Adab Al-Rafidayn Journal

**A refereed quarterly scientific journal
Issued by the College of Arts - University of Mosul**

To communicate:

radab.mosuljournals@gmail.com

URL: https://radab.mosuljournals.com

A

Adab Al-Rafidayn Journal

A refereed journal concerned with the publishing of scientific researches in the field of arts and humanities both in Arabic and English

Publishing instructions rules

1. A researcher who wants to publish in Adab Al-Rafidayn journal should enter the platform of the journal and register by an official or personal activated email via the following link:

https://radab.mosuljournals.com/contacts?_action=signup

2. After registration, the platform will send to your mail that you registered on the site and a password will be sent for use in entering the journal by writing your email with the password on the following link:

https://radab.mosuljournals.com/contacts?_action=login

3- The platform (the site) will grant the status of the researcher to those who registered to be able in this capacity to submit their research with a set of steps that begin by filling out data related to them and their research and they can view it when downloading their research.

4-File formats for submission to peer review are as follows:

• Fonts: a "standard" type size is as follows: (Title: at 16point / content : at 14point / Margins: at 10 point), and the number of lines per page: (27) lines under the page heading line with the title, writer name, journal name, number and year of publishing, in that the number of pages does not exceed 25 in the latest edition in the journal free of illustrations, maps, tables, translation work, and text verification, and (30) pages for research containing the things referred to.

• Margins are arranged in numbers for each page. The source and reference are defined in the margin glossary at the first mentioned word. List of references is canceled, and only the reference is mentioned in the first mentioning place, in case the source is repeated use (ibid.)

• The research is referred to the test of similarity report to determine the percentage of originality then if it pass the test it is referred to two referees who nominate it for publication after checking its scientific sobriety, and confirming its safety from plagiarism , and if the two experts disagree –it is referred to a

C

third referee for the last peer review and to decide on the acceptance or rejection of the research .

5- The researcher (author) is committed to provide the following information about the research:

 •The research submitted for evaluation to the journal must not include the name of the researcher, i.e. sent without a name.

 •A clear and complete title for the research in Arabic and English should be installed on the body of the research, with a brief title for the research in both languages: Arabic and English.

 •The full address of the researcher must be confirmed in two languages: Arabic and English, indicating: (the scientific department / college or institute / university / country) with the inclusion of an effective email of the researcher.

• The researcher must formulate two scientific abstracts for the research in two languages: Arabic and English, not less than (150) and not more than (250) words.

 •presenting at least three key words that are more likely to be repeated and differentiated in the research.

6-The researcher must observe the following scientific conditions in writing his research, as it is the basis for evaluation, otherwise the referees will hold him responsible. The scientific conditions are shown in the following:

 •There should be a clear definition of the research problem in a special paragraph entitled: (research problem) or (problem of research).

  •The researcher must take into account the formulation of research questions or hypotheses that express the problem of research and work to achieve and solve or scientifically refute it in the body of the research.

• The researcher works to determine the importance of his research and the goals that he seeks to achieve, and to determine the purpose of its application.

 •There must be a clear definition of the limits of the research and its population that the researcher is working on in his research.

D

•The researcher must consider choosing the correct methodology that is appropriate to the subject of his research, and must also consider the data collection tools that are appropriate for his research and the approach followed in it.

- Consideration should be given to the design of the research, its final output, and the logical sequence of its ideas and paragraphs.

•The researcher should take into consideration the choice of references or sources of information on which the research depends, and choose what is appropriate for his research taking into account the modernity in it, and the accuracy in documenting , quoting form these sources.

•The researcher should consider taking note of the results that the researcher reached, and make sure of their topics and their rate of correlation with research questions or hypotheses that the researcher has put in his research.

7- The researcher should be aware that the judgment on the research will be according to a peer review form that includes the above details, then it will be sent to the referee and on the basis of which the research will be judged and weights will be given to its paragraphs and according to what is decided by those weights the research will be accepted or rejected. Therefore; the researcher must take that into account in preparing his research.

Editor-in-chief

CONTENTS

F

Effect of Culture in Translating Business Jargon into English

Sufyan Hatem Najim Hatem Al-Araj ∗
Najat Abdulrahman Hassan ∗

Abstract

It is well known that language and culture are interrelated and language plays an essential role in the culture. Some scholars state that language supports the presence of culture and culture wouldn't be possible without language, it is obvious that culture is reflected through language and culture shapes language and affects it. Translating Business Jargon into Arabic represents a real challenge for translators as this process requires specific qualifications and skills as well as good knowledge about the target field of translation in addition to cultural background knowledge. This research tackles the relation between language and culture as well as discussing factors affecting translating Business Jargon.

To achieve this goal, a test was given to 7 MA translation students in the department of translation, Collage of Arts during the academic year 2019-2020 and the test consists of 4 business phrases which include American business jargons ,each student translated 5 phrases and we select 5 different translations for each phrase to analyze these translations and determine the strategy adopted by the students in translating the business jargon ,also attempting to detect and analyze the students' translation errors as well as reveal the reasons behind committing such errors.

