

A Cognitive Approach in Specialized Translation: Obstacles Faced by ESL Students at the UFE

النهج المعرفي في الترجمة التخصصية: الصعوبات التي يواجهها طلاب UFE في اللغة الإنجليزية كلغة أجنبية ثانية

Sarah ABOUELENINE ABDELHALIM

Université Française D'Égypte (Egypt), sara.abouleinen@ufe.edu.eg

Received: 14/01/2023

Accepted: 11/02/2023

Published: 17/03/2023

Abstract:

Translation is the art of communication, which takes place through language to transfer the meaning from the Source Text to the Target Text. So, the translator requires a double-sided ability to translate a specialized text. Such ability deals with the fluency of the Target Language and the comprehensive knowledge of the original text. Thus, this paper aims at applying a cognitive approach to specialized translation to help in understanding the original text to be translated, which takes place through applying: Lexico- grammatical patterns (collocations), Semantic patterns (metaphors), and Register patterns (domain-knowledge) to overcome the obstacles faced by ESL freshmen in translating from English into Arabic and vice versa. The analysis is based on providing some extracts from economic articles published in Reuters, CNBC, and Elwatannews and the proposed translations by students of year 1 and 2. The results show that students need to be aware of collocations, metaphors, and domain-knowledge to be able to transfer the meaning to the Target Language.

Keywords: Cognitive Approach, Collocations, Conceptualization, Metaphors, Teaching Specialized Translation

ملخص:

الترجمة هي فن التواصل الذي يقوم علي نقل المعلومات من اللغة الرئيسية إلى اللغة الهدف فعلي المترجم إتقان اللغة الهدف و فهم النص الأساسي باللغة الرئيسية فهما شاملا ولذلك تعتمد هذه الدراسة علي تطبيق المنهج المعرفي في الترجمة التخصصية لفهم النص عن طريق معرفة المتلازمات اللفظية والاستعارة ومعرفة مجال التخصص حتي يتسني للمترجم ترجمة النص من العربية إلى الإنجليزية والعكس. ويقوم التحليل علي تطبيق عناصر المنهج المعرفي علي الترجمات المقترحة من طلاب الفرق الاولي والثانية لمقالات نشرت في رويترز وسي أن بي سي والوطن نيوز في المجال الاقتصادي وأوضحت النتائج أنه ينبغي علي الطلاب إتقان استخدام المتلازمات اللفظية والاستعارة ومعرفة مجال التخصص لترجمة النصوص المستهدفة بشكل سليم.

كلمات مفتاحية: النهج المعرفي، المتلازمات، المفهوم التصوري، التعابير الاستعارية، تدريس الترجمة التخصصية

Corresponding author: Sarah ABOUELENINE ABDELHALIM , e-mail: authorC@mail.com

1. Introduction

Economic translation deals with specialized issues that have to do with many domains, like business, commerce, banking, finance, etc. Also, there are several aspects that are supposed to be taken into consideration while translating economic texts. One of the most important aspects is choosing the correct equivalence of the word and using it in its given context. This takes place in accordance with knowing the formality levels of the source and target texts, and the metaphoric expressions, which are, frequently, used in media discourse. Thus, such type of translation requires a lot of time in order to produce a correct and accurate translation to the target language. According to Kausmaul (1995), “[T]ranslation is not just an exchange of words and structures, but a communication process that takes into consideration the reader of the translation within a specific culture” (Cited from Imam, 2020, p. 47). Munday (2008) also stated that translation is considered, nowadays, as a discipline on its own as its study as an academic subject has begun recently. Moreover, Meloyan (2015) added that there is an increasing necessity of translation of economic information because it plays a very important role in international business communication. This is simply because it is considered as a subfield within the field of business translation. It includes documents, such as accounting reports, balance sheets, technical economic statements, credit applications, letters of guarantee, tenders, invoices, reports, bills, warranties agreements, bank statements, etc. At the same time, it is of a great importance to draw a fine line between formal economic writings and journalistic ones. Thus, Leech and Svartvik (1975) explained the different use of formal and informal language while writing. They stated that “Formal language is the type of language we use publicly for some serious purposes, for example, in official reports, business letters, regulations, and academic writing” (Leech & Svartvik 1975, p. 23). On the other hand, they mentioned that “Informal English is now more and more also in written communication kind, for example in newspapers, magazines, advertisements and popular fiction” (Leech & Svartvik 1975, p. 24). Moreover, Dominguez and Rokowski (2002, p. 1) elaborated the fact that without previous knowledge of specialized terminology, it would be difficult to transfer the meaning correctly to the target language. This knowledge includes background information about the concept behind the terms used as well as its contrastive knowledge. For instance, the contrastive knowledge deals with how the term is used in the target language. Without such knowledge, it becomes impossible for the translator to provide a good or accurate translation. Also, to avoid the obstacles that could be faced by the translator in terms of formality level, the translator should be aware of formal and informal languages at both the word and structural levels. This is simply because a translator is supposed to provide a translation which is not only based on the context, but also on the form. Thus, the study of Reiss’ and Newmark’s translation theories on Text Typology could be of a great help in understanding the type of the text which could affect the selection of the translation strategy. Furthermore, White (2003) explained that there has been a

