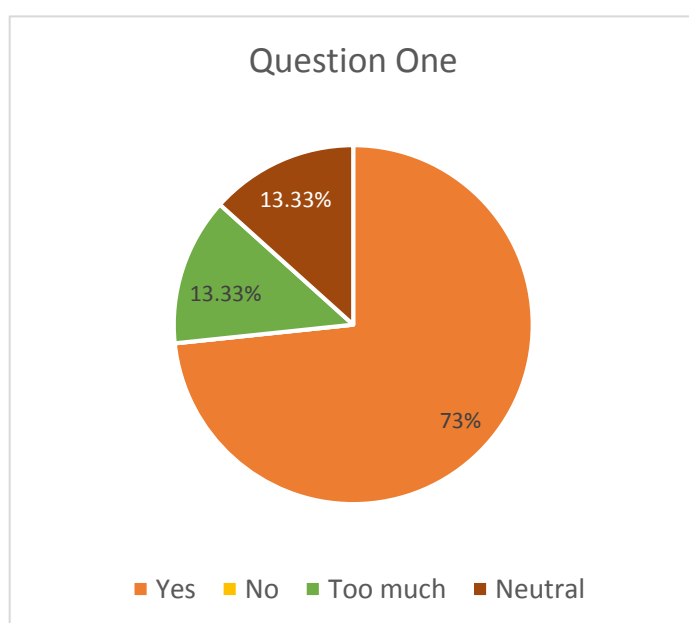
| § | Source Text | N° of samples | Target Text | Note |
|---|----------------|---------------|------------------|----------------|
| 4 | Standard rooms | 1 | غرفنا الاعتيادية | Mistranslation |
| | | 2/7/8/9/11 | الغرف العادية | "they did not |

| | | | | |
|----|-------------------|---------------|------------------|-----------------------|
| 5 | Marble bathroom | 3/14 | رخام | transfer the meaning" |
| | | 6 | رخام حمام | |
| | | 5 | حمام | |
| 17 | In-room dinning | 3/6/7/8/12/13 | في غرفة الطعام | |
| | Food and beverage | 9/10/15 | الأطعمة والعناصر | |

Due to the lack of mastering specialized language, the students were able to transfer some segments however; they failed to insert the right techniques in translating the segments above.

3.5.2. Student's Questionnaire Analysis.

A questionnaire was distributed to the students who translated the hotel brochure. It contains 13 questions, which are separated into two sections. Section number one is 10 multiple-choice questions that investigate the students' level of translation skills and how interested they are in this type of texts. The second section is three open questions that review the techniques used by the students when translating the given text.



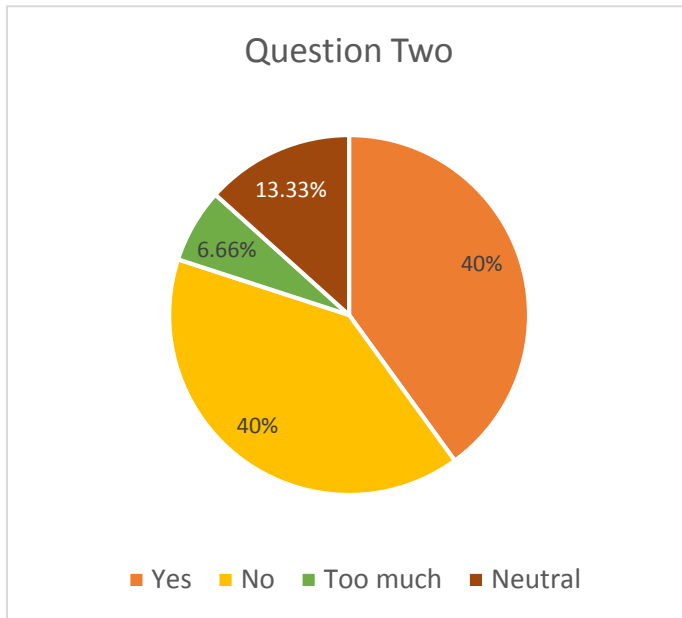
Graph (1): Student's perception of their translation skills

1. Question One: After this experience, did you notice your translation skills?

As shown in graph (1) the majority of the informant 73.33% were positive toward noticing their translating skills. Moreover, 13.33% have highly noticed their skills after experiencing touristic texts. Whereas

the same percentage were neutral, and from all of participants no one answered "No"