Key words: Effect ؛ Culture ؛ Translation؛ Business Jargons

Most studies focus on the connection between language and translation as both represent important means of communication, also it focuses on the effect of culture on language which resulted in the emergence of language varieties and effects on the efficiency of

Master student/Dept. of Translation/ College of Arts / University of Mosul.

Lect/ Dept. of Translation/ College of Arts / University of Mosul.

translation. Different cultures associated with the emergence of language varieties resulted in making translation as an influential factor in communication.

It is obvious that the success of the translation process depends on sufficient study and knowledge of both language and culture as learning a new language involves learning a new culture.

In this research, the focus is on the relationship between language and culture as well as on the effect of culture in translating business jargon as the context in using jargon is the field of work or society.

Also, the research discusses jargon as a language variety and why all translators fail to transfer the meaning of cultural references.

Problem of the Research

Translation of Business Jargon is considered a problematic issue and a big challenge for translators due to jargon various meanings according to the use in specific context. Some scholars tried to figure out a way to overcome this issue by selecting the appropriate model of translation as well as discussing the main reasons for difficulties in translating business jargons.

Aims of the Research

This research aims to discuss the main challenges that face translators in translating business jargons and the effect of cultural background on the translation process and its importance in catching the accurate and intended meaning, also the research focuses on selecting appropriate translation model.

Research Questions

The current research raised some questions within the context of translating jargon, these questions are summarized as follows:

- How can business Jargons be translated into Arabic?
- What strategies to adopt to translate them successfully into Arabic?

Hypotheses of the Research

This research hypothesized that the cultural background knowledge as well as understanding the context of used business jargon can be of great effect on the success of the translation process, also translating business jargons is not an easy duty and only professional and skilled translators can afford such task. Besides, translators should focus on business jargon expressions as they might have culture- specific references.

Structure of the Research

This research focuses on the translation of business jargon on one direction from English into Arabic and presents an account on translating business jargon from English into Arabic. The research also discusses concepts of language, culture, and translation as well as concentrates on the relationship between language and culture and the concept of jargon. Practically, the analysis includes samples of cases of non -equivalency in the translated versions of the respondents, and the research is based on Vinay and Darbelnet's (1958) Model of Translation. The respondents are 7 MA students for the academic year 2019-2020 in collage of Arts -Department of translation.

Language and Culture

Before discussing the relationship between language and culture, we need to explain the definition of each term:

According to Merriam-Webster's Collegiate Dictionary, language is a systemic way to communicate feelings, ideas through the use of meaningful sounds, signs, and marks.

Saussure (2011:103) describes language as a system of signs and each sign consists of the signifier which can be a sound, item or written form and signified which represents a concept, both linked together, and each concept is represented by a sound or written form. He added that the signifier represents front side of the paper and the signified represents the back side of the paper and both cannot be separated(ibid). Emmitt and Pollock agree with De Saussure and state that language is a system of arbitrary signs which is used by individuals within society (**Emmitt and Pollock 1997:3).**

For **Crystal (2003:5),** language is defined as the systematic traditional use of sounds which includes written symbols and signs used within society for communication. This definition is similar to **Santoso's (1990:6)** who says that language is a set of sounds produced by spoken means.

Wardhaugh (2010:2) states that language is not only the ability to know particular sounds or words, but also it is the ability to know basics and guidelines on how to speak or perform the activity by using sounds, words, and sentences.

When coming to the definition of culture, Merriam-Webster's Collegiate Dictionary defines culture as the individuals' comprehensive patterns that include beliefs, knowledge and behavior which are based on the ability to learn and transfer knowledge to new generations.

Amini (1989:155) believes that culture is framing, he adds that it is used differently as urban, rural and American culture etc. whereas Rocher believes that culture involves ideas and feeling connected and accepted by a majority of individuals within a particular society. (Rocher 1972:142).

Goodenough (1981:167) believes that the culture of any society consists of knowledge required by society members to act in a way accepted by other individuals.

Bates and Plog (1976:3) gave a detailed definition for culture as a system that involves values, behaviors, beliefs, and habits adopted by society members to deal with their society and other communities. They concluded that this system of habits and values is transferred to the next generations through learning (ibid).

All previous definitions concentrate on manner and behavior as an essential element of culture whereas the last definition focuses on important issue, culture is learned not acquired. But Wardhaugh disagrees with this point and states that culture is acquired **Wardhaugh (2010).**

Yule (2006:216) views culture as a representation of all assumptions and ideas about certain things and people that we learn about as we become members of a particular society. He agrees with Wardhaugh and states that culture is acquired, it is acquired the same way individual acquires his 1st language and can be developed later, the point is that individual can develop his cultural awareness when he developed his language(ibid).

