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**Investigating techniques used in translating product's websites  
Case study: Huda beauty, Sephora, MC Donal's and Apple.**

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

« يَرْفَعِ اللَّهُ الَّذِينَ آمَنُوا مِنْكُمْ وَالَّذِينَ أُوتُوا الْعِلْمَ دَرَجَاتٍ »

سورة المجادلة (11)

" وَمِنْ آيَاتِهِ خَلْقُ السَّمَاوَاتِ وَالْأَرْضِ وَاخْتِلَافُ أَلْسِنَتِكُمْ وَأَلْوَانِكُمْ ۚ إِنَّ  
فِي ذَلِكَ لآيَاتٍ لِّلْعَالَمِينَ "

سورة الروم (22)

### **Dedication:**

First of all, I want to thank ALLAH because of helping and guiding me in all my career and especially when doing this research, my faith is getting stronger day by day and my love toward you is growing as a flower that it will never experience the autumn. I can never express my full gratitude for my parents, I assume that without my mom I will never reach where I am now, my mam is my hereon, my world and my everything, I want to say that I LOVE YOU without conditions. My dad, rest in peace, I truly wanted to see me wearing the graduation suite, I know you would be so proud of me; for sure because I am my dad's girl. I would like to give a special thanks to my sister **Nesrine**, my brothers and sisters, my family as a whole and my friends, Special words and thanks for the special person my future husband. For the hard-worker partner Djouhaina Salssabil Zerrouki that our friendship is getting stronger and stronger may Allah protect and blues her, she was the greatest partner that one may have.

### **Amina Zigha**

My deep gratitude and appreciation go to my lovely parents whose affection, love, encouragement, and prayers of day and night makes me able to get such success and honor and my thanks extend to all my sisters and brothers for their support. also, I would like to thank my uncle **Noureddine** for his help in this work.

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**List of abbreviations:**

**SL:** source language.

**ST:** source text.

**SSL:** source text language.

**TL:** target language.

**TT:** target text.

**TTL:** target text language.

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## **Abstract**

Companies of products and services with the widespread of the new-media are seeking an internationalization plan in order to increase their outcome via marketing through websites. Therefore, they headed directly to the translation as a part of the process where the problem appeared in products websites, showing many mistranslations and translationese. this study went for an investigation concerned with what techniques are used in translating websites products aiming to determine whether the problem is not using techniques or it is using them inappropriately and all that is to reduce the gap between the companies and costumers by advertising their services with at least a good and understandable translation.

After exploring websites, the translation theory and its techniques, the analysis of the 20 samples indicated that the techniques of translation are all used properly. However, the translation of products websites still struggles with the poor translations caused by other reasons at different levels.

**Key-words:** translation, translation theory, translation techniques, website, products, advertisement.

## ملخص:

في الوقت الحاضر، ومع التطور الذي تشهده وسائل الإعلام، تسعى شركات التسويق إلى خطة تدويل من أجل زيادة أرباحها وذلك من خلال التسويق عبر المواقع الإلكترونية فتوجهت إلى الترجمة، غير أنّ هذه المواقع تضمنت العديد من الترجمات الغير صائبة إضافة إلى الركاكة التي تعمل بشكل أو بآخر على خلق مشكلة في التسويق. وقد جاءت هذه الدراسة لتتقصّى التقنيات المستخدمة في ترجمة المواقع الإلكترونية المُسوِّقة للمنتجات بهدف تحديد ما إذا كانت المشكلة تكمن في عدم استخدام التقنيات أو في استخدامها بشكل غير صحيح وكل هذا لتقليل الفجوة بين الشركات والزبائن للوصول على الأقل الى ترجمة جيدة ومفهومة.

وقد كشفت دراسة المواقع الإلكترونية ونظرية الترجمة وتقنياتها بعد تحليل 20 عينة عن أن تقنيات الترجمة كلها تستخدم بشكل صحيح. ومع ذلك، لا تزال ترجمة المواقع الإلكترونية الخاصة بالمنتجات تعاني نوعاً ما مع الترجمات الغير صائبة الناتجة عن عدة أسباب أخرى على مستويات مختلفة.

**الكلمات المفتاحية:** الترجمة، نظرية الترجمة، تقنيات الترجمة، الموقع الإلكتروني، المنتجات، الإعلان.

## **Résumé**

Les entreprises de produits et de services avec la diffusion des nouveaux médias cherchent un plan d'internationalisation afin d'augmenter leurs résultats via le marketing à travers les sites Web. Par conséquent, ils se sont dirigés directement vers la traduction dans le cadre du processus où le problème est apparu sur les sites Web des produits, montrant de nombreuses erreurs de traduction et de traduction. Cette étude a porté sur une enquête portant sur les techniques utilisées dans la traduction des produits de sites Web visant à déterminer si le problème n'est pas d'utiliser des techniques ou s'il les utilise de manière inappropriée et tout cela est de réduire l'écart entre les entreprises et les clients en annonçant leurs services avec au moins une bonne traduction compréhensible.

Après avoir exploré les sites Web, la théorie de la traduction et ses techniques, l'analyse des 20 échantillons a indiqué que les techniques de traduction sont toutes utilisées correctement. Cependant, la traduction des sites Web de produits se débat toujours avec les mauvaises traductions causées par d'autres raisons à différents niveaux.

**Mots-clés :** traduction, théorie de la traduction, techniques de traduction, site web, produits, publicité.

## **Introduction:**

Translation in particular becomes vital to achieving goals where one of the important fields that are really in the way of globalizing the world is the business world. There are two factors that control the profits of any company, the first factor is the services that are offered by this company and to what extent the customers are satisfied with it, And the second factor is the online advertisement which can provide the huge attractiveness and the gold opportunities to help to grow the business of that company and to promote its products, And for almost all the well-known brands or companies have their websites and if they have not one to promote for, people might think that this brand or company is not trustworthy. therefore, for a greater number of customers, they tend to translate their websites to reach the largest possible number of customers. This paper aims to shed light firstly on the definition of websites and their importance in this field and secondly on the techniques used in the process of translating websites.

In this thesis, we tried basically to answer the question "What are the translation techniques used in translating products' websites?" plus the sub-questions that will help companies for a better understanding the process which are: what are websites and what are their types, what is translation and what are its different techniques, what are the main techniques used in translating products' websites and how can websites' translation be important in promoting products?

### The objective of the research:

All those questions are very necessary firstly to handle the complexities of translating

websites or at least reducing the poor one in some websites, and secondly to identify the problems faced while doing the process of translation. Moreover, this study tries to enrich the Arabic translation of websites. In total, this research will help to understand how to promote a business or products through attractive translation and it helps creating one's own website for those who want to grow their global business. In the other side, we set two hypotheses to check their correctness which are: The development of e-commerce entails the use of translation to promote products and the techniques used in translating products' websites vary between borrowing and calque.

### The structure of the research:

We have divided this research paper mainly for three chapter the first two chapters are theoretical parts while the third one is the practical one.

In specific in the first chapter, we have tackled general definitions and concepts and the difference between the internet and website where the internet is the umbrella that holds many sites and webpages that defer because of their content i.e., when the content of a website is about studying then the website is an educational website and when the content is about social trade or selling anything so the website would be an e-commerce website and so on, we also have dealt with websites' types which are nine types besides the two types i.e., the dynamic and the static websites and also the division that "Theo Schewe" introduced which is: websites can be divided into three types are: monolingual, bilingual and multilingual and we tried to give examples to make them as clear as possible, the advantages and disadvantages of websites also were one of our concerns and finally their importance in promoting for business and what companies should know about the online marketing.

While in the second chapter we have dealt with deferent definition of Translation from distinctive angles i.e., the linguistic theory of translation: Roman Jackopson, John Catford, Peter Newmark and Eugene Nida were the famous scholars that define that translation should take the linguistic approach because its main concern is translating

the utterances (translation is an operation performed on languages), the cultural theory of translation: both André Le fevere and Susan Bassinet supported the impact of culture on the text so the term rewriting appears to the world to state that the translator in fact is a rewriter to the (TT) and the functional theory of translation and without forgetting the most important theory which is the skopos theory that was founded by Hans Vermeer in 1976-1977 stating that translation is an act determined by the skopos (the aim/purpose) that defines the process used while translating, we have also mentioned its basic six rules and its basic concepts, the advertisement and its relation with translation and finally the techniques of translation (both the direct and the indirect ones).

The third chapter was the practical platform where we drop those theories and ideas tackled before on four chosen websites, we compare the two version (the Arabic and the English version) of each, then we analyze the differences. We also suggest modifications for some examples.

#### The significance of the research:

This research enables the translators, translation students, translation teachers or anyone who has a relation with the field of translation to proofread the websites' translation and to enhance the translator's critical thinking by dealing with the common mistakes, in addition to that it reaches to a technical solution that leads to the disappearing of common mistakes in order to contribute creating positive effect for both the costumers and the owners of products' websites.

Our research is qualitative research in order to explore more about the topic and to seek for a better understanding and the data are primary data that was selected randomly, we have selected 20 samples as a corpus to be studied that were taken from four different websites: two of them are cosmetic websites, the third one is a trophic website while the fourth website is electronic one.

Through our research, we choose some previous studies (literature review) to strengthen our research and also to add strong arguments to it, we can set some as



follows:

- مذكرة لنيل شهادة الماستر تحت عنوان " ترجمة المواقع الالكترونية ودورها في تنمية السياحة المحلية " من إشراف :أمباركي عمارة وهاشمي إيمان -(جامعة أبو بكر بلقايد -تلمسان) ، الموسم الجامعي2014/2015.

ومن أهم نتائج هذه المذكرة، النقاط التالية:

يجب أولاً على المترجم أن يكون على دراية بالجانب المعلوماتي وأن يكون متمكناً من معالجة البيانات والانترنت ويتمثل دوره في المحافظة على نفس الشحنة الذي يحملها النص الأصلي وذلك عن طريق الحفاظ على نفس مقومات الجذب السياحي حيث تنتمي ترجمة المواقع الالكترونية إلى الترجمة السمعية البصرية، وهي دراسة حديثة النشأة، تتطلب قدرات معينة حيث لا نقل تعقيداً وصعوبة عن التخصصات الأخرى. و كما تختلف التقنيات المستعملة في هذا النوع من الترجمة، لكن غالباً ما تركز على تقنيتين اثنتين وهم التكيف والحذف.و كما يحق للمترجم التصرف في محتوى الموقع الالكتروني وذلك على حسب ثقافة اللغة الهدف فعلى سبيل المثال تغيير الصور المخلة بالحياء أو الأشياء التي تمس بالديانات والعقائد.

- دراسة تقنيات "Exploring website translation techniques or done by Mehassouel Ezzoubeyr and Published on 08/06/2021, this study concluded the following :

-Transference is one of the ways to promote for a product or a brand.