growing interest in the use of metaphors, or metaphoric expressions, in both economics and business especially in the field of English for Specific Purposes. Metaphors are frequently used in business, magazines, books, and newspapers due to their positive impact on the readers' cognition. This impact in most cases is positive. In addition, Koller (2004) discussed the use of metaphoric expressions in business media texts explaining its influence on the readers' cognition. She hypothesized that business media discourse is characterized by coherent metaphor cluster. Also, Wang (2017) mentioned that there are various different styles of business text. Such features include specialized terminology, collocations, fixed expressions, formal language, and metaphoric expressions.

1.1 Significance of the Study

This study aims at exploring the obstacles faced by ESL freshmen, especially year 1 and year 2, which are 40 students, in translating economic texts from Arabic into English and vice versa showing the relationship between linguistics and translation. These obstacles deal with lexical problems in terms of word collocations and economic specialized terminology. In addition, they deal with translating metaphoric expressions/ metaphors as well as using the equivalence that is from the same register (formal versus informal language), especially in business media discourse. To that end, the study introduces Reiss' and Newmark's text typology in order to determine the links between text types and the method or the strategy of translation used. Secondly, it provides a lexical analysis of certain business media articles. Finally, the researcher explores the metaphoric expressions and collocations that are found in the extracts under study, their proposed translations by the students, and he/she suggests their translations.

2. Methodology

The main aim of this study is to show the importance of knowing the significance of collocations, metaphors, and register or domain- knowledge in producing an accurate translation that meets the meaning in the source language and maintains that structure of the target language at the same time. Therefore, the researcher adopts Conceptual Metaphor Theory to provide a better understanding of the metaphoric expressions and collocations which are used in business media discourse based on Kövecses (2002) and White's (2003) classifications of metaphors used in economic media article. In terms of register- knowledge, the researcher applies Leech's and Svartvik's (1975) approach adopted by Reiss and Newmark's Text Typology that shows the correlation between both the formality level and the lexical choices in providing a good translation. At the same time, such typology helps in understanding word collections to choose the best equivalence from monolingual and bilingual

specialized dictionaries. This is simply because it is of a great importance to find the closest equivalence to the intended message in the source language and to successfully express it in the target language.

2.1 Data Collection

The analysis is based on translating three economic media articles published in Reuters, CNBC, and Elwatannews. Particularly, there is one article from CNBC, one article from Reuters, and one article from Elwatannews. Such articles include a wide range of specialized collocations and metaphoric expressions. They also express the importance of register or domain-knowledge in translating from English into Arabic and vice versa.

2.2 Procedures

The analysis is on three levels. On the first level, collocations are examined. The researcher asked the 40 ESL students of years 1 and 2 to translate such economic articles to examine if there are any difficulties in translating collocations. They were allowed to use monolingual and bilingual dictionaries along with online sources for getting further support. On the second level, metaphoric expressions are analysed. The researcher asked the same students to find the metaphoric expressions based on Kövecses (2002) and White's (2003) classifications to check how they translated such expressions. Also, the researcher examined the obstacles they faced while translating these expressions. On the third level, register or domain-knowledge is investigated. The researcher evaluated the students' translations based on how they maintained both the structure and formality levels of the target languages either in English or in Arabic.