The Relationship between Language and Culture

The use of language always involves expressing meanings and references and the meaning of any specific language reflects the culture of a particular society. Dealing with any language means dealing with the culture of that language and that explains how we cannot understand any culture without getting knowledge about its language, this led to an important note, learning a language doesn't mean learning vocabulary and grammar only, but also means learning cultural norms of a particular society. **Nida (2002: 125)** emphasizes the connection between culture and language, he states that both represent a system of symbols and anything we pronounce has meaning, each language has meaning despite the form of that language and that meaning is strongly related to culture, this explains why meanings differ among languages.

Sapir (1963: 89) in his studies with Whorf, concentrated on the strong connection between culture and language, he states that it is impossible to understand or appreciate culture without understanding the language, also he states that language determines the way individual think or perceive the society around himself. He adds that there are no similar languages and each language represents a particular society (ibid).

But **Wardhaugh(2010:10)** states that there are 3 views about the connection between language and culture ,1st view ,language structure influences the way speaker perceives the world or at least effect on the speaker to adopt a particular view ,2nd view, language reflects people's culture as people use language in a certain way to value and do particular things and the 3rd view, language use reflects speakers' culture (ibid).

Brown (2000:77) believes that there is a strong relationship between culture and language, he states it is obvious that culture is essential in second language learning, culture is part of language and also language is part of the culture.

So, language has an essential role in maintaining and exporting culture, this involves habits, traditions, conversations, and individuals' practices, we share ideologies, identities, feelings and values with others by using language.

Also, it is important to understand the culture of target language because what is allowed and normal in particular culture can be taboo in another language, we know that a certain behavior in particular community or society is normal but in another community is not such as the way of welcoming guests or appreciating friends in eastern and western cultures.

Wenying Jiang (2000:328) explained the relationship between language and culture in a better way by saying that language and culture are interrelated strongly in ways that both cannot be separated, they form a living orgasmic which consist of blood and flesh as represent culture and language , without flesh (language) culture would be without shape and without blood(language) culture would be dead.

In conclusion, we see that in China for example, in spite they share one culture, but there are nearly 50 dialects and they all use one official language which is Mandarin, another example is USA, Britain, Australia, and Canada, they speak the same language but each country has its own culture.(Shan 2019:1).

Translation

Translation can be defined as the process of transferring ideas, meaning from one language to a different language, and this process involves some steps related basically to provide the accurate meaning, express the clear ideas and produce the new message in a way that seems natural to the receptor.

Translation is the process of finding text equivalent meaning in another language and the concentration on the equivalence as the translation process emphasis on the meaning of the message that is rendered from SLT into TLT. (**Nugroho 2007:1)**

Newmark (1988:5) states that translation is transferring the message meaning of a text into another language according to the author's intended meaning. In this definition, the success of translation process depends on conveying the author's intended meaning rather than the literal meaning, so , according to him ,translation process should be proceeded by text analysis which involves the goal of the text , intention of the writer and the targeted readers, he concluded that translation is a craft that involves replacing a written text in certain language by the same written text in another language. This view is accepted by **Larson (1984:3)**who has similar definition and connects translation with meaning, he states that translation involves transfer of SL meaning into TL, in this definition, translation involves meaning and any translation that produces accurate structure without meaning is useless ,also he stressed on that translation process involves knowledge of vocabulary ,grammar , culture and communication circumstances .

Hatim and Munday (2004:6) define translation as activity of transferring written a text from SL into TL in a particular socio-cultural context by translators., They talked about translation as a product or process and concluded that it is a product for translator and a process that involve rendering or transferring the meaning from one SL into TL whereas **Oxford Advanced Learner's Dictionary (2000:1438)** defines translation as a procedure of changing written or spoken thing from one language into another language.

As it is stated in Oxford Advanced Learner's Dictionary **(2000:1438)** Translation is the process of changing something that is written or spoken into another language.

Catford (1965:20) states that translation is ''replacement of textual material from SL into equivalence textual material in TL '' in his definition , Catford focuses on textual material and equivalent and

emphasis on that TT is not a full translation of the ST but a replacement of the ST in terms of equivalence. **Nida and Taber (1982:12)** give similar definition and mention that translation involves reproducing in the TL the accurate natural equivalence of the SL message and taking in consideration style and meaning , in his opinion ,translation is not a science but an art and that when translator's work viewed as original not translated , then the best translation is achieved ,he adds that it depends on the receptor's reaction towards translated work.

Other scholars like **Kridalaksana (1993:128)** connects translation with culture and says that translation is a process of transferring a message among languages and cultures. Bassnett agrees with Kridalaksana and states that translation is considered as a cross-cultural process in addition to the linguistic activity which involves transferring and she emphasizes cultural aspects as a major factor in translation and concentrates on the importance of equivalence in St and TT. **Bassnett (1990:3).**

Munday(2008:34) concluded that meaning is considered the main issue in the translation process as analysis of any translation work depends on whether the meaning of the ST had been conveyed in the TT.