- Literal translation is used and aims at preserving the content of the original text.
- Both addition and omission are used while the process of translation, the first tends to clarify and provide a clear vision to the target audience while the second tends to delete and omit all what the target audience may understand inappropriately or doesn't understand at all because of the cultural differences.
  - since the world continues to advance translation studies as well is evolving in all aspects by theorizing and practicing translation on many different topics such as advertising where mona backer et .al in her book, G. (2009). Routledge Encyclopedia of Translation Studies. Routledge stated how the advertising took place in the translation studies since the turn of the century focusing on two types of it written and oral. also, she pointed out that is supposed to be translated from a functionalist perspective in terms of using localization and being concerned more about functional equivalence and adequacy because as she stated according to the German scholars' functionalism is a goal-oriented action and the most important factor is the aim of the ST.
  - Therefore, Haddad, Khalil. (2015). SKOPOS IN ADVERTISING TRANSLATION INTO ARABIC. this study focused on the macro and micro strategies used with advertisement text material in terms of the skopos theory rules exploring three samples from different types (print newspaper ads, brochures...etc.). finally, the study resulted in that the samples are more adequate to the function of the ST away from equivalence to the ST being more interested to affect a certain target culture proving the importance of the skopos theory in the strategy used when dealing with advertising/marketing materials.

mainly both sources focused on the act of the functional approach and skopos theory effect on advertising concerning the old type of advertising not taking the new modern version of advertising that is presented by the new media which is websites that our research shed light on it plus the techniques that might be used in this case, are they the same or not? since the playground has changed and that is just our main question for this research paper.

## **Chapter (01):**

**Websites and their role in promoting products and brands.**

# **Outline of chapter 01:** Websites and their role in promoting products

and brands.

1.1 The definition of a website.

1.2 Typology of websites.

1.2.1 Static websites .

1.2.2 Dynamic websites.

1.2.3 The difference between static and dynamic websites.

1.3 Types of websites.

1.3.1 Ecommerce website.

1.3.2 Educational websites.

1.3.3 Business/Corporate Website.

1.3.4 Blog website .

1.3.5 Portfolio website.

1.3.6 Nonprofit websites.

1.3.7 Entertainment websites.

1.3.8 Personal websites .

1.3.9 Social Media websites.

1.4 The division of websites according Theo Schewe.

1.5 Pros and cons of using websites.

1.6 The importance of websites in promoting for products/business.

Conclusion.

## **Introduction:**

The favor to what we are now is for sure due to the internet, it changed the WORLD into a SMALL VILLAGE, and changed our way of thinking and dealing with distinctive situations. Everything becomes easier: only with a tap you can communicate with others, you can study, you can purchase or sell any product you want, etc. Companies and organizations utilize this in order to attract more clients through their websites because almost all the companies have website and in case they do not, clients may think that this company is not trustworthy, or less professional as Bill Gates states “If your business is not on the Internet, then your business will be out of business.” (Sidana, 2019)

### **1.1 The definition of a website:**

Since nowadays websites are considered as the backbone of the trade or any specific business, they are going global and this is due to online marketing’ great impact, many people can’t differentiate between the two terms” Globalization” and “Internationalization” and some of them do not even know that there is a difference between the two, to make everything clear:

Esselink states that the term globalization is used to express different things “the geopolitical level that deals with the globalization of business as an economic evolution, the globalization of an enterprise that establishes an international presence with local branch or distribution offices, and the process of creating localized versions of websites”. (Esselink, 2000, p. 04), [Globalization made the world more connected through the emergence of deferent economies, proof of this is the exchange of products around the world like A car that was made in Germany may need to import some parts from USA or Korea to be fixed, this will flourish the trade so both seller and buyer will benefit from this and also will help emerging the deferent cultures. And politicly, the international organizations such as (UN), (WHO) and (UNISCO), etc. facilitated the process of supporting other countries especially from poverty, racism, wars and protect their rights.].

Barker, however, considers globalization as the process of “increasing multi-directional economic, social, cultural and political global connections across the world and our awareness of them (Barker, 2008, p. 480), [Having distinctive points of view on a certain subject or on an idea around the world is normal such as: the western people see that ‘the warm’ in ‘it warms my heart’ is the accurate way to express the ease and the happiness. Unlike the Arab people, they consider the ‘freeze’ in ‘أثلج صدري’ is the appropriate one. this is, no doubt, due to their deferent experiences, events, cultures and environment they were raised in. Globalization didn’t affect only the economies, cultures and political matters but also the social matters. for instance, because of the development of transportations and migrations, globalization played a significant role on spreading the diseases such as COVID-19 in the societies all around the world.]. Internationalization, however, is defined by The Localization Industry Standards Association (LISA) as “the process of generalizing a product so that it can handle multiple languages and cultural conventions without the need for re-design.” As cited in (Esselink, 2000, p. 02),[ when designing a products or services that can be customized in multiple countries and it doesn’t require a change in the original code, this is called Internationalization. Organizations tend to put their footprint in the international markets. For instance, Cars in the international markets should be interchangeable in both the kilometer and the mile units because Europe and Canada rely on the metric system but America rely on feet or miles when measuring.].

Anthony Pym, on the other hand, defines internationalization as “the process whereby the culture-specific features are taken out of a text in order to minimize the problems of later distributing that text to a series of locales”. (Pym, 2004, p. 31), [going beyond the text and opting for omitting the unknown items or the new ones either for the translator since sometimes the translator him\herself finds the difficulty because s\he is not a member of the same community or the same culture or for the recapture especially when it deals with culture i.e., the turn that many disagree on. The acceptance of a certain concept in one culture doesn’t mean that it is accepted in all cultures for instance translating spiritual books by whoever is considered in some cultures as a freedom of

speech while it is forbidden in other cultures and is considered an infringement of religion.]. Pym assumes that companies and businesses resort to internationalization in order to avoid the high costs and numerous cultural problems which result from just designing a home product and then translating it into many other languages (Pym, 2004, p. 31),[That's because globalization is unified in all locals and countries so companies are obliging to provide almost the same goods in different places and this may cost a lot. While, internationalization is dependent i.e., each local has its way of marketing and it wouldn't cost a lot as compared to globalization.]. Hence, internationalization refers to the creation of a "neutral" product which does not contain culture-specific features of a given culture and can be easily used and understood by the target users. (Ezzoubeyr, 2021, p. 507), [providing a clear and understandable idea on the products encourages firstly the acceptance of these products in other locals and secondly encouraging more clients and consumers all around the world to buy them.].

The essential difference between the two terms "INTERNET" and "WORLD WIDE WEB" is easily overlooked because they are frequently used interchangeably. But, in fact they are totally different. According to "geeks for geeks" The internet is a globally connected network system facilitating worldwide communication and access to data resources through a huge collection of personal, public, business, academic and government networks. It's governed by agencies just like Internet Assigned Numbers Authority (Or IANA) that establish universal protocols. (anshitaagarwal, geeksforgeeks, 2020). for instance, some common protocols for transferring emails are **IMAP**, **POP3** and **SMTP**. While World Wide Web referred to as WWW, W3, or the Web—is an interconnected system of public webpages accessible through the internet. The Web is not the same as the Internet: The Web is one of many applications built on top of the Internet (wbamberg, 2021). Hypertext or hypermedia linkages—i.e., technological links that connect relevant pieces of data to allow a user to access them quickly—provide users with access to a vast array of documents that are linked to each other over the internet. The user may select a word or phrase from a text and then go to other papers

that have further information about that word or phrase (anshitaagarwal, geeks for geeks, 2020).

Three protocols are used on the World Wide Web which are: (Lumsden, 2012)

**a) HTML** (Hypertext markup language) - The language that we write our web pages in.

**b) HTTP** (Hypertext Transfer Protocol) - Although other protocols can be used such as **FTP**, this is the most common protocol. It was created expressly for the Web and is known for its speed and simplicity. The '**HTML**' page is requested from the server and served to the browser via this protocol.

**c) URLS** (Uniform resource locator) - The last part of the puzzle required to allow the web to work is a **URL**. This is the Web address that identifies where a certain document may be found.

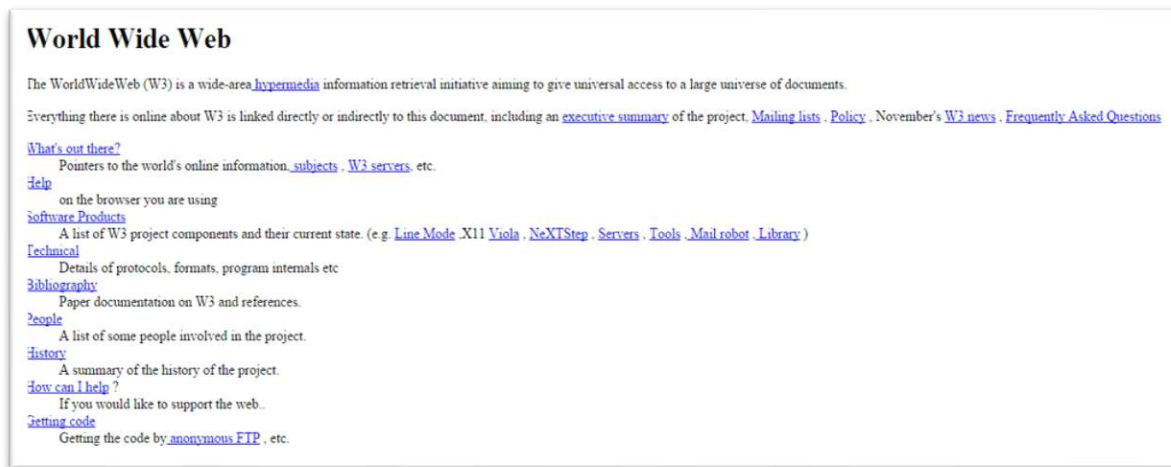
The World Wide Web was invented in 1989 by the English physicist **Tim Berners-Lee**, but it dates back to as early as 1946 when **Murray Leinster** wrote a short story which described how computers (that he referred to as 'Logics') lived in every home and every one can access to a central device where they could retrieve information, but the WWW didn't appear until around 40 years later in 1980 when Tim Berners-Lee was working on a project known as 'Enquire'. Enquire was a simple database of people and software who were working at CERN (European Organization for Nuclear Research), the passion behind this invention was the need of Berners-Lee to share information with other physicists around the world, in 1989 he set about putting a proposal together for a centralized database which contained links to other documents. There were a few suggestions for this system's name such as TIM (The Information Mine) which was turned down as it abbreviated Tim's initials, finally "World Wide Web" win to be the official name given to the system, On 30 April 1993, CERN announced that the web would be in the use of everyone (Lumsden, 2012) . So, to sum up the World Wide Web lives on the top of the internet which is the core of the web.



On the other hand, websites (or what is known by “site”) are defined as the collection of webpages that are related and accessed by visiting the homepage of the website using a browser and they are organized in a specific structure, we can set some well-known websites such as: Amazon (1995), Pinterest (2010), YouTube (2005), Google (1998), Wikipedia (2001), PayPal (1999), etc. It contains deferent digital forms such as pictures, audios, videos, texts or even files. The total number of websites that exist on the digital platform (internet) keep changing day every day and even every second, there are well over **01 billion** sites on the world wide web (**1,179,448,021** according to Netcraft’s October 2021 Web Server Survey compared to **1,197,982,359** in January 2021).(Tenser, 2021)

The first website, **info.cern.ch**, was developed by Tim Berners-Lee at CERN and published online on December 20, 1990. Later it was made public on August 6, 1991 (NIX, 2016).

Figure 1. The first website created by Tim Berners- Lee.