2.2.1 Collocations

What makes an economic text difficult for non-specialized readers, young translators, or non-professionals is the use of collocations and specialized terminology. Baker (1992, p. 53) argued that register-specific collocations or specialized terminology are not the set of words that are commonly used in a specific discipline. They are far beyond the list of terms which are found in specialized dictionaries or glossaries, for example, the term 'bookkeeping' that has a fixed equivalent in Arabic as 'إمساك الدفاتر'.

Moreover, Baker (1992, p. 47) stated "the tendency of certain words to co-occur has to do with their propositional meanings." In other words, she elaborated the importance of the propositional meaning of a word or an utterance. Such importance arises from the relation between word and what it refers to or presupposes. For instance, when a translation is evaluated as being 'inaccurate', it is often on the basis of or related to maintaining the propositional meaning.

Furthermore, Baker (1992, p. 53) highlighted the fact that “being a native speaker of a language does not automatically mean that the translator can assess the acceptability or typicality of register- specific collocations.” That is the main reason behind suggesting giving courses in specialized or technical language because they are an important component of translation training syllabuses. A well-known example is the economic term ‘audit’. It has two different meanings in two different contexts or situations. If the context is related to taxes as ‘tax audit’, it is translated into ‘الفحص الضريبي’. However, if it comes in a banking text as ‘bank audit’, it is translated into ‘المراجعة البنكية’.

In addition, according to Baker (1992, p. 64) regarding register-specific collocations, “their name suggests, fixed expressions...allow little or no variation in form. In this respect, they behave very much like idioms. Unlike idioms; however, fixed expressions and proverbs have fairly transparent meanings.” Thus, the excessive use of specialized terms is one of the main difficulties which are faced by translators in translating economic texts in particular. To overcome this problem, translators are supposed to use specialized monolingual and bilingual dictionaries while translating. They should give a full attention and consideration to monolingual ones because they provide many definitions for the same term based on the context of use. In others words, they express the meaning of the term in its specific situation. However, Kausmaul (1995) has a different opinion and sees that dictionaries are part of the truth . Accordingly, translators have to use other sources of information such as the Internet to read more about economic terminology to enrich their background knowledge. For example, the two synonyms: ‘income’ ‘الدخل’ and ‘profit’ ‘الربح’, which have two totally different meanings based on the context. Non-specialized users of the language can think that there is no difference between these two terms; however, the professionals know that they are totally different and cannot be used interchangeably. This is simply because an ‘income’ means the money received on a regular basis from work while a ‘profit’ means a financial gain which needs specific calculations to be concluded.

2.2.2 Metaphoric expressions

Dingfang (2002, p. 28) defined metaphor as “a cognitive process during which people comprehend and experience target domain depending upon the similarities and the corrections between the source domain and the target domain.” Therefore, such similarities and corrections are the grounding of metaphors.

El-Shazly (2006) indicated that the use of metaphors is a common feature in literature and everyday language because it deepens and strengthens the meaning and makes it more expressive. Also, Fouad (2010) advocated the importance of metaphor which is found in creating a specific perspective of the world, in evaluating political and social issues, and in having a persuasive function as well as an emotional impact. For example, metaphors help in forming people’s opinions and influencing their

cognition on a particular issue. Moreover, the use of metaphor has a significance which is to link concepts that are familiar to learners with other concepts that are new or less familiar or popular.

Furthermore, White (2003) examined the growth of metaphors use in economics or in economic texts through a linguistic study of its collocations over the last decade in British Press and in specialized economic writing. White (2003, p. 136) compared the growth of metaphor's use to a plant indicating that "in practice, it can be said that the most noticeable feature of a plant is its inclination for growth and this growth may vary widely under different circumstances." Therefore, White (2003) provided a classification of metaphors frequently used in business media articles. The initial framework for understanding economics could start with the general metaphor 'ECONOMY AS A LIVING ORGANISM'. White (2003, p. 136) mentioned "the productivity of the metaphor will be more obviously available at the basic level." He classified this level which is related to plant, animal, or human stating this sub-categorization within the general metaphor 'ECONOMY IS A PLANT, AN ANIMAL, OR A HUMAN.' These categorizations share common overlapping features so that certain metaphoric expressions could be assigned to. Therefore, some attributes are more proper to one or more of these sub-domains based on the field of use. Accordingly, White (2003) categorized and classified the different types of metaphors used in business media discourse as the following list:

- THE ECONOMY IS A PLANT
- THE ECONOMY IS AN ANIMAL
- THE ECONOMY IS A HUMAN BEING
- THE ECONOMY IS A MECHANICAL PROCESS

In addition, Kövecses (2002) mentioned, in his book *Metaphor: A Practical Introduction*, the four metaphors on the basis of the Complex System Metaphor. These metaphors are based on the fact that the target domain of abstract complex economy is high while the source domain of human beings, a machine, a plant, and a building is lower than economy. In other words, the properties of abstract and complex economic concepts and systems which are dealing with function, stability, development, and condition are primarily featured in the following generalized mapping:

Target Domain	Source Domain
ABSTRACT ECONOMIC SYSTEMS	HUMAN BEINGS
	MACHINE
	PLANT
	BUILDING(Kövecses 2002, p. 127- 128)

Kövecses (2002) provided a list of examples to explain each category. The first list explains ECONOMY IS A HUMAN BEING :

- The European Central Bank is in its infancy.
- The Korean economy is in great danger of becoming an aging economy.
- That failed to calm the market nerve.
- British car industry now looks healthier.

The second list explains ECONOMY IS A MACHINE:

- The American economy is operating well above capacity.
- They are commercial activity that oils the wheel of economic growth.

The third list explains ECONOMY IS A PLANT:

- The branch of the company.
- The economy has grown by 7.7%.
- We have already seen entirely economy sprouting up.

The fourth and the last list explains ECONOMY IS A BUILDING:

- New technologies have been the structure of the American economy.
- Construct a market economy.
- They put a ceiling on the income tax.

2.2.2.1 Conceptual Metaphor Theory

Lakoff and Johnson in 1980 defined metaphor as a cognitive mechanism where a concept is partially mapped onto another concept. Deignan (2010, p. 44) stated “conceptual metaphor theory, sometime, called cognitive metaphor theory, was developed by researchers within the field of cognitive linguistics. It became widely known within the publication of *Metaphors We Live By* by Lakoff and Johnson in 1980.” They challenged the traditional minor view of metaphor and developed a new theory. Lakoff and Johnson (1980, p. 3) stated “our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature.” This means that “metaphor is persuasive in everyday life, not just in language, but in thought and action” (Lakoff & Johnson 1980, p. 3).

Deignan (2010, p. 44) asserted that “conceptual metaphor theory proposes metaphor as a link between two domains, termed the ‘source’ domain and the ‘target’ domain.” The terminology of the abstract subject is the “target domain” and the concrete one is the “source domain” (Lakoff & Johnson 2003, p. 14). Therefore, according to Lakoff and Johnson (1980/2003), the source domain is the conceptual domain when we draw metaphorical expressions while the target domain is the conceptual domain when we try to understand these expressions. For example, TIME IS A RESOURCE ; people understand time through the structure of the resource. Thus,

a resource, as a kind of valuable substance, can be quantified and used up progressively. Accordingly, with our experience with material resources, it is understood as:

TIME is a kind of abstract substance

Can be quantified fairly precisely,

Can be assigned a value per unit

Serves a purposeful end.

Is used up progressively as it serves its purpose. (Kövecses 2002, p. 34)

Another example to explain the concept: ECONOMY IS WAR . War is the domain which is linked to the domain of economy. At the same time, the features of war are mapped onto economy to describe it. Therefore, in this example, economy is a ‘target domain’ that we try to understand in terms of war.

2.2.3 Register (Domain- Knowledge)

One of the main obstacles faced by ESL students, especially year 1 and year 2 while translating economic texts, is the formality levels of the target text. In order to translate an Arabic economic text into English, attention is supposed to be paid to formal and informal language at both the word and structural levels.

Leech and Svartvik (1975) stated that there are many differences in the use of vocabulary between formal and informal language in English. They mentioned that some of the words and expressions, which are used in formal situations, are not used in informal situations. For instance, words, like ‘commerce, continue, and conclude,’ are used in formal situations while words, like ‘give, keep up, and end,’ are used in informal ones. Similarly, the term *التهرب الضريبي* is translated into ‘tax evasion’ in formal contexts while it is translated into ‘tax dodge’ in informal ones.