2. Question Two: Were you motivated to translate this particular text, was it interesting for you?

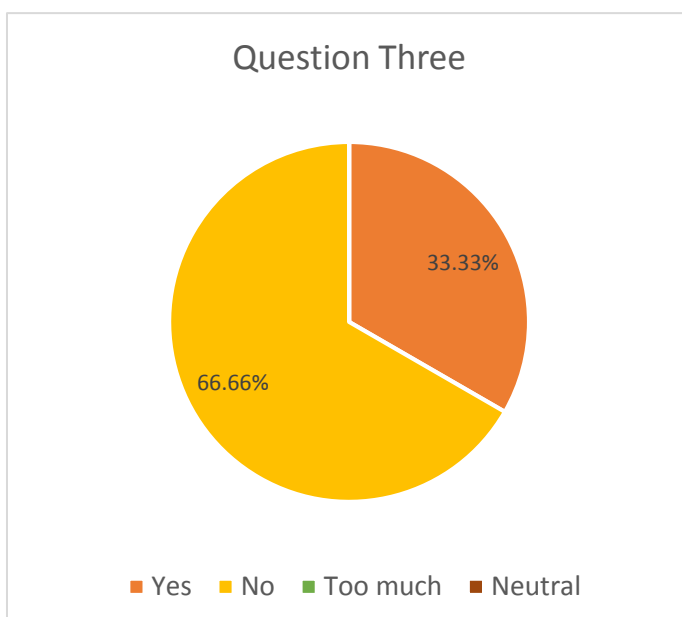


Graph (2): the percentage of students who are/ are not motivated to translate a hotel brochure.

We noticed that 40% of the M1 students were positive and the same percentage was negative considering their motivation rate. Therefore, we can interpret this in two different dimensions; it is

whether a student is highly interested in translation but not interested in such specialized text (brochure). Alternatively, the student does not like translating but interested in tourism, hotels and trips. Moreover, 6.66% were highly motivated and 13.33% showed neutrality.

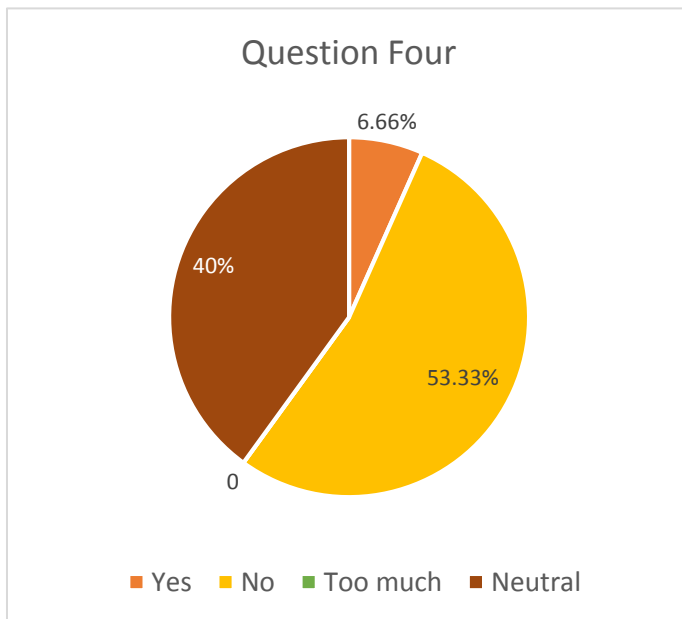
3. Question Three: Were you familiar with this type of text (hotel brochure)?



From the graph (3), we perceive that the majority of the students with the percentage of 66.66% were not familiar with hotel brochures as a text to be translated. Whereas 33.33% said "Yes".

Graph (3): noting whether the students were familiar with hotel brochures or not.

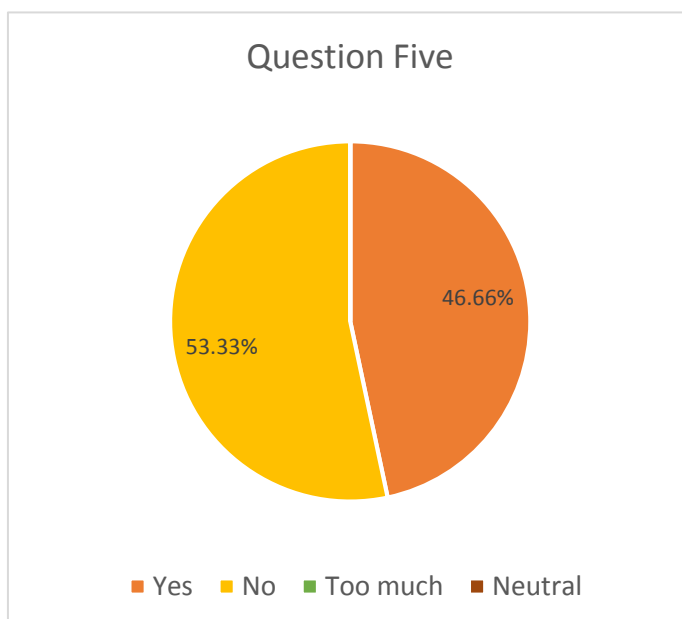
4. Question Four: Did you find it easy to translate the text effectively?