**1.2 typology of websites:** websites can be divided into two distinctive types which are:

### 1.2.1 Static websites:

Static website is the simplest form of a website that is written in a language like JavaScript, HTML (Hypertext Markup Language), CSS (Cascading Style Sheets), etc., and stored in a web server. It is the simplest form of website because creating and

maintaining it does not require knowledge of database design or web programming. Static websites are the cheapest to develop and host, and many smaller companies begin their activities by using them in order to get a web presence, when creating a static website, you need only to have at least some basic knowledge of coding languages like HTML and CSS. These sites are usually content-driven (read only), but it can be interactive like a game or a tool (e.g., a calculator). (Hillar Petersen, 2016, p. 07)

Static websites' main drawback is that they can't deliver actual user interactivity since they can't collect information from users or display content based on their activities. Because modifications must be performed separately on each page of the site, large static sites take longer to design and are more complex to update. A static site designed using XHTML (Extensible Hypertext Markup Language) and CSS, on the other hand, will give clean, concise code and strong search engine performance if a business does not require a large website or extensive interaction.

### **1.2.2 Dynamic websites:**

Dynamic websites is a complex website which contains information that changes, depending on the visitors, the time of the day, the time zone, the viewer's native language, and other factors in order to give them new content (computer hope, 2020). This type of website exists in languages like PHP (Personal Homepage), AJAX (Asynchronous JavaScript and XML), ASP (Active Server Pages), CGI (Common Gateway Interface), ASP.NET (Active Server Pages, and .NET is Network Enabled Technologies), etc. The content of dynamic websites is generated “on the fly” and changed regularly for instance: Ecommerce sites, online examination, weather information, stock prices, news, sports updates, etc. or any website that is regularly updated.

A dynamic approach is appropriate for developing large websites with content which is formulaic, for example, catalogues, photograph albums and complex series of data. (McMahon, 2011, p. 45)

### 1.2.1 The difference between static and dynamic websites:(byjus, 2022)

<b>PARAMETER</b>	<b>STATIC WEBSITE</b>	<b>DYNAMIC WEBSITE</b>
<b>Basics</b>	- Content of Web pages cannot be change at runtime unless someone physically makes any changes on its hard disk (manual alterations).	- Content of Web pages can be changed, it keeps changing with time and other parameters.
<b>Complexity</b>	- These types of web pages are very simple. They require no interpretation before the process of rendering.	- These types of web pages are complicated and more complex as compared to any static web pages. They go through the process of interpretation- making the data dynamic in nature.
<b>Information Change' Frequency</b>	Content and information rarely change on a static web page.	The content and information change frequently on a dynamic web page.
<b>Loading Time</b>	- Static website takes a very short time to load, it is faster than dynamic website.	- Dynamic website takes longer to load when compared to the static ones. It is because of the more complex, dynamic data present in these web pages.

<b>Use of Database</b>	- The static web pages never use databases connectively. They do not require data redecoration very often.	- The dynamic web pages use databases because it involves frequent data and info redecoration.
<b>Languages Used</b>	- It uses only simple languages such as CSS, JavaScript, HTML, etc.	- It requires some very complex languages for a stable operation such as ASP.NET, ASP, AJAX, CGI, PHP, Node.js, etc.
<b>Development 'Cost</b>	- Static websites are inexpensive and requires very low cost to develop.	- Dynamic websites are more costly to host as compared to static ones.
<b>Security</b>	- Static website is highly secure because it behaves as a half-duplex approach so only one way communication is possible i.e., server to client.	- Dynamic website is less secure because it behaves as a full-duplex approach so both side communications is possible so user can change the server Data.
<b>The main advantage</b>	- Flexibility is the main advantage of static website.	- Content Management system (CMS) is the main advantage of dynamic website.

*Table 2. table shows the differences between static and dynamic websites from different perspectives*

(Adapted from <https://byjus.com/gate/difference-between-static-and-dynamic-web-pages/>)

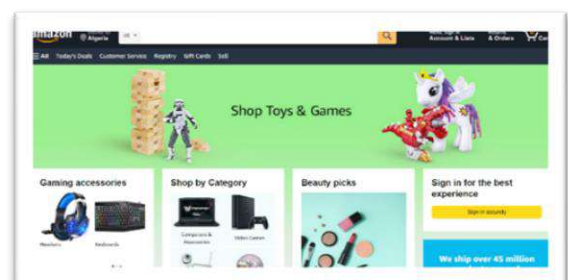
**1.3 Types of websites:** since websites are developing every day and every single moment, there are a lot of types of websites but we can set the fundamentally types which are:

### 1.3.1 Ecommerce website:

It refers to the site that aims for promoting products or services. Or it is any website with a shopping cart, as well as a way to provide credit card information for purchases. It is essential to include some specific features when creating an e-commerce website, such as investing in e-commerce software and obtaining an SSL (Secure Sockets Layer, is an encryption-based Internet security protocol provided by Lets encrypt) certificate so that clients can pay safely. Ensuring that the web design and coping are produced with the primary aim of the site in mind: promoting sales. E-commerce can be divided into three main categories: business-to-business (such as Shopify), business-to-consumer (such as Amazon), and consumer-to-consumer (such as eBay). (Kerry, 2021)

#### Examples of Ecommerce websites: (A, 2022)

*Figure 2.* Amazon: This eCommerce giant has a user-friendly online store with a simple interface.



*Figure 3.* Apple: Its clutter-free design helps highlight the close-up images.

*Figure 2. Simply Chocolate: The precise design factors make this eCommerce website stand out from most websites.*



*Figure 3. DDNA: A site that provides unique pieces of jewelry.*

### **1.3.2 Educational websites:**

It is that sort of websites offering pictures, videos or topic associated resources that act as tools to enhance learning and supplement school room teaching. These web sites assist making the system of studying exciting and appealing to the student, especially in this generation. In addition, it offers many audios, articles, and e-books to increase the individual' knowledge, they are usually interactive websites, such as coursera (a free learning site that offers MOOCs [Massive Open Online Course] courses from well-known universities), EdX (is an online learning destination and MOOC provider, offering high-quality courses from the world's best universities and institutions to learners everywhere, it was founded by Harvard University and MIT [ Massachusetts Institute of Technology] in 2012), LinkedIn learning (a website that offers video courses that are taught by experts). etc. (Henderson, 2022).

### **1.30.3 Business/Corporate Website:**

It is a broad-based website that covers all aspects of a company. Customers, partners, clients, and future customers can access account information through the company's website. It must have a company's logo and reflect the types of goods\products as well as the services that the company/business offers. The easiest way to create an informative website for a business is to use business tools like WordPress, Wix, PageCloud, or

Squarespace. As an illustration of business sites are: [allbusiness.com](http://allbusiness.com), Financial Times, [Inman.com](http://Inman.com), New York Times, Wall Street Journal, and so on (Harroch, 2022).

#### **1.3.4 Blog website:**

The word "blog" is the short form of "weblog." It refers to a site that is often created by an individual to keep a list of entries that interest them, and in recent years, blogs have taken the internet by storm. Let's take for example, "Apartment Therapy" (a blog focusing on interior design, it was launched by Maxwell Ryan in 2001), "PS I'm on my way" (its main topic is sharing Trisha's adventures from traveling around the globe), "Color me Courtney" (it is about various makeup tutorials, lifestyle posts, and more). etc.(Djuraskovic, 2022) .

#### **1.3.5 Portfolio website:**

This type of website is easier to create among the other types and it refers to the only web-space where everything is up to the user. Its main focus is to collect working samples and to showcase the one's work and let others reach it.

Portfolio sites should include certain items which are: Showcase of your works, "About" page, Testimonials, Case studies, Call to action and the Blog. (Alina, 2020)

Some examples of portfolio sites are: "Susan Allen" (she gives an outline of her skills, experience, and services through her site), "Christina Vanessa" (Graphic designer and visual communicator who has an eye for aesthetics), "Mathias Holmberg" (He represents a simple yet powerful representation through his architecture portfolio ) and so on (Cohen & Dana Meir, 2021).

#### **1.3.6 Nonprofit websites:**

Nonprofit websites aim to convince people to support their cause in order to reach the people in need. Usually, such websites belong to the authorities, educational institutions, social institutions, partnerships, foundations. Let's take some well-known examples: [charitywater.org](http://charitywater.org) (aiming to bring clean water to people in developing countries), [habitat.org](http://habitat.org) (aiming to provide housing for the homeless people), [children.org](http://children.org) (it helps the

children who live in poverty),etc. (webalive, 2021).

### **1.3.7 Entertainment websites:**

Entertainment website is designed to entertain and amuse its visitors; therefore, it focuses on offering fun information, photos, and interactive online services. Most of these websites aim to gain money not through selling certain products or offering specific services, but usually through advertising that appears on the page. and because information on the current situations and sports are included in this type, it is regularly updated.

Many examples can be mentioned in this context, such as: Imdb.Com(famous source for movie, TV and celebrity content.), Netflix.Com (a platform that enable to users to watch movies & TV shows Online), Spotify.Com (a digital platform that provides the users the accessibility to music service), Pogo.com (a site that enable the visitors to play free online games, including well-known games like chess, puzzle games, word games, card games), BuzzFeed(funny and interesting site that produces daily content) (aelieve, 2022).

### **1.3.8 Personal websites:**

Personal website is the golden opportunity to display the owner's experiences and skills, promoting the business or the talents, this type of websites are created by a specific person that is interested in self-promotion and they are inexpensive to build. Personal website aims mainly to share the one's feelings, ideas and art with others however, it can be a source of making money (Yaroslava, 2019) .Examples of personal websites:Holly Kelsey (site aboutfreelancing in fashion styling), David Milan (site that focuses on typography and illustration),Pien Geerlings(site focuses on photography and marketing),etc.

### **1.3.9 Social Media websites:**

The word “**Media**” is the plural form for medium and involves the collective communication sources or mediums, it plays a major role in keeping everyone updated. As of 2021, the number of people using social media is over **4.48 billion** worldwide, with the average user accessing 6.6 social media platforms on a monthly basis. Popular platforms



like Facebook have over 65.86% of their monthly users logging in to use social media daily (Dean, 2021). Some famous social media platforms are: Facebook, Instagram, twitter, Pinterest, LinkedIn, Redditan and so on.

The internet is getting vaster day every day, therefore, there are plenty of types of websites that are creating till this moment we can set some: Governmental websites, wiki websites, personal websites, landing page websites, portal websites, magazine websites, brochure websites, membership websites, etc.

#### **1.4 The division of websites According to Theo Schewe:**

According to the Swedish researcher Theo Schewe, websites can be divided into three general types as follows: monolingual, bilingual and multilingual websites (SANDRINI, 2001, p. 06).

Firstly, **A monolingual website:** is a website that utilizes just one language; nevertheless, using only one language in the content of the site may be difficult for some users. It will increase the risk of alienation owing to a lack of comprehension of the content. Monolingual websites can increase readers' language skills and fluency, but they can also create cultural boundaries.

Secondly, **Bilingual and Multilingual websites:** are sites that utilize more than one language to display its content for the visitors. This helps users for a better comprehension but it may not have enough impact and relevance for the local reader, for example, when the (ST) is mistranslated into a product (TT) or in case of translationese, etc.

One of the most common examples is KFC's site. It has about 23,000 locations in more than 140 countries, however their sites defer because of the oriented audience, for instance: (Brackenbury, 2020)



Figure 7. The British version: KFC wants people to buy online or through the app, and the phone picture indicates the ability to deliver quickly to your house.