Translation is the process of transferring and convey the meaning of a message (which includes information or feelings) from one language to another language ,the goal of translation process is to find the equivalent meaning of the SL text ,thus ,meaning is essential and cannot be ignored , beside , translation of any texts especially literary works means producing a new text work in different language.

Jargon:
Jargon can be defined as a particular language used by individuals of a certain professional field or occupation and this language is meaningless for those outside the field or occupation field. **Nordquist (2019:1)**

Expert Professionals use various jargons depending on the occupation, field or the type of group they belong to; thus, we might have legal jargons used by lawyers and attorney companies, medical jargon used by physicians or medical staff, and business jargon used by businessmen and financial experts, etc.(ibid).

According to (**Yule 2006:211**) Jargon is a specific vocabulary used by a certain group of professional individuals. It simply refers to specific phrases and words used by individuals working in particular occupation, these expressions are understood by those individuals working in the same occupation, but it is ambiguous for those individuals outside the professional group.

It includes the use of language within particular contexts and in this case, context is the occupation or profession, such as military, business, financial, medicine, international organizations or legal affairs. Individuals within a specific professional group can use jargons as they can communicate using particular vocabulary understood by their colleagues from the same group. The use of particular expressions that hold specific meaning distinguishes jargon from the rest of the language (ibid).

Bearman (2012:1) sates that jargons are particular technical expressions related to a specific subject, it is the language used by a specific professional group. **Fromkin(2011-471)** asserts that professionals and social groups use their respective jargons in ways that are so extensive and vague in meaning.

Jargon can be defined as the special and unique vocabulary which is used by particular groups of individuals to facilitate communication within the group in a way that would strengthen members' bonds and exclude outsiders at the same time. Therefore, jargons might be used as a tool to hamper people not affiliated with the group from any endeavors to understand anything related to the activities of the group (ibid).The use of jargons necessary for professionals work in a particular field such as in medicine or business ,it improves and facilitates communication with colleagues who work in the same field , saves time and effort to explain ideas and goals because jargons express what they really want to say by using different

words, also jargons add a unique adjective to professional groups as they use a different term instead of a word.

Types of Jargons

There are many types of jargons depending on the field of activity or profession; these can be grouped according to the following categories:

- Military Jargons: SAM: Surface- to - Air missile or AWOL: Absent without leave.
- Business Jargons: red flag, face the music, ring a bell.
- Computer jargons: RAM, UPS, CPU, and USB.
- Internet Jargons: CUL (see you later), BFF (Best friends forever), HTH (Hope this helps).
- Medical Jargons: NPO - A patient should not take anything by mouth, BP - Medical shorthand for blood pressure.
- Police Jargons: Code Eight - means officer needs help immediately, case 187 which means murder case.
- Legal Jargons: chapter 11, article 24.
- Political Jargons: Right-wing; Jargon meaning a conservative viewpoint, getting on a soapbox; Making a speech in public.
- International Organization Jargons COP; chief of party, PO; Procurement officer, SP-senior position.

Business Jargons (documentation)

Crum(2014:1) defines business jargons or workplace jargons as special expressions and words often used by professional members or business groups. These expressions are easily communicated within the group but difficult for other people to comprehend.

Using business jargons in the workplace has become common since workers might feel that using such terms and expressions could make them feel more important. Also, such utilization of this terminology might assist workers to upgrade their positions or job levels within their business community.

The use of business jargons might pose certain difficulties and hindrances, such as the vagueness and lack of clarity associated with

their use in the workplace, in addition to difficulties of understanding such jargons by people from outside the workplace community (ibid).

It is noticed that during work in International Organizations and Foreign Companies uses of business jargons can be useful and effective for some employees but at the same time it represents a challenge and source of embarrassment for others , it is an effective way of communication for those employees who obtain knowledge about the meaning of business jargons and how to use them through practicing and using these jargons throughout their career , but it can be source of embarrassment for those new employees who have no experience on how to use business jargons or identify their meaning , for example , Our work with international organizations , "we" use shortcuts such as USAID which means United State Agency for International Development but most new staff think of it as United State Aid which is wrong , or sometimes the new staff hear about hiring anew CPO but they don't know that it means Chief of Party ,there are many examples about how people confuse regarding the use of business jargons and their intended meaning.

The lack of clarity of business jargons might be attributed to the companies' and businesses' desire to cover up their operations and activities and prevent rivals and competitors from having access to corporate working plans and future actions and procedures.

Translation of Business Jargons
        All languages use business jargons and each specific language has it's jargons that are used in different fields, the problem in translating business jargons is that some jargons may carry different meanings depending on the context, and that may mislead the translator.
 Some scholars such as Baker (1992:66) concentrates on the essential effect of context and cultural background in translation, she states that translator must have a strong basis of the culture of both SL and TL to be able to translate the intended meaning,

SL text (1)

REDNECK: Low-class person (derogatory).