As shown in this graph, more than half were negative i.e. they found it difficult to render the text effectively. In contrast, 66.66% were positive and 40% were neutral.

Graph (4): student's perception of difficulty or ease when translating the text.

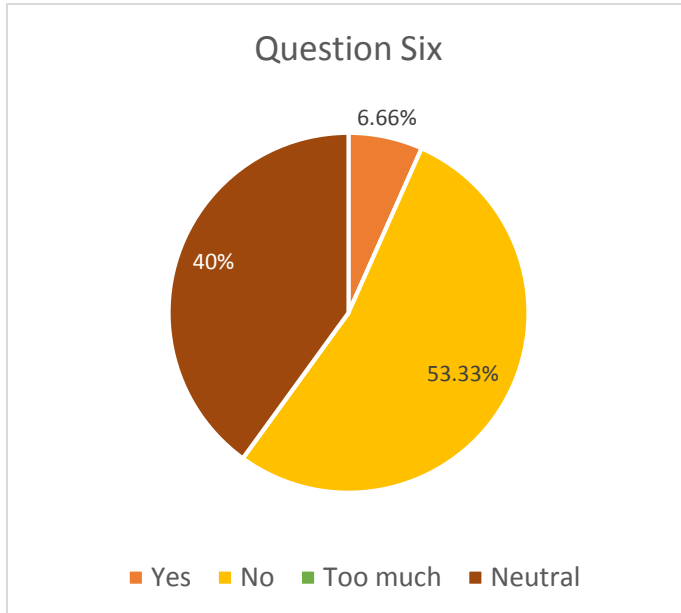
5. Question Five: Did you rely only on using the dictionary to find the right equivalence?



In this graph, 46.66% of the participants relied only on dictionary whereas 53.33% did not.

Graph (5): Student's perception of relying only on the dictionary to find the right equivalent.

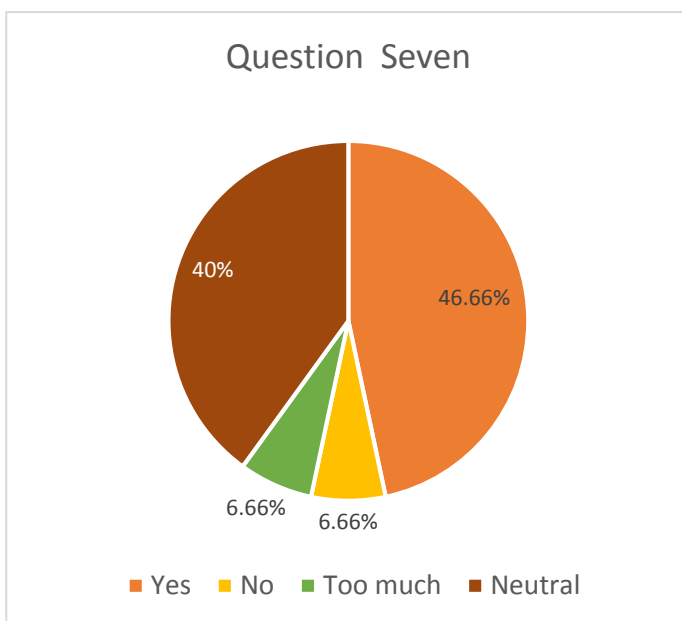
6. Question Six: Were you capable of finding the right equivalence without using the dictionary?



As shown in the graph, the vast majority of participants (80%) were not able to find the equivalent without the help of the dictionary. In contrast, 13.33% were able to translate on their own. While 6.66% showed neutrality.

Graph (6): Detecting the ability of the students in finding equivalents without using the dictionary even once i.e. translating of their own.