Figure 6. The French version: The header has far fewer options, relocates the logo to the centre and prominently displays a search bar to find the nearest restaurant; reflecting the French preference for restaurant dining.

Another example is Nike's company that has a presence in over 100 countries, also NIKE's websites around the world defer in order to cope with the target culture and audience, it is noticeable through:

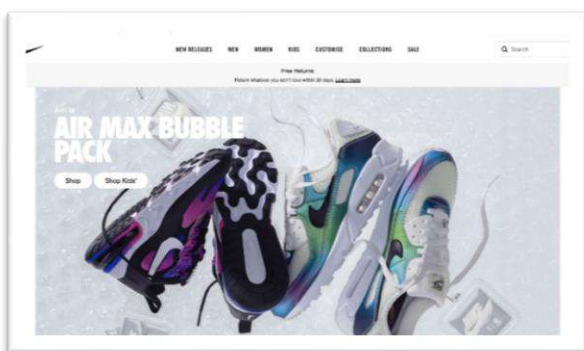


Figure 8. The British version: the focus is on a new shoe launch.

Figure 9. The Japanese version: the focus is on the use of Japanese models what makes navigation easy for Japanese website visitors.

## **1.5 Pros and cons of using websites:**

When smartphones spread rapidly, people tend to rely on websites in almost everything like in terms of connecting their relatives/buyer & seller or studying or even working from home and one of the reasons that encourages creating the websites is that they do not take long time while building them, with a single tap, you may have one in a minute. They permit the access to business Data easily such as checking the availability of a certain product or service, its price, the location of the shop on the map or the feedbacks provided by others, in addition to the large reached audience of your business. Websites play a significant role in promoting services and business through attracting new consumers and keeping them in touch this is through uploading promotional videos and posts especially in the large occasions like Ramadhan and El-Eid and this role cannot be ignored. People also tend to rely on websites for the information that websites offer to the users, sometimes websites offer even step by step instructions to solve specific problem such as: providing the way preparing a recipe with details, the way how to fix your computer, the way how to grow a business, etc.

## **1.6 The importance of websites:**

Websites' main importunacy is breaking the geographical barriers between regions, countries or even continents because of the ease that websites provide, the consumer /seller can buy without any pressure to. Further, having a website will decrease the one's competitors since the sellers will not worry about the existence of the same products and services offered by other shops and markets anymore, the thing that makes the deference is the way of attracting clients.

However, this doesn't mean that it does not have drawbacks. Indeed, we can set briefly some of the drawbacks of websites such as:

- Privacy risks i.e., the spam emails and messages sent to the clients after their registration or the hacking the personal accounts like Facebook and so on.
- The online addiction and the time wasted on websites especially on the entertainment and social media websites.

-Reliability i.e., not all the information that are posted can be reliable because some site allow for whoever to publish and sometimes the markets aren't honest when posting their products.

- Internet in general and websites in particular effect people (when over using them) by making them unsocialized.

The vast majority of global internet customers prefer to shop in their own language due to the security that is created by the original language. According to a recent Forrester report: In Europe, 42% of online customers said they never purchase in any other language than their own. Even in the Netherlands (where English is widely taught in schools) half of adults who have purchased online in the last three months say that they prefer buying on websites in their native Dutch. 95% of online consumers in China indicated a greater comfort level with websites in their own language this is due to the uncomfortable or unproficiency in English. (Julian Dimery, 2022)

### **Conclusion:**

All in all, websites play a big role in our lives where they facilitate the process of buying products, studying, growing the knowledge...etc and companies rely on them to attract more consumers. However, consumers prefer those website that depends on their mother-tongue language and if not there will be problems with sales and services.

Those problems that can decrease the sales can be solved by creating the (TL) websites i.e., translation, that can be: understood, comfortable and attractive. Automatically the foreign site's visitor will feel him\her included in this atmosphere because of the absence of cultural barriers. So why do we resort to translate websites? What's the point? That's a perfect question that is answered in the next chapter.

## **Chapter (02):**

# **Translation definitions and techniques**

## **Outline of chapter 2**

2.1 Defenition of translation

2.2 Linguistic theories of translation

2.3 Cultural theories of translation

2.4 Functionalism theory

2.5 The skopos theory

2.5.1 The basic rules of skopos theory

2.5.2 The basic conceptes of skopos theory

2.5.2.1 theory of action

2.5.2.2 skopos, aim, purpose, intention , function

2.5.2.3 intertextual and intratextual coherence

2.5.2.4 culture

2.6 Websites advertising and translation

2.7 Techniques of translation

2.7.1 Direct translation techniques

2.7.2 Indirect translation techniques

-conclusion

## **Introduction:**

This chapter mainly will draw focus on translation studies, we shall have a general overview of translation definitions and their evolution through time and the changes that did appear due to the different perspectives of scholars and their paradigms. Also, it will shed light on functionalism and the skopos theory with its details to open a door for discussing advertising and its relationship with website translation. In addition to that, there will be a full exploration of the techniques of translation and how it is used to function appropriately.

### **2.1 Definition of Translation**

what is translation? many definitions may appear but are not sufficient and need to be fulfilled with more information. However, simply translation as a word can be defined according to its etymology as a Greek word comes from the word *Transducere*, which means to bring across, in other words, is to bring across a textual material from language one to another language. Nida and Taber (1982) define this concept systematically: “Translating consists in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style” (Nida and Taber,1982. p. 12). in addition to that, the word translation may refer to three meanings.

Translation: first this word can refer to the action of translating.

Second, it can refer to the major itself.

Third, it could be about the end product when the process finishes it is a translation

### **2.2 Linguistic Theories of Translation:**

when translation started at the early ages many scholars considered translation as one of the linguistics approaches so many linguistics theorized translation from a linguistic perspective, and the most well-known scholars that made a huge contribution to the field are Roman Jackopson one of the first linguistics who tried to define and explain

translation as ( translation is not about words, but about translating utterances that are transformed from one code of language to be recombined in another code of language).

Mainly Jakobson argues that "languages differ essentially in what they must convey not in what they may convey . This approves his point that every language expresses itself differently according to its genius so they must differ in grammatical features choices even linguistic levels differ, but they may share meaning and messages which led him to consider three types of translation: intralingual translation (paraphrasing), interlingual translation (from one language to another, intersemiotic translation (verbal to non-verbal language).

John Catford joined Jakobson and introduced his book *A Linguistic Theory of Translation* where he defined translation " as an operation performed on language" and he defined it as "a replacement of textual material in one language SL by an equivalent textual material in another language "

In other words, he argued that translation since it is performed on language and tightly related to all languages, also linguistics studies language so we can never separate them and as long as we are studying translation, we are considering linguistics. And another major theory that he contributed to translation studies was the theory of shifts that was developed after the issue of untranslatability in translation and that helped a lot in solving many translation problems.

finally, PETER Newmark and Eugene Nida and their contributions in changing the focus of translation. first, Nida perceives translation as a scientific subject that needs to be studied, and he thinks that to manage a good translation, is to provide a transparent translation that seems natural in TL .and he defines translation as following the " closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style" (Nida, 1964, p. 12), which means that the translator must be faithful to his TL considering style and meaning. secondly, Newmark also shifted the focus from being concerned with the message only ST to the author's intentions and main focus ideas of his perspective. in addition, he believes that there is no absolute in



translation everything is relevant so you can never evaluate a translation every translation depends on many factors such as period of time, the translator, the method .... etc.

### **2.3 Cultural Theories of Translation:**

The linguistic theories generally were focusing on the language analyzing and transcoding from SL to TL, however for the cultural turn in the 1970s, it was not the case it was about considering the text material as a cross-cultural product and translation as an act of communication between cultures in different languages and the two main scholars who discussed this side of translation are Andrew Le fevere and Susan Bassinet.

the Belgian scholar Andrew le fevere was mainly known for the literary translation type, and he expressed his point of view about translation in his book *Rewriting and the manipulation of Literary*. le fevere considered translation as a process of rewriting considering two vital factors ideology and poetics in the process of translating. He argues that translation is the most known type of rewriting, and it can never be objective from political and literary power. his definition of translation is that: any text produced from ST to TT it is intended to adapt to a certain ideology to function in a given society (edited).

What we understand is that he pointed to the translator as a rewriter, who has the right to manipulate his target text according to the audience or his ideology which means culture. And that just shifted the whole role of the translator and the translation process itself, giving the priority to the target culture. In addition to that, in the end, there is no specific rule to translate. You can use any process that helps in getting a satisfying translated product. Nonetheless, you can have more than one translation of one source text.

Last but not least le fevere viewed literature as a counterpart to culture, where the amount of influence between the two systems was inevitable to be noticed. so, for him

as a rewriter (translator) of literature, culture must be included in the process and given its value.

Susan Bassnett is another scholar concerned with cultural theory. She is mostly known for her cultural perspective in translation joining le fever in his path (paradigm), mainly in her theory she emphasized that translation is more than an operation performed on language, it is about cultural transmission between ST culture and TT culture. Also, she demanded that cultural aspects need to be minded to achieve a natural equivalence, in addition to that she also discussed two other main elements, which are the context of history and the context of culture moving from being lingual while translating to being more interested in the environment surrounding the text.

Although this theory added a new perspective to the translation field, translation is not all about the target reader and ideology other things should be minded; also, le fever and Bassnett focused only on rewriting in literary text type but all types of translation are a rewriting and must be explored.

## **2.4 Functionalism theory**

### **Action theory:**

In the second half of the century, many turns were taken in the field of translation studies, and one of them is functionalist approaches that were introduced by German scholars in the late 1970s as a reaction to the linguistic paradigm, and these approaches were mainly based on culture and action theory.

Generally, these approaches emphasize prioritizing the aim of the target text that determines the translation process to move from the frequency focus on equivalence to the new focus on the function of the text. in 2001 Nord defined how functionalists saw translation as "a communicative action carried out by an expert in intercultural communication (the translator), playing the role of text producer and aiming at some communicative purpose" (Nord.2001, p. 151), and this definition explains that functionalism is a communication activity that attempts to create a cultural discussion

between and TT by the cultural communicator (the translator) who is, in this case, a text creator.

Another definition of functionalism was given by Mona Baker in her book *Encyclopedia of Translation Studies*: "translation and interpreting are goal-oriented actions embedded in a sociocultural environment that directly influences them and their outcomes"

Functionalism brought many approaches and theories to the translation field and contributed to enriching and giving solutions to many complexities and one of them is the SKOPOS theory.

### **2.5 The SKOPOS Theory:**

SKOPOS theory is one of the major theories of functionalism. It was initially presented by Hans Vermeer in 1976\_1977, and according to him translation is an act determined by the skopos that defines the process used while translating, and this skopos is specified by the addressee. And this would present the shift from the traditional linguistic equivalence to the functional appropriateness, where the translator is offered help from the skopos for his decision-making.

First, what do we mean by the word SKOPOS? It is a Greek word referred to as aim, purpose, and function.