Leech and Svartvik (1975) also mentioned some grammatical differences between formal and informal English as follows: “There are also some grammatical differences between formal and informal English: for example, the use who and whom, and the placing of a preposition at the beginning or at the end of a clause” (Leech & Svartvik 1975, p. 25).

Moreover, Leech and Svartvik (1975, p. 25) stated that “formal written language often goes with an impersonal style; i.e. one in which the speaker does not refer directly to himself or his reader, but avoids the pronoun I, you, we. Some of the common features of impersonal language are passives, sentences beginning with introductory it, and abstract nouns.”

Furthermore, Leech and Svartvik (1975, p. 25) discussed the linking adverbials of cause or reason meaning. For example, therefore, thus, accordingly, hence, consequently are formal, but so is informal. Also, the conjunctions while and whereas are more formal and can express contract between two equivalent ideas.

According to Dudley- Evans and St John (1998), nominalization is a form of specific formal genres in business English, such as reports, contracts, and specialized letters. In other words, nominalization is the use of verbal nouns which usually end in suffixes such as -ation, -ition, -ity, -ment, or -ness. They also mentioned that the use of many phrasal and prepositional verbs is a feature of informal style. For example, the use of find out, blow up, come across is informal while the use of discover, explode, and encounter is more formal. Accordingly, in economic translation, if the term تصفية is found in a formal text, it is going to be translated into liquidation not wind up because it is informal.

Therefore, Leech and Svartivk (1975, p. 23) discussed that “[f]ormal language is the type of language we use publicly for some serious purpose, for example, in official reports, business letters, regulations, and academic writing.” Informal language is generally easier to understand and is used in advertisement and newspaper article. Leech and Svartivk (1975, p. 24) stated “informal English is now more and more also in written communication kind, for example, in newspapers, magazines, advertisement, and popular fiction.”

2.2.3.1 Reiss and Newmark’s Text Typology

Text typology, which is a new perspective of translation criteria, plays a vital role in the choice of translation strategies and it provides implications for addressing the problem of translation nowadays. The study of text typology can be useful for the translator in many different ways. Knowing the text-type of the source text and its features makes it easier for the translator to determine the appropriate strategy to be used throughout the process of translation.

Munday (2012, p. 112) mentioned that “the classification of text types assists greatly in selecting the most suitable translation approach.” He added that Reiss and Newmark suggest a very reasonable and convincing link between text types and translation approaches. Therefore, classifying text types gives the translator a guide in adopting the suitable translation approach which is going to fit the text.

3. Analysis and Discussion

The analysis is based on three articles from Elwatannews, CNBC and Reuters. ESL students were supposed to translate those articles from Arabic into English and vice versa. The chosen extracts show the obstacles faced by the 40 students in translating such texts, and a suggested translation is provided.

3.1 The First Article from Elwatannews

The main purpose of writing this article is to state a fact that Egypt is progressing and is about to become a developed country. Therefore, the article discusses the fact

that Egypt has succeeded in completing the first phase of the economic reform and will start the second phase of the structural reform. This takes place thanks to the efforts of the government.

1. مصر انتقلت من دولة نامية إلى صاعدة

This is the headline of the article. It is a noun phrase and the purpose of using a noun phrase in Arabic instead of a verb phrase is to act as a statement or to state a fact. Thus, the main purpose of writing this article is to state a fact that Egypt is progressing. Therefore, students are supposed to be aware of the register in order to be able to provide a good translation.

a. **Egypt transformed from a developing country to an uplifting country.**

(Students' Translation)

In this translation, the students did not consider collocations and register. They used the term **transformed**, which means a change in the physical structure of something. Also, they used the past tense, which indicates that there is no change any more. This is the total opposite of the original meaning of the source text. Moreover, they used the term **uplifting country** or **rising country** to describe the status of the country, which is not the correct collocation because it means to elevate or to rise above an area. It is not the exact meaning in Arabic. However, the term **emerging** means the country has some characteristics of a developed one but not fully developed yet, which is the exact meaning in the original text.

b. **Egypt has moved from a developing country to an emerging one.**

(Suggested Translation)

The use of the present perfect tense in **has moved** indicates that Egypt was a developing country, and, now, it is moving towards becoming a developed country. Therefore, it is an emerging one. The use of the verb **move** shows action and a change from one state to another.