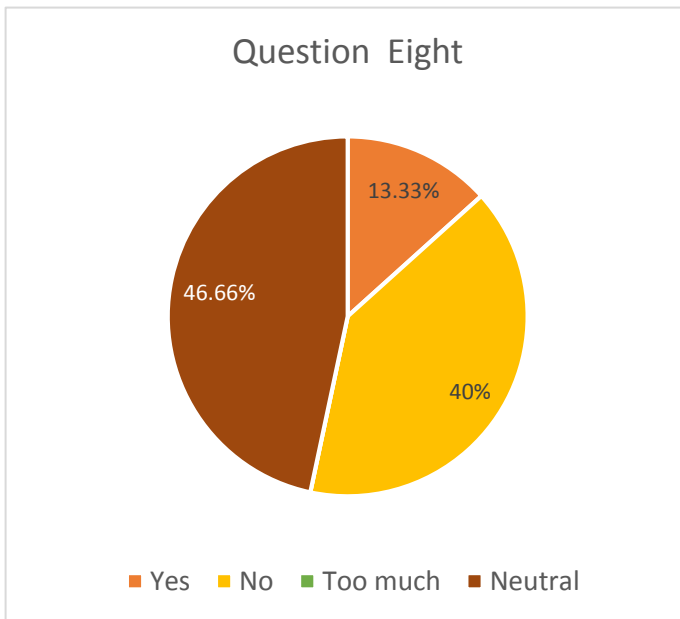
7. Question Seven: Were you able to render effectively the cultural specific terms?



According to the statistics shown on the graph, 46.66% were able to transfer the cultural specific terms effectively while 6.66% were negative about this. The same percentage as the last one were strongly able to do so and 40% showed neutrality.

Graph (7): Difference between students in terms of rendering cultural specific terms.

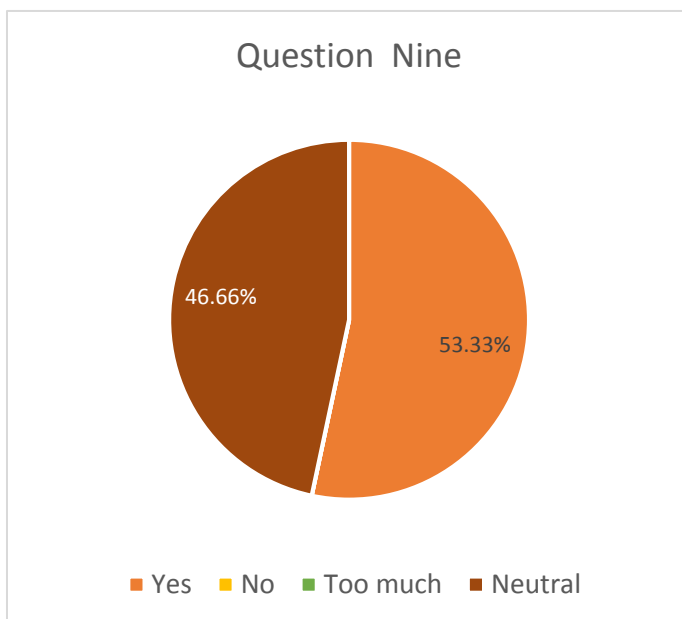
8. Question Eight: Are you able to render a specialized text correctly?



In this table that shows the percentage of the students' perception of their ability to render specialized texts correctly, 13.33% said "yes" and 40% said "no". While 46.66% were neutral.

Graph (8): Student's perception of their ability to render a specialized text correctly.

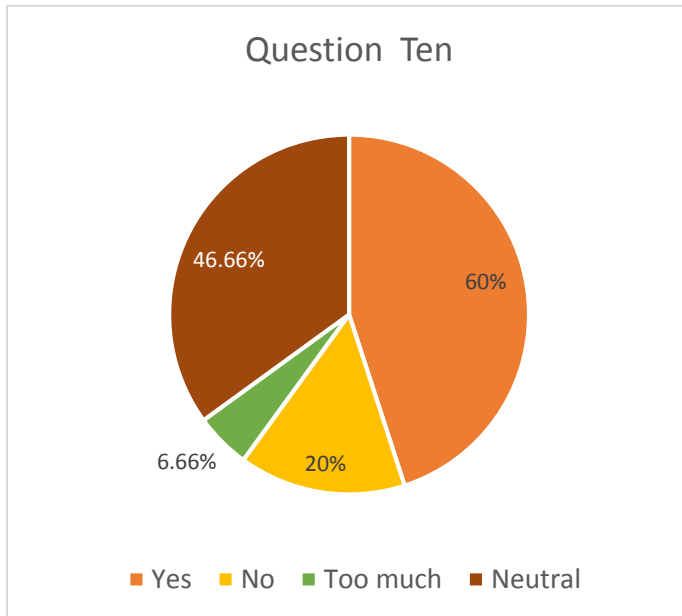
9. Question Nine: As a Mater 1 student, had you have the linguistic capacity, which enable you to convey the meaning of cultural and grammatical expressions?