**Aim:** the final product an agent tries to achieve.

**Purpose:** is a provisional stage in the process of achieving the aim.

**Function:** what text means that is viewed by the receiver.

In skopos theory, there is no absolute; everything depends on the skopos which is determined by the commission and can be manipulated by the translator. so, usually, it is the client's choice who asks for the translation. The final product might be categorized into two types first, functional constancy and this means that both TT and ST share the

same skopos. second, undergone a change of function where the ST and TT do not share the same skopos.

the skopos theory through time passed 4 stages which are:

- Katharina Reiss and the functional category of translation criticism
- Hans J. Vermeer: Skopos theory and beyond
- Justa Holz-Manttari and the theory of translational action
- Christiane Nord's Function plus Loyalty Principle

### **2.5.1 The basic rules of skopos theory:**

six principles of the theory presented by (Reiss et al., 1984.p119 in Munday 2001):

1. Translatum target text is determined by its skopos.
2. TT is an offer of information in a target culture and TL concerning an offer of information in source culture and SL.
3. TT does not initiate an offer of information in a reversible way.
4. A TT must be internally coherent.
5. A TT must be coherent with ST.
6. The 5 rules above stand in hierarchical order with the skopos role predominating.

### **2.5.2 the basic concepts of skopos theory:**

#### **2.5.2.1 Theory of Action:**

Action means that an activity is in the process of being accomplished intentionally and would end up with making a change in the world (NORD, 2001. in wright, 1968, p. 38).

Basically, the action theory forms the basis of the skopos theory. where the action theory can involve more than one activity creating an interaction, that is the case for

translation theory which involves many interactions connected to each other and helps in clarifying the challenges of translation action and interaction.

### **2.5.2.2 Skopos, Aim, Purpose, Intention, Function:**

The skopos theory determines its main rule to be followed which is the purpose in order to perform any translation and that just relates directly to the action theory.

So, Vermeer explained that there are three different possible purposes in every translation: the general purpose aimed by the Translator, the communicative purpose aimed by the TT, and the last one is the purpose aimed by a specific translation technique or process (Vermeer, 1989, p. 100,

Therefore, the use of the four words above in the subtitle, according to Nord and his point of view about the difference between the sender and the receiver there will be a difference at the level of function and intention. On the other hand, Vermeer disagrees and considers that the four words are almost equivalent, laying under the umbrella term skopos. And he adds that each text is written for a purpose, so the translated text is translated for a purpose to function appropriately in a certain situation.

### **2.5.2.3 Intertextual and Intratextual Coherence:**

As in the case of the Skopos rule, the important point is that intertextual coherence should exist between source and target text, while the form it takes depends both on the translator's interpretation of the source text and on the translation Skopos (Nord, 2001).

Intratextual coherence is about the degree of acceptance of the text by the target reader being coherent within the situation and the culture. And for the intertextual coherence is about being faithful to the ST since it is the informer, this latter is more important in the skopos theory. where, the intratextuality is determined by the skopos, and both are parts of the skopos rule.

#### **2.5.2.4 Culture:**

Culture also is a major concept that impacts the skopos theory. Therefore, since the translator is trying to create a communication between cultures, and each text is presenting certain cultural phenomena, considering culture is a must for translation within the skopos.

Translating means comparing cultures. Translators interpret source-culture phenomena in the light of their “own culture-specific knowledge of that culture, from either the inside or the outside, depending on whether the translation is from or into the translator’s native language and culture (Nord, 2001).

#### **2.6. Websites advertising and translation:**

Since our topic is website translation it is impossible not to tackle advertising which is the main reason for creating and translating a website in the first place, aiming for international promotion of any product or service the company offers. When globalization became widely spread all over the world the economic companies started to take advertising seriously as a necessity for their marketing, which has a very tight relation with their income increase, and that just led to a new generation of ads being electronically posted on social media or via websites. However, before going deep into this let us define advertising first.

Advertising is a means of marketing that has been used in Europe ages ago and became known in the WW1 and the WW2 at that time many companies took advantage of the situation where the need for food, clothes, medical product, and other products is highly demanded. moreover, the advertising at the time used to be done by posters or stories are transmitted as rumors do. Simply Advertising is defined as (" a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future"). according to Richards and Curran . and that just means that advertising is a tool for getting more customers to buy and use any product or service the company offers, by showing the product and giving some

information about it, via highlighting its advantages to convince more people to react to it. and the two main roles to be followed in making ads are to inform and persuade the customers both roles are clearly explained above.

In order to advertise at an international level using different languages, there must be cultural consideration, culture is not just about beliefs, costumes, traditions, and religion. It is more than that, it is a lifestyle that controls and guides individuals in any small or big action .so, when ads are made culture must be considered. In other words, to advertise in another country, there is a need for more than just a good mastery of the languages. It is more about studying and exploring the target audience's needs and culture, to create via words the requested impact and persuade your customer.

After the evolution of the internet, many business owners decided to move from traditional advertising to the use of a new generation of advertising, which is social media where, the major and commonly used for promoting and advertising is websites to make easier access for customers, especially after the pandemic and the changes resulted from it. These websites become now the international ambassador to all companies and the use of a translated website in different languages is vital because is almost seen as one of the company's representative branches in each country, so it must be sufficiently accurate to achieve the attainable aim in the end, due to its importance and effect on the income. therefore, translating a website must be conducted in a professional way respecting the target audience needs and culture.

However, to end up with a good translation it must be translated using some of the techniques outlined below.

### **2.7 Techniques of translation:**

After exploring the theoretical part of translation evolution, it is important to outline the procedures (techniques) used by translators. While translating there is an operation to be done mentally which is decoding the source text via understanding the message then it starts the operation of linking the two language systems where the

source text is the existing informer and the target text is still in the process of being formulated. Eventually, we have selected ten procedures divided into two categories:

## **2.7.1 Direct translation techniques:**

### **2.7.1.1 Literal translation:**

Is one of the most used and old translation techniques, it is defined as a word for word translation preserving the form and the style of the source text also the same meaning is produced but this technique cannot be used with idiomatic expressions and connotations, it is commonly a good choice when the languages are close to each other.

**EX:** I love food= أنا الطعام أحب

Omar went to the garden last month = الماضي الشهر الحديقة الى عمر ذهب

### **2.7.1.2 Borrowing:**

Is used when the translator finds a case of untranslatability which leads to the use of the same expression of the source text and generally this occurs with a culture-specific element like food, traditions (cloth, holidays) also religious expression.

**EX :** MAHREM = محرم / Pizza = بيتزا / Corona = كورونا .

### **2.7.1.3 Calque:**

It is considered as a type of borrowing and near to literal translation process in this technique there is a coinage of terms in the target culture and it is used only with phrases by preserving the form then translating literally.

**EX :** Black market= السوداء السوق / First-strike = الأولى الضربة .



## 2.7.2 Indirect translations techniques:

### 2.7.2.1 Transposition:

It is a technique that involves a shift from a grammatical category to another while still preserving the meaning, usually used between languages with different grammatical structure

**EX:** No smoking = التدخين ممنوع / Nice to meet you = سررت بلقائك =

### 2.7.2.2 Modulation:

In this process, the translation would play on changing the perspective so to adjust the idea but to keep the same meaning expressed following what seems more natural in the target text it is a matter of changing point of view to the situation and there are two types fixed and free modulation

**EX:** No one was present = غاب الجميع =

The exam was difficult = سهلا الامتحان يكن لم =

### 2.7.2.3 Equivalence:

Equivalence is easier to deal with but hard to find unless there is a good competence with the two languages because the matter is that both languages can express that exact meaning but, in their way, so is to find an already existing equivalence in TL like idioms and proverbs even.

**EX:** He adds fuel to fire = زاد الطين بلة / Empty handed = حنين بخفي رجع =

### 2.7.2.4 Adaptation:

It is a cultural substitution where cultural elements of the SL are replaced with an equivalent cultural element of the TL, in order to make the TT easier to understand and more familiar to the target reader

**EX:** Then her father kissed her on the lips = ثم قبلها ابوها على جبينها

#### **2.7.2.5 Substitution:**

It is a technique commonly used in interpreting which is to change the paralinguistic elements (intonation, tone, stress, and gestures to linguistic elements or the opposite.

**EX :** Oh ! wow that's amazing = صرخ متفاجئا ذلك رائع

#### **2.7.2.5 Omission:**

Is to delete and remove any words that could be considered as a repetition or can make the language seem redundant in TL.

**EX:** I will stay in the plaza= سوف أقيم في فندق البلازا

#### **2.7.2.6 Addition:**

Is to give an explanation via adding words to TT in order to convey the meaning also respecting the T language way in expressing the message at the level of sentence structure grammar .... etc.

**EX:** Calculator = آلة حاسبة .

#### **Conclusion:**

In summary, after exploring both websites and translation techniques, we conclude that product websites are in the process of hustling towards globalization and getting an international reputation for their services and products ending up with a large number of customers for their products, and the particular reason behind that is the translation which must be used appropriately in order to achieve their goal and that would be the trigger for the next chapter where there will be an extraction of several examples from a translated websites products to be observed, examined and annotated according to each situation we will approve or disprove aiming to suggest, provide some solutions to any kind of problem.

## **Chapter (03):**

**Analytical critical study of Huda beauty, Sephora,  
Mc Donald's, and Apple samples**

## **Outline chapter 03:**

3.0 Introduction

3.1 methodology.

3.2 Research type.

3.3 data type

3.5 Method and analysis

3.6 Overviewss of websites

3.6.1 Huda beuty and sephora

3.6.2 Mc donalds

3.6.3 Apple.

3.7 The analysis of the 20 examples.

### **3.0. Introduction:**

Technology has become the most essential thing that none can abandon where everything can be served as soon as you ask for either a food delivery, ordering product such as a phone or shampoo or whatever. Websites in general are created to meet the needs of people and to facilitate their lives for instance we have chosen two cosmetic websites which are among the most famous ones: Huda Beauty and Sephora's website and without forgetting the famous station when ordering food which is McDonalds and also the website of Apple that has billions of sales i.e., those four websites will be our samples.

In this particular chapter we are going to shed lights on some examples from distinctive websites (the 04 previous mentioned ones) and analyze their translation mentioning the exact translation technique used through this process and also suggesting modifications for the (TT), if necessary.

### **3.1 Methodology:**

This research paper objective is about finding and exploring how websites are translated and what techniques are used to do that. In attempts to see how can a good and simple translation effects the product promotion.

In this part we are going to examine some examples from different websites in order to agree or disagree with the translation. In addition to that, we will have suggestions for the disproved translations.

### **3.2 Research Type:**

Qualitative in order to gain more understanding to the topic and add an information to it.

### **3.3 DATA Type:**

It is a primary data collected by us, the data was selected randomly, we have selected 20 examples to be studied in this study taken from 4 different websites.

### **3.4 The Date of Selection:**

The data that is taken from huda beauty/Sephora 'website is selected on: march 7<sup>th</sup> 2022

The data that is taken from McDonalds 'website is selected on: 19/04/2022

The data that is taken from Sephora 'website is selected on: 22/04/2022

The data that is taken from apple's website is selected on: may 6<sup>th</sup> 2022

### **3.5 Method and analysis:**

Basically, the methods that are going to be used in the examination are based on what has been mentioned before in the theoretical part. so, for the skopos theory it's 6 rules are going to be considered plus the techniques of translation mention above in the second chapter.