"The local convention and visitors bureau has stepped up marketing efforts, pitching the beach once dubbed the **Redneck** Riviera to 20 campuses and initiating plans to slip brochures into thousands of college dorm rooms in the Southeast, Northeast and Midwest."
(Wall Street Journal, Jan. 3, 1996, p. F1)

TL texts

1. " قد تصاعدت جهود المؤتمر المحلي ومكتب الزوار في التسويق ، والنصب على الشاطئ مرة واحدة يطلق عليها اسم **الامريكي الاحمر ريفيرا** إلى ٢٠ حرم جامعي والبدء في خطط لتوزيع الكتيبات في الآلاف من غرف نوم الكلية في الجنوب الشرقي ، الشمال الشرقي والوسط الغربي. "

2. كثف مكتب المؤتمرات المحلية والزائرين جهود التسويق ، ونصبوا على الشاطئ بما يسمى **ريد نك ريفيرا** الذي يضم٢٠ حرمًا جامعيًا وبدأوا خططًا لنشر الكتيبات في آلاف غرف النوم الجامعية في الجنوب الشرقي والشمال الشرقي والوسط الغربي.

3. "قام مكتب المعاهدات والزوار المحلي بتصعيد جهود التسويق وذلك من خلال إطلاق حملات ترويجية للساحل في ٢٠ حرم جامعي بوصفه **ريفييرا المتخلف،** بالإضافة الى وضع خطط لنشر المنشورات إلى الآلاف من الأقسام الداخلية الجامعية في الجنوب الشرقي والشمال الشرقي والغرب الأوسط من البلاد"

4. عزز مكتب المؤتمرات المحلية والزائرين جهوده التسويقية حيث دبلج **اسم ريدنيك ريفيرا** على الشاطئ للمرة الاولى الى عشرون حرما جامعيا وقلم باعداد الخطط وتوزيع الكتيبات في الاف غرف النوم الجامعية في الجنوب الشرقي والشمال الشرقي والوسط الغربي. (صحيفة وول ستريت ٣، ايار لسنة ١٩٩٦ ،ص/ أف ١)

5. مكتب الزائرين والأعراف المحلية قد زادت من الجهود التسويقية، وتهيئة الشواطئ مرة ليمنحه لقب **ريفيرا ذو الرقبة الحمراء** لعشرين حرم جامعي وتستهل خططاً لانسلال كراريس لآلاف من صفوف الطلبة في الكليات في الجنوب الشرقي والشمال الشرقي ووسط غرب.

SL text	**Red neck**
Sense of the SL text	Low-class person (derogatory).

TL text	Sense of TL text	Strategy used	Compatibility of sense
الاميركي الاحمر ريفيرا	Red American Riviera	Equivalence	-
ريد نك ريفيرا	Red neck Riviera	Transliteration	+
ريفيرا المتخلف	The retard Riviera	Equivalence	-
ريدنيك ريفيرا	Red neck Riviera	Transliteration	+
ريفيرا ذو الرقبة الحمراء	The red neck Riviera	Literal	-

Discussions:

The renderings of translators (1,3 and 5) are incompatible with the SL text intended meaning in the sense that the original meaning of the source text indicates the meaning of a low-class person while the translators' renderings have focused on conveying a different meaning that contradicts the SL intended meaning.

Translators 2 and ٤ renderings are compatible with the intended meaning and hence regarded an appropriate rendering of the SL text.

SL text (2)

BAIT AND SWITCH: An unethical sales technique wherein low-priced goods are advertised but not available when customers come to the store.

 "Sellers sometimes practice a form of false advertising known as **bait and switch**. A low-priced good is advertised but replaced by a different good at the showroom." (Journal of Political Economy, Aug. 1995, p. 813)

TL text

1. "يمارس البائعون بعض الاحيان اساليب خادعة في الترويج للبضائع والتي تعرف باسم **الاغراء والتبديل.** حيث يتم الإعلان عن بضاعة رخيصة الثمن ويتم استبدالها ببضاعة اخرى في مكان بيع البضائع".

2. "يمارس البائعون أحيانًا شكلاً من أشكال الإعلان الخاطئ المعروف **بالطعم والتبديل**. يتم الإعلان عن سلعة منخفضة السعر ولكن يتم استبدالها باخرى مختلفة في صالة العرض.

3. يمارس البائعون احيانا شكلا من اشكال الدعاية الكاذبة تعرف بأسم **عرض مغري** ،حيث يتم الاعلان عن سلعة منخفضة السعر ولكن يتم استبدالها بسلعة مختلفة في صالة العرض .

4. يمارس البائعون أحيانًا شكلًا من أشكال الدعاية الكاذبة المعروفة باسم **اغراء الزبائن**. يتم الإعلان عن سلعة منخفضة السعر ولكن يتم استبدالها بسلعة مختلفة في صالة العرض.