As shown in this graph 53.33% answered "yes" when asked this question while 46.66% were neutral.

Graph (9): Investigating the student's perception of having the linguistic capacity in order to convey the meaning of cultural and grammatical expressions.

10. Question Ten: Is your knowledge of both languages and culture helpful to produce an appropriate translation?



The majority voted with "yes" for having a helpful background knowledge, 6.66% said "too much" while 20% said "no" and 13.33% were neutral.

Graph (10): Investigating the student's perception of whether their background knowledge was helpful to produce a meaningful translation.

The last 3 questions which are open questions did nothing but confirm the recent results. Most of the participants stated that the translation process was done in one 2 or 3 sittings, and only the minority succeeded in translating the whole text in one sitting. Moreover, the respondents faced a lot of obstacles when translating the specialized text from English into Arabic such as rendering the specific terms/ words that do not exist in the target language, alongside the cultural specific terms for example names of dishes, the meaning of a whole sentences and the format of the brochure. In addition, when it comes to the methods and techniques used by them we notice that the majority used literal translation and borrowing and only few used adaptation.

Table (8): Results of questionnaire

| Question | Options | Number | Percentage |
|--|-----------------------------------|---------------|-------------------|
| Question One After this experience, did you notice your translation skills? | Yes | 11 | 73.33% |
| | No | 00 | 0% |
| | Too much | 02 | 13.33% |
| | Neutral | 02 | 13.33% |
| | <i>Total number of informants</i> | <i>15</i> | |
| Question Two Were you motivated to translate this particular text, was it interesting for you? | Yes | 06 | 40% |
| | No | 06 | 40% |
| | Too much | 01 | 6.66% |
| | Neutral | 02 | 13.33% |
| | <i>Total number of informants</i> | <i>15</i> | |
| Question Three Were you familiar with this type of text (hotel brochure)? | Yes | 05 | 33.33% |
| | No | 10 | 66.66% |
| | Too much | 00 | 0% |
| | Neutral | 00 | 0% |
| | <i>Total number of informants</i> | <i>15</i> | |
| Question Four Did you find it easy to translate the text effectively? | Yes | 01 | 6.66% |
| | No | 08 | 53.33% |
| | Too much | 00 | 0% |
| | Neutral | 06 | 40% |
| | <i>Total number of informants</i> | <i>15</i> | |
| Question Five Did you rely only on using the dictionary to find the right equivalence? | Yes | 07 | 46.66% |
| | No | 08 | 53.33% |
| | Too much | 00 | 0% |
| | Neutral | 00 | 0% |
| | | | |

| | | | |
|---|-----------------------------------|----|--------|
| | <i>Total number of informants</i> | 15 | |
| Question Six Were you capable of finding the right equivalence without using the dictionary? | Yes | 02 | 13.33% |
| | No | 12 | 80% |
| | Too much | 00 | 0% |
| | Neutral | 01 | 6.66% |
| | <i>Total number of informants</i> | 15 | |
| Question Seven Were you able to render effectively the cultural specific terms? | Yes | 07 | 46.66% |
| | No | 01 | 6.66% |
| | Too much | 01 | 6.66% |
| | Neutral | 06 | 40% |
| | <i>Total number of informants</i> | 15 | |
| Question Eight Are you able to render a specialized text correctly? | Yes | 02 | 13.33% |
| | No | 06 | 40% |
| | Too much | 00 | 0% |
| | Neutral | 07 | 46.66% |
| | <i>Total number of informants</i> | 15 | |
| Question Nine As a Mater 1 student, had you have the linguistic capacity, which enable you to convey the meaning of cultural and grammatical expressions? | Yes | 08 | 53.33% |
| | No | 00 | 0% |
| | Too much | 00 | 0% |
| | Neutral | 07 | 46.66% |
| | <i>Total number of informants</i> | 15 | |
| Question Ten Is your knowledge of both languages and culture helpful to produce an appropriate translation? | Yes | 09 | 60% |
| | No | 03 | 20% |
| | Too much | 01 | 6.66% |
| | Neutral | 02 | 13.33% |
| | <i>Total number of informants</i> | 15 | |

3.6. Conclusion:

In a hotel like HILTON that welcomes visitors from all around the world it is never enough to have a brochure written in one language or even two, you cannot rely on one language as a target language in the translation of tourism materials because it is impossible to guess what the tourists may prefer. so multilingualism may guarantee receiving information by all tourists as it should be, as well as satisfying the tourists whatever their language was that's exactly what led us to make this research, we were willing that the postgraduate students of translation may have an impact on promoting tourism in Ouargla specially and Algeria generally.