### **3.6 Overviews:**

#### **3.6.1 Huda beauty and Sephora websites:**

The human beings always seek to reach the perfection either men or women and mostly the second also seek to get attention from others, because of this they tend to rely on the cosmetic products. In the last few years, the consumption of the cosmetic products has been flourished likewise the consumption of the eaten ones. People tend to consume the cosmetic products for a lot of reasons we can set some like the reason of cleaning (such as toothpaste, soaps, shampoos, shaving creams...), beautifying (such as makeup products, facial masks, parfums...), protecting (such as sunscreens), treatment (such as mouth-washers, teeth-whitening, serums and oils ...) or even in the reason of attractiveness (such as nail vanishers, fake eyelashes...).

As the first sample we are going to work on is the cosmetic website of Huda beauty/Sephora, the current situation we are facing (the pandemic of COVID-19) and the vast consumption of the online products were the main reasons to choose this website.

The Websites choosen: [Huda Beauty | Sephora / هدى بيوتى سيفورا \(sephora.ae\)](https://www.sephora.ae)

Sephora is an international French brand that was founded in 1969, it is concerned with cosmetics products and its online business journey started in 1999 when Sephora for the first time offered its products for sale, its website was launched in the USA then in Canada when the online business was exposed, it becomes an international brand having shops and stores everywhere besides that they had several websites that promotes for their products in all languages.

In the other side, Huda Beauty is also a cosmetics brand launched in 2013 by the Americanbusiness woman Huda Kattan and her two sisters, Mona and Alya Kattan. And because Huda was the most famous among her sisters as makeup artist and blogger, the brand was named by her name. they used their brushes to draw the confidant of women

and to highlight their power and beauty. The brand 'main focus is on the five categories which are:

- **Complexion or skin products:** foundation, highlighter, contouring...
- **Lips products:** glosses, lip pencils...
- **Eyes products:** like eyeshadow pallets, mascara, eyeliner, glitter...
- **Body products:** like parfums, creams...
- **Tools:** like beauty-blander(sponges), brushes...

Huda Kattan is now considered as one of the richest self-made women. And in order to attract more clients worldwide, the Kattan 'sisters worked very hard to customize their products and to guide them through websites not only the English version but also the Arabic one. And in this purpose, we listed the differences between some elements from the two versions.

### **3.6.2 The Mc Donald's website:**

It is an American multinational fast food that was founded in 1940 as a restaurant by the sibling McDonalds and now is becoming one of the most known fast-food chains therefore the globalization plan, they used as well the online sale via creating websites that presented their products and services using different languages to invade more societies and cities becoming a worldwide brand of food.(Tikkanen, 2021)

### **3.6.3 The Apple website:**

01- The websites choosen: [Apple](#) / [Apple \(المملكة العربية السعودية\)](#)

Apple's company is one of the most famous directions that consumers go to, in order to achieve sufficiency in their electronic and software matters, a big part of this success is for sure due to their strong online presence. We are going to compare between the English and Arabic version to detect the differences.

## **3.7 The analysis:**

### **3.7.1 The 1<sup>st</sup>example :**



## "Huda Beauty LEGIT LACHES Double-Ended Volumizing and Lightening Mascara".

"هدى بيوتي ليجيت لاشز مسكارا ثنائية الأطراف لتكثيف الرموش وتطويلها".

- Even if the word "LACHES" has a ready equivalence in Arabic which is "رموش" and it exists in the word store. However, the translator tends to keep the word as it is in the favor of language prestige and also to steal the people's attention (borrowing)
- the same goes with the word "mascara" that was kept as it is in Arabic (ماسكارا) due to its etymology that comes from the Arabic word "maskharah", where others states that it comes from the Spanish word "mascara" meaning "mask" or 'stain' and others say that it comes from the Italian word "Maschera" meaning "mask" (borrowing).
- But when it comes to the word "LEGIT" which was translated into Arabic as "ليجيت" i.e., borrowed from English because of the lexical gap that was created, this will definitely encourage the readers to search for their meaning to fulfil their Curiosity (Core borrowing).
- The translation of "double-ended" was "ثنائية الأطراف" that best suits the target audience, it is clear and understood this translation technique is equivalence.

### **The suggestion:**

So, we suggest as a translation هدى بيوتي رموش ليجيت، مسكارا ثنائية الأطراف لتكثيف الرموش وتطويلها.

### **3.7.2 The 2<sup>nd</sup> example:**

"A highly-pigmented lipstick that delivers unparalleled color payoff in a **silky-smooth**, plush-matte formula"

"أحمر شفاه مطفي بأصباغ لونية عالية التركيز، يمنحك شعورًا استثنائيًا بالراحة اللامتناهية".

- The change from one word class into another is called Transposition like in this particular example, where the adjective "pigmented" was transformed to be a noun in Arabic which is "أصباغ".

- the translators here also change their angle and points of view where they replace the silky-smooth feeling by the exceptional feeling that results from ease.

From the beginning of discovering the silk by Chinese, silk have been associated to the happiness, the ease and to the wealth because it doesn't only prosper the trade but also the literature, the art, the poem and the drawing. this feeling of ease (about silk) is spread all over the cultures. This technique used while translation is Modulation.

We see that the translators were going straight forward conveying their message to the target audience and this translation indicates that the cultures are mering together because of the deferent view i.e., the differences don't always mean the closure but it may mean the exchange of ideas, believes, values, points of view and even behaviors.

### 3.7.3 The 3<sup>rd</sup> example:

"Black Friday".



"الجمعة البيضاء".

- It is remarkable that the use of the term "الجمعة السوداء" (in the Arabic version of Huda Beauty/Sephora 'site) is not successful for conveying its real meaning. This mistranslation can be named as Literal Translation, which in most of the times

makes a lot of difficulties for the target audience when analyzing them.

The term "Black Friday" is very known for the western people which refers to the Friday after the Thanksgiving where the discounts and the shopping season takes place. The use of "Black" in "Black Friday" is associated to the economic stress and business but culturally, the "Friday" can never be associated with the word "black" in Arabic because the black color is associated to omen in the Arabic cultures and the Friday is a holy day for Arabs, as it is a Muslim holiday.

**The suggestion:**

So, the suggested correction might be: "الجمعة البيضاء" instead of the "الجمعة السوداء".

### 3.7.4 The 4<sup>th</sup> example:



"It contains lavender essence from France combined with the sensuality of Moroccan orange blossom and a daring note of musk accord for a unique scent."

"يجمع عطر الحرية الجديد من إيف سان لوران بين خلاصة اللافندر من فرنسا وجاذبية زهر البرتقال المغربي، من أجل مزيج فريد من الأزهار مع نفحة جريئة من المسك."

- The word "musk" (المسك) is an Arabic word that has Persian origins, it has been mentioned in the Quran in Surat al-motafifin as follows « خَتَامُهُ مِسْكٌ », meaning the source of aromatic substances used as perfume, the translators choose borrowing to translate it into Arabic. In the other side, they have borrowed the word "lavender" from English to be "لافندر" in Arabic, because the word "lavender" has already an equivalence in the TL and in order not affect the Arabic language negatively we suggest keeping the original equivalence which is الخزامى.
- In the (TT) the translators choose to specify and clarify more the name of the perfume and its brand in order to provide a clear vision to the arabic society on it. The use of the added words (عطر الحرية الجديد من إيف سان لوران) is called translation by explicitation.
- The adjective "unique" was translated into Arabic as "جريئة", although the adjectives "unique" has its ready equivalence which is "فريدة", and both "unique" and "bold" are not synonyms but this diction is for a purpose. It's known the eastern men are interested more in the dare and bold women rather than the shy ones because of the environment i.e., the eastern women are known by their shyness and decorous attitude so that's the reason why the bold women in the Arabic regions are considered as exceptional and unique (not nowadays). This change of points of view is modulation.

#### **The suggestion:**

So, the translation would be:

يجمع عطر الحرية الجديد من إيف سان لوران بين خلاصة الخزامى الفرنسية وجاذبية زهر البرتقال المغربي من أجل مزيج فريد من الأزهار مع نفحة جريئة من المسك.

(We have chosen the word "من فرنسا" instead of "الفرنسية" in order to apply parallelism i.e., in order to balance the TTs units and to emphasize our points we use the parallel structure where it also allows the smooth readability of the text).

### 3.7.5 The 5th example:



"With 95 percent ingredients from natural origin, this gentle makeup remover with chamomile from natural origin removes makeup effectively from the eyes and lips, and is even waterproof, leaving skin soothed."

"مزينا اللطيف لمكياج الشفاه والعيون مكون من 95% من مكونات طبيعية المنشأ. يزيل المزيج المشتق طبيعياً من البابونج + حمض الهيالورونيك (مكونان نشطان

معروفان بخصائصهما المهدئة والمرطبة) المكياج العنيد بشكل لطيف. لم تكن إزالة مكياج العيون بهذه السهولة من قبل".

• Here, the translators have chosen the (TT) "المكياج" as a Product for the (ST) "make-up", even if the (TT) have a known and correct equivalence in the (TL) which is "مواد التجميل" and this choice wasn't in vain but because : firstly, it is understood by the target audience and secondly it is more frequently used than the word "مواد التجميل". This technique is called Substitution.

• When comparing the (TT) to the (ST) : the (TT) has more details than the (ST) (الهيالورونيك (مكونان نشطان معروفان بخصائصهما المهدئة والمرطبة)...حمض) i.e., the translators tend to clarify and to provide more information for the readers, this technique of translation is called Addition.

• There are omitted details from the (TT) that should be mentioned because it plays a significant role in promoting for this product and in attracting the clients which are the results wanted from this product (leaving skin soothed), this technique of translation is called Omission.

### The suggestion:

مزينا اللطيف لمكياج الشفاه والعيون مكون من 95% من مكونات طبيعية المنشأ. يزيل المزيج المشتق طبيعياً من البابونج + حمض الهيالورونيك (مكونان نشطان معروفان بخصائصهما المهدئة والمرطبة) المكياج العنيد بشكل لطيف تاركاً بشرتك ناعمة جداً، لم تكن إزالة مكياج العيون بهذه السهولة من قبل".

### 3.7.6

### The

### 6<sup>th</sup>example:

An absolute beauty must-have, makeup can be your best friend! An incredible selection of cosmetics for a fresh-looking complexion, vibrant lips, or smoky eyes is waiting for you. Let your imagination go wild and try an infinite variety of different looks! Best-sellers or new arrivals, Sephora puts the fun back in makeup.

المكياج.

لبشرة نضرة، شففتين ممتلئتين، وعينين مكحلتين، المكياج المثالي! أصبح المكياج ضروري ولا يستغنى عنه أطلقوا العنان لجميع رغباتك في المكياج لخلق إطلالات. للحصول على كلما سبق أصبح في متناول يديك الأحدث إصداراً متعة لا مثيل لها من قبل و تكون أكثر. يحقق المكياج سواء بالمنتجات الأكثر مبيعاً أو! النهائية تميزاً مع سيفورا

In the first segment absolute beauty = المكياج is the use of modulation Where it is changing the focus from the product to the results of its beauty.

Must have = لا عنه يستغنى also use of modulation technique that is changing the point of view but still conveying the same meaning.

Cosmetics = مكياج a modulation technique from whole to part however as a counterpart is not good still there is lots in meaning was in the ST because the cosmetics it is more than just make-up there is a lot of products are not for make-up such as skin care, hair products ... etc.

Smokey eyes = مكحلتين عينين in use of substitution the translator found in TL a substitute for the ST that gives almost the same act and effect on the eyes.