2. أن القيادة السياسية تعمل على إعداد اقتصاد مصري تنافسي

This utterance shows the role of the Egyptian government in reforming the economy to be able to compete with the developed economies. It is a noun phrase which means that it is a statement of facts as the action has already been taken.

a. **The government is working on building a competitive economy.**

(Students' Translation)

In this translation, the students faced two obstacles in terms of collocations and

metaphoric expressions. A government does not build an economy; it is constructing or preparing it. This is based on register or the domain knowledge of economics. Also, the use of **تنافسي** or competitive indicates a characteristic of a human being. Therefore, it is a metaphor related to ECONOMY IS A HUMAN BEING (a competitive person).

b. **The Egyptian government is working on constructing a rivalry economy.**

(Suggested Translation)

The term **rivalry** could be the best choice when it comes to describe an economy or the intention of the government to reduce the consumption of other products rather than the Egyptian ones. It carries the meaning of being competitive, which is the exact meaning in the Source Text.

3. تحول مصر من دولة صاعدة لدولة متقدمة

This utterance means that Egypt has changed so that it can be described as a developed country. In other words, it means that Egypt is going to face obstacles and burdens during the phase of its transformation. Moreover, the term **تحول مصر** is an economic expression, which is formal and indicates a huge change.

a. **Egypt's elevation from a rising country to a developed country.**

(Students' Translation)

In this translation, the students faced one obstacle related to collocation. They used the term **elevation** to refer to Egypt's transformation. It is not the actual meaning in the Source Text because it means **تصعيد** not **تحول**. Also, they used the term **rising** to give the meaning an emerging country. The repetition of the word country is incorrect to avoid redundancy.

b. **Egypt's transformation from an emerging country to a developed one.**

(Suggested Translation)

The term **transformation** means **تحول** or change from one state to another, which is the more appropriate choice to maintain the original meaning.

4. تخفيف تكاليف الاتصالات داخل القطاعات الأخرى

This utterance indicates the procedures taken by the Egyptian government in order to enhance its economic status. This is a noun phrase, which implies a statement of facts. In Arabic, a sentence is supposed to start with a definite word if not, it must have a significance. In this utterance, the significance is in the reduction of cost or the cut of expenses, not any sector, but the reduction is in the sector related to communication.

a. **decrease costs** to stand for **تخفيف تكاليف** (Students' Translation)

In this translation, students faced one obstacle related to collocation. The term **decrease** means **تقليل** which is different from **تخفيف** so the meaning is inaccurate and informal. The term **تخفيف** implicates to decrease the expenses of a specific sector. Therefore, the more appropriate term to give this exact meaning is **reduce**.

b. **Reduce costs** (Suggested Translation)

3.2 The second article from CNBC

This article discusses the reasons behind the recovery of Wall Street.

1. بفضل أرباح الشركات وانتعاش الاقتصاد

This part of the headline is very significant because it includes a certain cause and its effect. It shows why Wall Street closes achieving the highest rates. Also, it highlights the effect of this on the economy. Accordingly, this prepositional phrase is very important.

a. **Thanks to companies' profits and the refreshed economy.**

(Students' Translation)

In this translation, the students faced three obstacles in terms of collocation, metaphor, and register. The term **الشركات** is formal in Arabic, but in English, there is another formal term, which is **corporates** in order to maintain the formality of the text. Also, the metaphor **انتعاش الاقتصاد** comes under ECONOMY IS A HUMAN BEING (patient) like **انتعش المريض** which means **عادته إليه قوته وصحته وحيوته**; however, the term **refreshed** does not provide the accurate meaning in Arabic because the economy was down; so it is recovered not refreshed.

b. **Thanks to corporates' profits and the recovery of economy.**

(Suggested Translation)

6. حققت وول ستريت مكاسب

This utterance indicates that Wall Street achieved success. It is a verb phrase; therefore, it shows a significance in terms of the change in the status of Wall Street. In other words, it shows the transformation of Wall Street from being down into achieving the highest rates.