General Conclusion

Conclusion:

Translation, without a doubt is crucial in all fields of work, study and life in general. It plays a substantial role in the development of economy in a way or another. The tourism field is considered one of the main economy pillars to many countries if not their main source of income and without it, they may face bankruptcy. This research deals mainly with the issue of translating specialized texts by master 1 translation students at the university of Kasdi Merbah Ouargla, and the lack of the English version brochures of hotels in Algeria taking into consideration that translation studies is a major tough in almost all Algerian universities.

The aim of our research is highlighting on the tourism sector by considering and encouraging the translation of specialized texts including the touristic ones mainly hotel brochures into English by M1 translation students.

We chose this particular subject first due to our interest in the field of hospitality and tourism and we are currently majoring this specialty in an institution. Secondly, we were that the postgraduate translation students might work on promoting tourism in Ouargla and all Algeria as well.

Our dissertation is composed of three chapters, and was divided into two parts: theoretical part and practical part .

The theoretical part (first two chapters) was for the sake of studying and investigating the theoretical details of the subject; and to explain the different notions that concern the study .

The first chapter is titled "Specialized Texts" starts by defining what we mean by specialized texts. Then, tackles some fields of specialized texts such as literature, business, scientific, legal and most importantly touristic texts and lists its characteristics as well . Lastly, it talks about the differences between general and specialized texts.

The second chapter with the title "translating in a specialized contexts characteristics and techniques" deals with specialized translation. It starts by giving a brief history about translation then defines the specialized translation and continues by listing its characteristics, which translates specialized texts and compares between the specialized translation and the general translation. After that, it talks about Methods and Procedures of Translating Specialized Texts, which was divided into direct and indirect techniques. The last element is this chapter is Translating Touristic Texts in The Light of Translation Theories we mentioned skopos theory

skopos is a Greek word that means purpose, which was coined by Prof Hans Jozef Vermeer. We have studied this theory because it guides the translation process according to the function of the target text. Therefore, tourism materials in general are a form of Advertising and the translator's primary goal is to create a TT that serves the same function as the Hilton brochure is full of specialized expression, which makes it the perfect corpus of this study.

The research is mainly descriptive since it describes the relation between two variables; a dependent one, which is specialized texts, and independent one, which is challenges faced, and techniques use by the students while translating such a text type.

We have used two tools to gather the data, a text to be translated by the students in order to gather qualitative data and a questionnaire for the same students in order to gather quantitative data.

The process was basically introducing M1 students to Hilton hotel brochure; a type of specialized texts and asked them to try translating it, we intentionally provided enough time in order to make sure they are fully concentrated while translating the text. Regardless of the difficulties we faced doing so, we received fifteen samples and directly started listing all techniques they followed while translating. The analysis result shows that the vast majority of the M1 translation students were not motivated to translate the brochure and were not able to

render the specialized expressions. They relied mostly on dictionaries, which mean that they lack the linguistic knowledge that led to facing challenges translating

To conclude, we expect that this sector have the chance to be developed in the nearest future by putting more effort on training the M1 students to translate the specialized texts and focusing more on the specialized translation.

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Resume

نصادف في وقتنا الحاضر علم الترجمة في شتى المجالات لكونها جزءاً لا يتجزأ من حياتنا اليومية وكذا المهنية وهذا لقدرتها على نشر المعرفة بالإضافة الى مساهمتها في التطور التكنولوجي والنمو الاقتصادي، ومن المجالات التي تعتبر عاملاً أساسياً فيها هي السياحة فهي تساهم في جعل الترجمة علماً حياً لوجود التبادل الثقافي في هذا المجال. رغم كل ذلك نجدها مهمشة لا يمنحها مجال الترجمة حقها. يعالج البحث الذي تم إجراؤه موضوع ترجمة النصوص المتخصصة من طرف طلاب السنة الأولى ماستر تخصص ترجمة.

في البداية استهلينا المذكرة بمقدمة شاملة تعرض محتوى العمل المنجز بطريقة تجعل القارئ يتعرف على أهداف ونوايا العمل على هذا الموضوع بدأ من المعضلة التي أدت لدراسة هذا الموضوع ثم الإشكاليات و تليها الفرضيات بعد ذلك شرح بسيط لسيرورة البحث ثم الأهداف و الأسباب و كذا المعوقات التي واجهتنا من أول المسار لآخره (المعوقات في الجزء النظري و التطبيقي).