For equivalence technique we have gone wild=العنان اطلقوا, new arrivals = الاحدث and more are a good translation conveying the same meaning plus the use calque that makes the translation even more natural.

Imagination = رغباتكن it is not an equivalent even if it was a try of modulation in our opinion it was not a good translation for the particular reason that make-up is not about desires is a matter of creativity that relates directly to the imagination of the user.

### The suggesstion :

المكياج.

يمنحك جمال مطلق فلا بد منه كصديق فهو لا يستغنى عنه. في انتظارك مجموعة مذهلة من مستحضرات التجميل للحصول على بشرة نضرة وشفاه متأقفة و عيون مكحلة، أطلق العنان لمخيلتك و جرب منتجاتنا الأكثر مبيعا او الاحدث إصدارا لاطلالات مختلفة و عديد معيدة سيفورا المتعة للمكياج مجدداً.

### 3.7.7 The 7<sup>th</sup>example:



Lip Stain Liner.

SEPHORA COLLECTION's retractable lip pencil delivers precise, long-wearing lines that don't smudge, making your lipstick easy to apply and helping it last all day.

What kind of make-up looks is it for?

Its fine, creamy point glides over the lip for precise definition and intense colors, without compromising comfort and hold.

لاينر الشفاه المطفي

تركيبة مطفية مريحة وعالية التصبغ تحدد الشفاه وتسهل وضع أحمر الشفاه.

التأثير

الدقة

طويل الأمد / مقاوم للماء

تم تطوير لايذر الشفاه المطفي ليتناسب بشكل مثالي معظلاللايذر الشفاه المفضلة لديك

!لا نتستغني عنها بعد الآن

Retractable lip pencil = no counterpart in the use of commission technique that is not good for disposing of important information about the product which is related to the product role in besides that it affects the skopos rules not transmitting the full information.

Long-wearing = عالية التصبغ a use of substitution technique however is not a case of تصبغ that has the completely different meaning it is related to skin problems showing as unwanted spots and for the lipliner is another case and this is not the right translation to express the meaning of lasting for a long time.

Do not smudge, what kind of make-up look is it for?Its fine, creamy point glides over the lip for precise definition and intense colors, without compromising comfort and hold, and all of this part use of omission technique, not the right way to end up with a translation that is coherent with the ST.

To sum up, it is a different text as if it is not translated too much information is lost and added and that is just not good for the promotion of the product.

### The sugesstion :

يمنحك قلم الشفاه القابل للسحب من مجموعة سيفورا خطوط رفيقة تدوم لمدة طويلة دون أن تلتخ مما يسهل عليك وضع احمر الشفاه ويساعد على أن يدوم طوال اليوم.



مع أيمن اطلالات المكياج يتناسب اللايذر؟

ينساب اللايذر بقطرته الناعمة الكريمة على الشفاه من أجل تحديد دقيق ولون بارز معظم ان الشعور بالراحة والثبات طوال اليوم.

### 3.7.8 The 8<sup>th</sup>example:

Rouge Is Not My Name Satin Lipstick

Sephora Collection shakes up the traditional satin lipstick codes with ROUGE IS NOT MY NAME. Its flexible and powerful formula delivers vibrant, long-lasting color and 8-hour hydration in just one stroke.

. احمر شفاه روجازناتماينيمساتن

مجموعة سيفورا تتحدى التقاليد و تقدم أحمر الشفاه الجديد " روج إز نات ماينيم . "تركيبه مرنة وقوية تعطي لونًا طويل الثابت و نابض بالحياة وترطب الشفاه لمدة 8 ساعات، كل هذا بلمسة واحدة

Shakes up the traditional codes = تتحد بالتقاليد I think it is a modulation technique however not a good translation for the large meaning expressed in TL that might lead to a different unwanted directions

Delivers vibrant long-lasting = لونا طويل الثابت in this part we believe that the translation was not right in terms of structure, nonation (التنوين) which in Arabic is different with adjectives we can not say a long color does not collocate, it supposes to be this way لون ثابت لفترة أطول

One stroke = بلمسة واحدة as a choice for لمسة can not be right because touch is not enough to apply the product on the lips it is better to use تمريرة واحدة to be more clarified.

### **The suggestion :**

تتحدى سيفورا جميع أنواع أحمر الشفاه التقليدية لتعلن عن احمر الشفاه الجديد روج از نات ماي نايم حيث توفر تركيبته القوية والمرنة لونا مشرقا يدوم مطولا ويرطب لمدة 8 ساعات و كل هذا بتمريرة واحدة فقط.

### **3.7.9 The 9<sup>th</sup> example:**

My lip satin my purse

Attention to all Cream Lip Stain lovers! Our MUST HAVE set with our best-selling Cream Lip Stain shades has arrived! This time in a beautiful and trendy Kashkhpouch!

What better way to celebrate Ramadan than to treat yourself to this cool and trendy pouch filled with SEPHORA COLLECTION's best-selling lip stains? This Cream Lip Stain set includes 6 essential colors to suit your every mood. Get 6 of



our best-selling shades for the price of 4 in a trendy Ramadan Kashkha pouch!  
Infuse your lips with rich matte shades & create unique looks for your special  
Ramadan gatherings.

الى جميع محبي كريم لبيستين السائل! إن مجموعتنا من ألوان كريم لبيستين الأكثر مبيعًا أصبحت متوفرة الآن في  
حقيبة جميلة وعصرية !

ما من طريقة أفضل من الاحتفال بشهر رمضان الكريم من أنت دلي نفسك بهذه الحقيبة الرائعة والعصرية التي  
تضم ألوان كريم لبيستين الأكثر مبيعًا من مجموعة سيفورا تتضمن مجموعة كريم لبيستين 6 ألوان أساسية لتناسب  
جميع مناسباتك. احصلي على 6 ألوان من أكثر الألوان مبيعًا لدينا بسعر 4 في حقيبة رمضان عصرية! اجعلي  
شفتيك تتألق بألوان غنية مطفية واصنعي إطلالات فريدة لتجمعاتك الرمضانية المميزة

Attention = الى جميع is a substitution both expressions calls for attention to attract the  
customer plus the use of exclamation mark was conveying the aim of this part which  
is grabbing the customer attention.

Our must have = an omission use many loads are lost especially the impact of getting  
convinced that the product is necessarily needed.

Has arrived, this time = أصبحت متوفرة الان it is a modulation use but not the same tone  
used and for the customer would be more interested in the newest products rather than  
the available ones plus the continuity of showing a surprise in saying this time, this  
translation I think could be better.

Kashkha = عصرية for this word it is a use of equivalence which is right but this ST word  
originally comes from colloquial Arabic in the middle east which means that something  
is modern, elegant, trendy, and all however we see that it is possible to keep it as the  
same since it is already known for the TL audience to show the closeness of the brand to  
the customer culture.

Every mood = مناسباتك a use of substitution, for me it was a good translation according  
to TL culture usually putting on makeup is related more to the occasion and the places  
are not really about the mood.

rich matte shades=مطفية غنية بألوان in use of literal translation as a customer would be illogical to read that color is مطفي or غني it does not collocate at all nor for the colors neither for makeup.

### **The suggestion :**

الى جميع عشاق كريم الشفاه مجموعة جديدة قد وصلت و التي تعد الأكثر مبيعا فلا بد وانت حصل عليها حيث هذه المرة في حقيبة كشخة الجميلة و العصرية.

لا يوجد أفضل من ان تدللي نفسك في رمضان بهذه الحقيبة الرائعة و العصرية المليئة بكريم الشفاه الأكثر مبيعا من مجموعة سيفورا . تحتوي المجموعة على 6 ألوان أساسية تتنسق مع جميع مناسباتك.

احصلي على ال6 ألوانا لأكثر مبيعا بسعر 4 في حقيبة رمضان كشخة العصرية

غذي شفتيك بألوان مفعمة بالحوية و غير لامعة لتتميزي باطلااتك الفريدة لتجمعاتك الرمضانية

### **3.7.10 The 10<sup>th</sup> example:**

#### Celebrate beauty.

نعيش الجمال

This short part says a lot about the brand from my perspective it was an excellent translation where there is a consideration to the TL audience who are very specific when it comes to occasions of celebrations and because of that = نعيش الجمال suits better in TL.

We noticed that all the product's names are being borrowed from the SLs which is a good choice from our perspective to preserve their distinguished dishes away from the literal translation that would lose the impact and the image of the product. For example: Grand Chicken Spicy = الدجاج الضخم الحار (Not a good translation that attracts the customer).

### **3.7.11 The 11<sup>th</sup> example:**

#### Grand Chicken Spicy

728 kilocalories

Definitely worth talking about. We proudly serve this delicacy as a part of our Grand Chicken Range.

جراند تشيكن سبايسي

728 كيلوسعرة حرارية

حديث المدينة وعشاق الطعم الفريد. نفخر بتقديم هذه السندويشة المميزة من ضمن تشكيلة جراند تشيكن.

The first example, "GrandChickenSpicy, starts with definitely worth talking about, being translated to " حديث المدينة " as if there is a change in perspective in the use of modulation technique plus the omission use seen in the number of words use. Also, the use of transposition in changing talking which is a verb to a noun = حديث.

Moving to the second sentence in TT that clearly shows an addition use since is not mentioned in the ST عشاق الطعم الفريد.

Also for the word delicacy = السندويشة المميزة in use of the addition technique, we believe it was a good choice to inform the customer about his food shape because in this case every information is needed for the customer.

Finally, for this sentence part of our grand chicken range that is translated to من ضمن تشكيلة جراند تشيكن which is a use of equivalence but not suitable to this context in particular.

**The sugesstion :**

جراند تشيكن سبايسي

728 سعرة حرارية

نقدم بفخر حديث المدينة كلها هذه السندويشة المميزة كنوع من أطباق الجراند تشيكن



### 3.7.12 The 12<sup>th</sup> example:

Mocha

279 kilo calories

The Mocha is made with espresso beans that are sustainably sourced from Rainforest Alliance Certified farms.

موكا

279 كيلوسعرة حرارية

تم تحضير الموكا من حبوب قهوة منتقاة من مزارع معتمدة للحفاظ على الغابات المطرية

In this example of Mocha, there is a use of equivalence technique starting with the verb made which possible has counterparts in the TL like تصنع but the translator opted for تحضير which is more suitable to the TL and the context.

The sentence espresso beans are translated to القهوة حبوب in a try to move from specific to general since espresso is a type of coffee in use of modulation. in my opinion, this try was not good in the matter of showing why the mocha is different than normal coffee.

The verb sourced from that is translated to منتقاة is more precise because if we look at sourced from it can have many different equivalents in TL such as مأخوذة/ مستخرجة but the use of منتقاة shows the quality of the process presenting new loads that gives a good impact on the customer

Finally, the word rainforest is translated to المطرية الغابات in the use of the calque technique also for alliance certified farms that are translated to معتمدة مزارع there is an omission for the word alliance in TTL that may occur a gap like asking from who these farms are certified .In this example, there are ups and downs to the translator which made the translation not right.

**The sugesstion :**

. موكا

279 سعرة حرارية

تم تحضير الموكا بحبوب الاسبرسو المنتقاة من مزارع الغابات المطرية المعتمدة من التحالف.