5. "يمارس البائعون أحيانًا شكلاً من أشكال الدعاية الكاذبة تُعرف باسم **الطُعم والمفتاح**. يتم الإعلان عن سلعة منخفضة الثمن ولكن يتم استبدالها بسلعة مختلفة في صالة العرض. "

SL text	BAIT AND SWITCH
Sense of the SL text	An unethical sales technique wherein low-priced goods are advertised but not available when customers come to the store.

TL text	Sense of TL text	Strategy used	Compatibility of sense
الاغراء والتبديل	Seduction and Switching	Equivalence	+
الطعم والتبديل	Bait and Switching	Literal	-
عرض مغري	Attractive offer	Equivalence	-
اغراء الزبائن	Seducing customers	Equivalence	-
الطعم والمفتاح	Bait and key	Literal	-

Discussion

In the SL text, the American business jargon (Bait and switch) is used to refer to the concept of advertisement aiming to attract customers to the low-price goods which are not normally available in the advertised price; instead, a higher price offer will be available for sale. So, the jargon meaning is portrayed in alluring customers to the low-price goods, then selling them the same goods or other merchandise for higher prices. Thus, the unethical transaction can be noticed in this process.

Translator 1 rendering is in line with the intended meaning of the source text. The translation version fully corresponds to the original meaning. On the other hand, translators' 2,3, 4 and 5 versions contradict the SL meaning in the sense that (عرض مغري)، (اغراء الزبائن) (الطعم والمفتاح)only touch upon the meaning of (الطعم والتبديل) alluring customers without coming across the element of swapping the goods for higher rates ones. Hence, the renderings are incompatible with the intended meaning and ultimately considered the inappropriate rendering of the SL text

SL text (3)

BETWEEN A ROCK AND A HARD PLACE: A difficult mystifying situation.

 "U.S. prison and prison food services are between a rock and a hard place with overcrowding, and the prevailing tough-on-crime political sentiment." (Restaurants & Institutions, March 1, 1995, p. 121).

 TL texts

١. "ان حال خدمات الطعام في سجون الولايات المتحدة **كالصخرة في مكان مزدحم** يصعب الوصول اليه وما بين الوضع السياسي السائد بالجريمة".

٢. ان السجون الامريكية وخدمات الطعام فيها **تتخذ قرارات غير مرغوب بها** مع الاعداد الكبيرة واظهار عدائية للسجناء السياسين . (المطاعم والمؤسسات ، ١ مارس ، ١٩٩٥ ، ص. ١٢١).

٣. تقع خدمات الطعام والسجون في الولايات المتحدة **بين المطرقة والسندان** مع الاكتظاظ ، والمشاعر السياسية السائدة في الجرائم.

٤. " سجن الولايات المتحده وخدمات طعام ذلك السجن هي **بين المطرقه والسندان** مع الاكتظاظ ، والمشاعر السياسية السائدة في الجرائم.

٥. "ان السجون وخدمات الطعام المقدمة في سجون الولايات المتحدة تقع **بين الصخرة والاماكن الصلبة** مع اكتظاظ السجون والمشاعر السياسية السائدة ضد الجريمة"

SL text	BETWEEN A ROCK AND A HARD PLACE
Sense of the SL text	A difficult mystifying situation.

TL text	Sense of TL text	Strategy used	Compatibility of sense
كالصخرة في مكان مزدحم	Like a rock in a crowded place	Literal	-
تتخذ قرارات غير مرغوب بها	Adopting undesired decisions	Equivalence	-
بين المطرقة والسندان	Between a rock and a hard place	Adaptation	+
بين المطرقة والسندان	Between a rock and a hard place	Adaptation	+
بين الصخرة والاماكن الصلبة	Between a rock and hard places	Literal	-

Discussion

In the SL text, the American business jargon (Between a rock and a hard place) is used to designate the meaning of a bewildering situation in which someone can't make the right choice between two opposing situations. Translators 1 , 2 and 5 translations are not consistent with the intended SL meaning. Thereby, their renderings are deemed inappropriate translations of the source text.

1.   Translators 3 and 4 have been able to convey the proper meaning of the SL jargon (بين المطرقة والسندان) but, unsuitably conveyed the meaning of the whole text, they represent a literal translation of the SL jargon, consequently, their renderings are regarded inappropriate translations of the source text.

SL text (4)

Break the ice: (TO): Initiate conversation; make the first sale of the day. 26 BRACKET CREEP "Twinning with North American cities helps to break the ice between Chinese and Canadian business executives." (Canadian Business, Aug. 1994, p. 83)

TL texts

1. التوأمة مع مدن أمريكا الشمالية يعمل على **كسر الروابط** بين رجال الاعمال الصينيين والكنديين في مجال الاعمال.