استناداً على هاته الاشكاليات المطروحة تم التقصي حول الموضوع بتقسيم البحث بشكل يناسب الأهداف والاشكالية السابق طرحها ولهذا اعتمدنا ثلاثة فصول والتي تمثلت فيما يلي:

فيما يخص الفصل الأول والمعنون ب "النصوص المختصة" والذي خصص لتعريف النصوص الخاصة وذلك استناداً على تعريف مصطلحي «النص» و «الخاص» من مصادر وقواميس مختلفة ثم تم التطرق لأنواع مختلفة من النصوص من مجالات مختلفة وتم تعريفها وتوفير أمثلة لجعلها أوضح، جاء في ذلك النص الأدبي، التجاري، العلمي، القانوني ومحور الدراسة النص السياحي. تم التعرف على ميزات كل هاته النصوص وكيفية التفريق فيما بينها من الشكل و البنية إلى المعنى و المحتوى و نذكر أن لكل نص خصائص و مصطلحات مميزة مما يجعل الاختلاف بينها و بين النصوص العامة هذا ما ام التطرق له في عنوان كامل أين تم استقصاء تلك الفروق التي قد تجعلها مختلفين تماماً فبالرغم من أن اللغة المتخصصة هي لغة تستخدم في مجال معين و أنها تشير إلى لغة تختلف عن اللغة

العادية من حيث التخصص، التعبيرات والمصطلحات. وأنه يتم استخدام لغة متخصصة للتواصل داخل محيط متخصص معين فإنه لا يمكننا التحدث عن نص متخصص واحد ولكن عن عدد كبير من النصوص المختلفة التي ترتبط ارتباطاً مباشراً بنصوص عامة. هذا الفصل يضيء فكرة مفادها ان عملية الترجمة هي عملية تتجاوز النقل من نص المصدر إلى النص الهدف وانما يكمن الجوهر في المجال الذي ينتمي إليه هذا النص فهو لا يستلزم فقط الترجمة الشكلية للهيكل اللغوي ولكن أيضاً المحتوى المعجمي والدلالي. أي النص ككل. علاوة على ذلك، يمكننا أن نلاحظ أن النصوص المتخصصة تعقد العملية عندما مقارنتها بعملية ترجمة النص العام، وهذا التعقيد يأتي بشكل خاص من المصطلحات المتخصصة الموجودة في كل مجال من مجالات التخصص.

أما الفصل الثاني والمعنون ب "الترجمة المتخصصة" تم بدأه بموجز بسيط عن تاريخ الترجمة وأصلها والمراحل التي مرت بها على مر الزمان أين كانت العلامة الأولى التي تشهد على ممارسة الترجمة في العهد القديم، فيالتكوين على وجه الدقة. عندما حاول نسل نوح بناء مدينة عظيمة ضخمة يصلون إلى السماء ويرون الله، ولكن الله عاقبهم بعثهم بتتويج وبلبله ألسنتهم هذا ما جعلهم يخترعون لغة للتواصل هنا كانت سبب ظهور الترجمة وذكرنا تفاصيل عديدة عن تاريخ هذا العلم. ثم انتقلنا لنتعرف على الترجمة المتخصصة تعريفها وخصائصها فالترجمة المتخصصة هي نوع من الترجمة أكثر صعوبة من الترجمة العامة، من معاييرها التعامل مع نصوص من مجالات خاصة مثل القانون، الأدب، العلوم والسياسة ... إلخ. أي ان دور المترجم هو التعامل مع المصطلحات المتخصصة التي تتطلب مترجم محترفاً يجيد لغة المصدر ولغة الهدف ويتقن الاختصاص والمجال المترجم منه وإليه، ثم تأكدنا من إظهار الفروقات التي تظهر بين النصوص العامة و المتخصصة بعد ذلك بعدها تم معالجة الأساليب والتقنيات المتبعة عند ترجمة النصوص الخاصة والتي يمكننا تقسيمها إلى أساليب مباشرة وغير مباشرة. العنصر الأخير هو ترجمة النصوص السياحية في ضوء نظريات الترجمة التي ذكرناها في نظرية سكوبوس.

كلمة skopos هي كلمة يونانية وتعني الغرض من شيء ما، قام بصياغتها البروفيسور هان جوزيف فيرمير، لقد درسنا هذه النظرية لأنها توجه عملية الترجمة إلى

وظيفة النص الهدف. لذلك ، فإن النصوص السياحية بشكل عام هي شكل من أشكال الإعلان والهدف الأساسي للمترجم هو إنشاء نص الهدف الذي يخدم نفس وظيفة النص المصدر.