### 3.7.13 The 13<sup>th</sup> example:

#### Big Mac<sup>TM</sup>

597 kilocalories



Mouthwatering perfection starts with two sear-sizzled 100% pure Halal beef patties and Big Mac<sup>TM</sup> sauce, sandwiched between a sesame seed bun. American cheese, shredded lettuce, onions, and pickles top it off.

بيج ماك

597 سعرة حرارية

يبدأ الطعم المثالي بقطعتين من لحم البقر الحلال 100% وصلصة بيج ماك الخاصة، تجمعها قطعتي خبز طازج مع السمسم، يضاف إليها الجبنة الأميركية والخس المقطّع، البصل والمخلّل

Its first sentence mouthwatering perfection = الطعم المثالي in use of omission technique plus modulation in changing the metaphor which is needed to transmit an image that would be very convincible for the costumer.

And for 100% halal = %100 حلال in use of literal translation Where there is no need for the degree for confirming its halal because it can not be less than 100 and hala whether it is halal or not

Also, the verb sandwiched = تجمعها in use of substitution technique since there is no equivalent verb for it So the translator substitutes it with another

One that carries almost the same meaning

In the end, there is a clear structure issue that sounds unnatural in TL.

**The suggestion :**

بيج ماك

ان مذاقها لشهي المثالي مكون من قطعتي لحم بقر حلال معها صلصة بيج ماك الخاصة بالإضافة الى الجبن الأمريكي والخس والبصل المقطع مزينة بالخردل حيث تجمعهم قطعتي خبز طازج مع السمسم.

### 3.7.14 The 14<sup>th</sup> example:



#### Big Breakfast

386kilo calories

Wake up with a warm McMuffin, fluffy scrambled eggs, savory hot Halal sausage, and crispy golden hash

browns.

بيج بريكفاست

386 كيلوسعرة حرارية

لاشيء يُضاهي الاستيقاظ مع ماكمافن ساخنة و بيض مخفوق طري و صوصج حلال ساخنة شهية، وكمّلها معها شبراونز ذهبية مقرمشة.

In this example, the start was with the verb wake up= لا in use of the modulation technique the translator opted for expressing the same phenomena differently and adding some loads that attract more the costumer.

And for the Mc muffin = ماك مافن clearly in the use of borrowing plus for fluffy scrambled eggs = بيض مخفوق طري its a use of literal translation

Finally, the word sausage that is translated to وصوصج in use of borrowing Where there is an equivalent in TTL can be used and suitable to the text, we think that the translator also had missed some natural translation in this example away from the skopos rules.

**The sugesstion :**

بيج بريكفاست

لاشيء يُضاهي الاستيقاظ مع ماك ماغن ساخنة و بيض مخفوق طري و صوصج حلال ساخنة شهية، وكمّلها معها شيراونز ذهبية مقرمشة.

### 3.7.15 The 15<sup>th</sup> example:

McDonald's, we are constantly improving the quality of our food in order to serve you better.

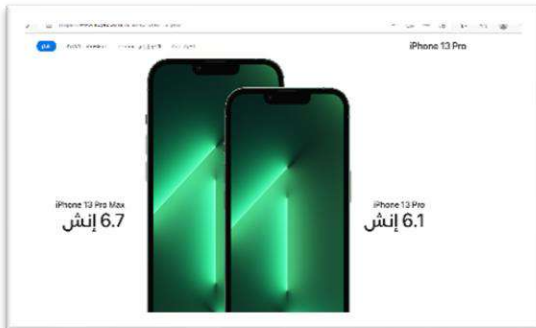
نحن في ماكدونالدز نسعى دائماً لنقدم لك الفضل.

In this example, the translator was very good in our opinion even though he used the omission technique plus a kind of free translation but he did convey the same message in a few

words which help a lot in the side of marketing.

### 3.7.16 The 16<sup>th</sup> example:

Inch.



إنش.

- Like the cultural terms that differ from one culture to another, the measurement also differs from one region to another and to illustrate that: "the inch" is commonly used in UK and USA but when it comes to the Arabic regions "the

centimeter" is the used one. However, apple's site (the Arabic version) didn't take this point into consideration, this counts on the Borrowing technique.

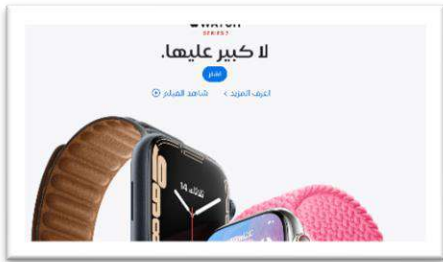
### The suggestion:

so, we suggest using the "centimeter" instead of the "inch" i.e., instead of saying 6.1 إنش we say 15,39 سنتيمتر and instead of 6,8 إنش we say 17,01 سنتيمتر.

### 3.7.17 The 17<sup>th</sup> example:

Full screen ahead.

لا كبير عليها.



- while describing Apple watch series 7, the translators changed the statement from the affirmative form to the negative one. This technique is modulation.

### 3.7.18 The 18<sup>th</sup> example:

It's our largest display yet.

إليك شاشتنا الأكبر الى الآن.

- The techniques used here is literal translation and since the Arabs are kin on the feeling that results from possession i.e., every language has rules that might not exist in another,

#### **The suggestion:**

The (ST) can be transformed into Arabic as the Following: إليك شاشتك الأكبر على الإطلاق. This will arrange the possessive feelings for the consumers so they feel ease then the sales will increase defently.



### 3.7.19 The 19<sup>th</sup> example:

the alpine green.

أخضر صنوبري.



- In the description of iPhone 13 pro, the translators opt for Equivalence as a translation technique when moving from (ST) to the (TT), this was successfully arranged to cup with the target audience because: firstly, Pine trees are among the most common trees in the Alps and secondly the pine trees or أشجار الصنوبر are already known for Arabs.



### 3.7.20 The 20<sup>th</sup> example:

Delightfully capable, surprisingly affordable.

كله إمكانيات وضمن الإمكانيات.



- the translators here tried to apply the Omission technique to express the (TT) as economic as possible. if the translators rely on الترجمة الشارحة, because both adverbs (delightfully and surprisingly) can't be transformed into Arabic as one unit, the statement won't have the same

impact that was created in the (SL) and for that, they opt for shifting from the part to the whole keeping the same meaning i.e., using Modulation as translation technique.

- The (ST) "Keyboards for iPad" was translated into Arabic as "لوحات مفاتيح iPad" لأجهزة, i.e., the translators adopted the structure of the (SL) which is English. Where they translate the word "keyboard" by "لوحة المفاتيح". the translation technique used is Calque.

#### **Conclusion:**

Overall, after tackling our data which is 20 different examples from 04 different websites by analyzing all of them, in terms of the use of translation techniques and in terms of respecting the function of the source text. the results show that the translation process was performed with the use of almost all the translation techniques and even in one example it could be more than 02 techniques used. however, that was not sufficient to end up with a good translation in most cases as we could observe. also, the aim went somehow out of context where the audience become just readers not considered as customers who need to be persuaded by the product function besides that the odd use of the free translation led to confusion in the matter of the huge gap between the (ST) and (TT). Therefore, another issue is even when the translator could find a good counterpart or an equivalent to the ST there was no minding to the TTL structure showing many

translationese on the linguistic level. finally, our analysis supposes to shed light on the use of translation techniques and we think that the product s websites are sufficiently using all of them in their process of translation however other issues appeared to exist that led to the mistranslation.

**Conclusion:**

Lately, websites invaded the world and become one of the most known and used functions on the internet due to their contribution to our generation they just moved from a new invention when the internet started to daily common use. basically, they are defined as a group of worldwide web pages usually containing hyperlinks to each other and made available online by individuals or institutions.

However, websites generally vary a lot when it comes to their types so we distinguished them into 03 categories. the first one contains two types that are related to the way websites are created, it can be within the simplest form using basic codes as in the static websites or could be within more difficulties and complexities as in the dynamic websites. the second is about the function and the content of the websites for example the educational websites that offer information to help students to enhance their knowledge connect teachers with students, the e-commercial websites that are in the process of presenting products or offering services...etc. these websites can both profitable or not .for the third category websites are distinguished according to their language use and it can be monolingual using only one language or bilingual using two languages or even multilingual using more than two languages.

Therefore our study is concerned with the bilingual websites that are at the same time e-commercial websites where our study aims for investigating the techniques of translation used in products websites and how it does this use contribute to achieving the objective of the (ST) which is an advertising and promoting for the services or the products relying on two main theories are the function approach that relates to the (ST) function and the Skopos theory that mainly focus on the aim and the purpose of the (ST), for our case is to inform and persuade the target audience in order to end with an action made by the client.

The analysis of our sample basically was an observation to the (ST) to find out the techniques used and then detect the mistranslation in order to offer new suggestions to the translations. after the analysis did finish, we discovered that all the techniques of translation were used almost in all samples but the main issue we thought is about

techniques turned out to be not the case. the mistranslations that did appear in the (TT) were that many translation rules are neglected and not considered such as the naturalness of the (TT), the(TL) linguistic rules, faithfulness, untranslatability, and others for this particular reason we suggest this advice to have adequate translation far away of translationese:

- Most of the elements that exist on the footer aren't translated into Arabic maybe because of the absence of their equivalence, but this doesn't mean that keeping the(ST) as it is, is the solution rather the translators can rely on الترجمة الشارحة instead. for instance:

"Air-pods" can be translated into Arabic as "سماعات أذن لاسلكية".

"iPad" can be translated into Arabic as "الوح إلكتروني".

- Getting as far away from literal translation as possible because in most cases it disrupts conveying the exact meaning.
- to be more familiar with the domain in order to choose the exact and the right equivalent that is suitable for the context.
- minding the gap between (ST) and (TT) while using free translation to preserve the relationship between the two.
- the function and the aim are important, translating words and meaning is not always sufficient.
- transmitting metaphors are very useful and helpful plus is a great way to create a vision for the customer or the client.

To conclude after passing through all these steps we could finally realize that using the techniques of translation while translating does not automatically end with a good translation. many other problems could appear so translating websites is not about using the right technique or finding the right equivalent other things should be considered like the linguistic rules, the (TT) structure, ...etc. translation in general is not an individual

act is a larger process with a collection of regulations to achieve satisfying results.

Our study aimed to identify the problems in translating websites and find some ways to reduce their inappropriate impact on products selling and, on the customers so, eventually we reached that point in the end as we mentioned earlier all sorts of issues plus that we suggested the most possible solutions for the issues. On the other hand, our study could not manage to cover the whole situation of the products websites translation there are many other sides that are not covered like the use of automatic translation which is not a perfect translator in this case, also for the home pages illogic translation that seems like it is not the same brand or not the same owner, the target audience culture impact on the translation itself like for the use of makeup in English basically the addressee could be both s/he but for Arabic is only about her addressed to females ...etc.

for the hypothesizes, it was partially approved and actually websites use literal translation, calque, and borrowing in their process of translating. however, the study showed that the other seven techniques are included in websites' translation which means that the process is not limited to the three techniques, but requires more than that .and yes,the development of e-commerce entails the use of translation to promote products where the websites that have more translated versions will defently have more demands so more clients.

Finally, we can say that the product's website translation is in the process of developing to the next level but still needs some work on too many different levels.

Hoping that all the questions have been answered clearly and in a satisfactory manner, we also hope that our research has benefited a lot of students, teachers or translator and that it will be a launch for other new researches.

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