2. تساعد التوأمة مع مدن أمريكا الشمالية على **إذابة الجليد** بين رجال الأعمال الصينيين والكنديين.

3. يساعد التوأمة مع مدن أمريكا الشمالية على **كسر الجليد** الخجل بين رجال الأعمال الصينيين والكنديين.

4. الاعمال الصينين ورجال بين **كسرالحاجز** على يساعد الشمالية أمريكا مدن مع توأمة الكنديين

5. التوأمة مع مدن أمريكا الشمالية يساعد على **اعادة العلاقة** من جديد بين رجال الأعمال الصينيين والكنديين.

SL text	BREAK THE ICE (TO)
Sense of the SL text	Initiate conversation; make the first sale of the day

TL text	Sense of TL text	Strategy used	Compatibility of sense
كسر الروابط	Breaking the ties	Equivalence	-
إذابة الجليد	Melting the ice	Literal	-
كسر الجليد	Breaking the ice	Literal	-
كسرالحاجز	Breaking the barrier	Equivalence	+
اعادة العلاقة	Restarting the relationship	Equivalence	+

Discussion

The renderings of translators (1,2,3) are incompatible with the SL text intended meaning. Translators' renderings are irrelevant to the intended meaning in the sense that the original text is addressing the meaning of initiating or starting a relationship through getting over barriers or hindrances that might block or hamper this kind of relationship, while the offered translation versions are conveying a different meaning as shown in the table above.

Hence, these renderings are considered an inappropriate translation of the SL text.

Conversely, translators 4 and 5 translation versions comply with the given SL meaning, consequently ,their renderings are consequently deemed appropriate translations to the source text.

Conclusions:

This research concludes that translation of business jargons is a complicated process and its success depends on translator's cultural background knowledge on both of languages, also, the translator's ability to use different models of translation and adopt various procedures to catch the intended meaning. The correct translation of the business jargon does not mean correct translation for the whole text, as we see in text 3(Between a rock and a hard place). Majority translators failed to convey the intended meaning despite of 3 translations succeeded in translating the business jargon.

Recommendations:

- The task of translating business jargons requires the translators to have the ability to handle the rendering of each lexical item into the TL text.

- Translators of jargons in general and business jargons, in particular should be precise and consistent as much as possible

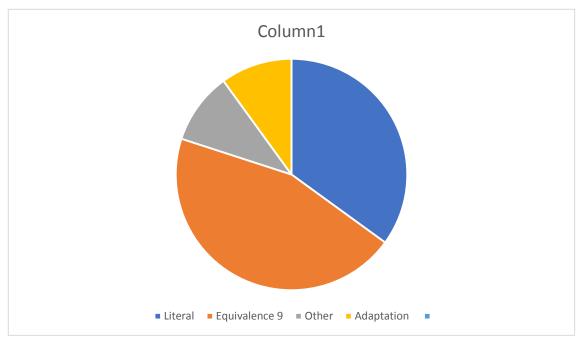as the business jargon can of different meanings based on field of use.

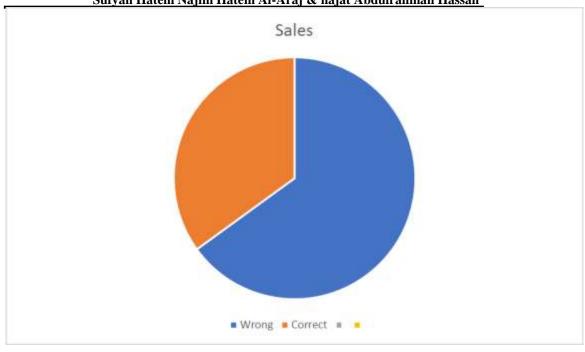Figure 1:   Translation procedures used by students

Sales

Wrong ■ Correct ■ ■

Figure2: statistic about correct and wrong translations

References

Amini,R . (1989). Outline of Culture. Tehran: Atar Press

Bassnett, S., & Lefevere, A. (1990). **Translation, History and Culture**. London: Printer Publishers

Bates, D & Plog, F. (1976). **Cultural Anthropology**, 3rd Ed., New York: McGraw-Hill, 6

Berbagi,F. (2001). **Definition Language according to the Experts** ,Essay on Schoolash web : https://schoolash.blogspot.com/2011/12/definition-language-according-to.html

Bearman,S. (2012). How to Use (not abuse) Jargon, Slang and Idioms , article published on WRITE IT SIDEWAYS. Retrieved from : https://writeitsideways.com/how-to-use-not-abuse-jargon-slang-and-idioms/

210

Brown, H. D. (2000). **Principles of Language Learning and Teaching**, NY, Longman.

Catford, J. (1965). **A Linguistic Theory of Translation**. (1ˢᵗ ed) London. Oxford University Press.

Crum,M. (2014). **Why Workplace Jargon Is A Big Problem.** Huffpost web. Apr25,2014.