الفصل الثالث ، وهو الفصل التطبيقي، يتعلق بالدراسة التحليلية للترجمة المقترحة لكتيب الفندق من قبل طلاب السنة الأولى ماستر تخصص ترجمة بما في ذلك الاستبيان المقدم لهم بعد عملية الترجمة. كتيب هيلتون مليء بالتعابير المتخصصة، مما يجعله النص المثالي لهذه الدراسة. تم تسليط الضوء على مهاراتهم في ترجمة النصوص الخاصة وقدرتهم في نقل التعابير الخاصة بمجال السياحة إلى جانب المصطلحات الثقافية، هذا إضافة إلى مدى اهتمامهم بترجمة النص. لوحظ ان غالبية الطلبة لم يظهروا حماسا لترجمة هذا النوع من النصوص بل وكانت عملية صعبة نوعا ما، وبالتحديد ترجمة المصطلحات الخاصة بالمجال والمكافئات ذات الطابع الثقافي؛ علاوة على ذلك، استخدمت الغالبية الترجمة الحرفية والاقتراض للقيام بذلك.

البحث تم على أساس علمي وصفي يصف العلاقة بين متغيرين. متغير معتمد، وهو نصوص متخصصة، ومتغير مستقل، وهي التحديات التي يواجهها الطلاب، والتقنيات التي يستخدمها الطلاب أثناء ترجمة مثل هذا النوع من النص. لقد استخدمنا أداتين لجمع البيانات، نصًا يترجمه الطلاب من أجل جمع البيانات النوعية واستبيانًا لنفس الطلاب من أجل جمع البيانات الكمية. تظهر نتيجة التحليل أن الغالبية العظمى من طلاب الترجمة M1 لم يكونوا متحمسين لترجمة الكتيب ولم يكونوا قادرين على تقديم التعبيرات المتخصصة. اعتمدوا في الغالب على القواميس، مما يعني أنهم يفتقرون إلى المعرفة اللغوية التي أدت إلى مواجهة تحديات الترجمة كما أظهرت أظهرت النتائج الحاجة الماسة لإدراج موضوع ترجمة النصوص الخاصة ضمن دروس السنة الأولى ماستر تخصص ترجمة وهذا لفائدة الطلبة وتطوير مهاراتهم الإنتاجية، بما في ذلك المصطلحات الخاصة بمجال السياحة وهذا لأن الأغلبية الساحقة من الطلاب الذين خضعوا للدراسة لم يكن بمقدورهم تمييز ومعالجة هذا النوع من النصوص.

Appendix

1. Questionnaire

Dear students, thank you for helping us with your translations we highly appreciate your efforts. Find underneath related questions that you are required to answer. Please share with us your opinion.

| N° | The questions | Yes | No | Too much | Neutral |
|----|---|-----|----|----------|---------|
| 1 | How did you evaluate your experience? | | | | |
| 2 | Were you motivated to translate this particular text? | | | | |
| 3 | Were you familiar with this type of text (hotel brochure)? | | | | |
| 4 | Is the text interesting for you? | | | | |
| 5 | Did you find it easy to translate the text? | | | | |
| 6 | Were you able of finding the right equivalence without using the dictionary? | | | | |
| 7 | Were you able to render effectively the cultural specific terms? | | | | |
| 8 | Are you able to deal effectively with such a text type? | | | | |
| 9 | As a Mater 1 student, had you have the linguistic capacity, which enable you to convey the meaning of cultural and structure and grammatical expressions? | | | | |

11- Did you do the process all at once, or you needed to divide the work?

.....

12- What was the worth mentioning problems faced while rendering such specialized text from English into Arabic?

.....

13- What is/are the strategies(s) that were employed or adopted more often when encountering any kind of difficulties or challenging expressions?

.....

.....



وزارة التعليم العالي والبحث العلمي
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قسم اللغة الانجليزية وآدابها

التحقيق في التقنيات المتبعة والتحديات التي يواجهها طلاب السنة الأولى
ماستر تخصص ترجمة عند ترجمة النصوص الخاصة

«مطوية فندق كحالة دراسة»

أنجز من طرف:

سلسيل ناريمان بريتيل

ليلي هبيته

اللجنة:

| | | |
|----------------|--------------------------|-----------------|
| رئيس : | مناقش : | الأستاذ المشرف: |
| د.ليلي يحيايوي | د. احمد نور الدين بلعربي | د.جحا نسبية |

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