Crystal, D. (2003). **English as a Global Language**. (2ⁿᵈ ed.). Cambridge: Cambridge   University Press.

De Saussure,F. (2011). **Course in general linguistics.** (3ʳᵈ ed). Columbia University Press- New York

Emmitt, M & Pollock, j. (1997). Language and Learning: an introduction for teaching. (2ⁿᵈ ed). Oxford University Press, 1997.

Fromkin , F.(2011) **An Introduction to Language** ,9ᵗʰ ed , Michael Rosenberg press-Canada.

Goodenough,W.(1981). **Culture Language and Society**. 2ⁿᵈ ed, Benjamin /Cummings-California

Jiang ,W. (2000).**The relationship between culture and language.** ELT journal Volume .54 Issue 4.(October 2000).

Kridalaksana, H. (1993)**. Kamus Linguistik (edisi ketiga).** Jakarta: PT. Gramedia Pustaka Utama

Larson,M (1984) **Meaning Based Translation: A Guide to Cross Language Equivalent**. Boston: University Press of America.

Munday, J. (2008). **Introducing Translation Studies**. 2nd ed., London: Routledge.

Munday, J & Hatim, B .(2004) **Translation: An Advanced Resource Book.**. 1st ed, London: Routledge 2004.

Newmark. (1988). **A Textbook of Translation**. Hertfordshire: Prentice Hall International.

Nida, E .2002**.Contexts in Translating.** John Benjamins Publishing Company, Amsterdam, 2002.

Nida, Eugene & Charles , R. Taber. (1982). **The Theory and Practice of Translation**. Leiden: E.J. Brill.

Nordquist, R. (2019). "**Business Jargon**." ThoughtCo, Feb. 11, 2020, thoughtco.com. Retrieved from: https://www.thoughtco. com/what-is-business-jargon-1689043

Nugroho, B. (2007). **Meaning and Translation.**JEE**(**Journal of English and Education) Volume .1 Issue 2.(December 2007).

Rocher, G. (1972). **A General Introduction to Sociology: A theoretical perspective**. Translated from French by Peta Sheriff. New York: St. Martin's Press

Santoso, K .(1990). **Problematika Bahasa Indonesia**. Bandung: Angkasa. 1990.

Sapir,E. 1963. **Selected Writings of Edward Sapir in Language, Culture, and Personality**. 4th ed , University of California Press.

Shan, J. 2019. **What Are the Different Chinese Dialects?,** ThoughtCo, Feb. 11, 2020,

Wardhaugh, R. (2010). **An Introduction to Sociolinguistics**, 6th ed, Blackwell Publishing.

Yule, G. (2006). **The Study of Language**. 3rd ed , Cambridge University Press.

تأثير الثقافة على ترجمة مصطلحات رطانة الأعمال

سفيان حاتم نجم حاتم الأعرج* و نجاة عبدالرحمن حسن*

المستخلص

من المعلوم ان اللغة والثقافة مترابطتان بشكل وثيق وللغة دور حيوي في الثقافة؛ إذ يركز بعض الباحثين على دور اللغة في وجود الثقافة وكيف ان وجود الثقافة يعتمد بشكل كبير على اللغة. كما يبدو جليًا ان اللغة تعكس الثقافة وان الاخيرة تؤثر على اللغة وتصقلها، وتمثل ترجمة مصطلحات الرطانة التجارية تحديا حقيقيا للمترجمين حيث ان هذه الفعالية تستلزم توفر مؤهلات ومهارات خاصة فضلًا عن توفر ثقافة جيدة حول الموضوع المطلوب ترجمته ناهيك عن معرفة ثقافة اللغة الهدف، ويتناول هذا البحث العلاقة بين اللغة والثقافة علاوة على مناقشة العوامل المؤثرة على ترجمة مصطلحات الرطانة التجارية ومن أجل تحقيق هذا الهدف، وتم توزيع اختبار على ٧ من طلبة الماجستير في كلية الآداب– في قسم الترجمة للعام الدراسي ٢٠١٩-٢٠٢٠ ويشمل الاختبار ٤ عبارات خاصة بالأعمال التجارية تتضمن مصطلحات رطانة اعمال اميركية وقمنا باختيار ٥ ترجمات مختلفة لكل من النصوص المذكورة آنفًا من أجل تحليل الترجمات وتحديد الاستراتيجية التي تبناها الطلاب في ترجمة مصطلحات الرطانة وكذلك تحديد أخطاء الترجمة وتحليلها لدى الطلاب من أجل كشف الأسباب وراء ارتكاب الأخطاء في الترجمة.

الكلمات المفتاحية: تأثير ، الثقافة ، الترجمة ، مصطلحات رطانة الأعمال.

طالب ماجستير/قسم الترجمة/كلية الآداب/جامعة الموصل.
مدرس/قسم الترجمة/كلية الآداب/جامعة الموصل.