a. **Wall Street made profits.** (Students' Translation)

In this translation, the students faced the obstacle in collocation because Wall Street did not made profits. On the contrary, Wall Street has achieved gains as it is a formal context, and it provides the accurate translation from Arabic into English.

b. **Wall Street achieved gains.** (Suggested Translation)

غذت نتائج أعمال إيجابية للشركات ومؤشرات على انتعاش الاقتصاد شهية المستثمرين للمخاطرة .7

This utterance means that based on the positive results of firms/ corporates, the economy has recovered due to the investors' intention to take risks. It is a verb phrase, so it means that there is a kind of change taking place not just a static status.

- a. **The positive results of companies fed the economy and help in the refreshment of the economy and the appetite of the investors for adventures.** (Students' Translation)

In this translation, the students faced obstacle in collocation, metaphor, and register. They were supposed to specify the type of results. The term **companies** is informal in this context. The term **adventures** is also informal in this context. The metaphor **انتعاش الاقتصاد و شهية المستثمرين للمخاطرة** is an economic metaphoric expression which means that the investors are eager to take risks due to the recovery of the economy. Accordingly, it belongs to ECONOMY IS A HUMAN BEING (a hungry person). Also, the term **fed** is the literal translation of the verb **غذت** which is inaccurate, and it is an informal language. It could be the verb **fuelled**, which means **غذت** to give the more accurate meaning in the Target Language.

- b. **The positive business results for firms are an indication of a recovery in economy, which has fuelled investors' appetite for risks.**

(Suggested Translation)

3.3 The Third Article from Reuters

This article explains the fact that U.S. drillers add more oil and gas rigs for the fourth week in a row.

1. U.S. energy firms

This article discusses the reasons behind the progress of drilling for the fourth week in a row. The students were supposed to translate this text from English into Arabic.

- a. **شركات الطاقة الامريكية** (Students' Translation)

In this translation, the students faced obstacles in collocation and register. The term **energy** does not indicate **الطاقة**, according to the context, it is mainly related to oil and natural gas. Thus, the term **الطاقة** is informal and is not the correct equivalent. The most appropriate equivalent to give the same intended meaning or propositional meaning in Arabic is **النفط**.

- b. **شركات النفط الأمريكية** (Suggested Translation)

2. growth in drilling

This is a metaphor which is related to ECONOMY IS A PLANT due to the use of the term growth that is associated with planting. It means that there is an increase in

the number of rigs. In Arabic, when this expression is used, it means that there is a huge effort exerted, and a special care is given in order to help this thing to grow.

a. زيادة اعداد الحفارات (Students' Translation)

In this translation, the students faced obstacles in metaphor and collocation. They translated the intended meaning without caring about the metaphoric expression. This is simply because it is not زيادة as increase; it is about the concept of growth نمو itself.

b. نمو أعداد الحفارات (Suggested Translation)

3. U.S. oil rigs rose seven to 387 this week.

This utterance shows a huge increase in the number of rigs, which caused the progress and the recovery of the economy.

a. حفارات الزيت زادت من 7 الي 387 هذا الأسبوع (Students' Translation)

In this translation, the students faced obstacles related to collocation and register. In Arabic, the basic structure of the sentence is a verb followed by a subject then a complement. It means that something is changing and is not static, or there is a kind a statement to be mentioned. Accordingly, the students gave a different meaning through using this structure. They are supposed to follow the basic structure of an Arabic sentence in identifying when the change or the increase took place because the duration, or the time, is very important and is going to add to the meaning. In their translation, they mentioned when the increase took place at the end of the sentence. Therefore, it was supposed to be in the beginning of the sentence to maintain the original meaning. Moreover, they used the term حفارات الزيت which is inaccurate and informal. The use of the verb زاد means a slight increase of the quantity, which is not the case in this context.

b. هذا الأسبوع، ارتفع أعداد حفارات النفط الأمريكية من 7 إلى 387 (Suggested Translation)

4. the oil industry recovery

This is another metaphor, which is related to ECONOMY IS A HUMAN BEING like (a patient). It implies a progress and an emerging of the sector.

a. قطاع البترول أصبح صحي (Students' Translation)

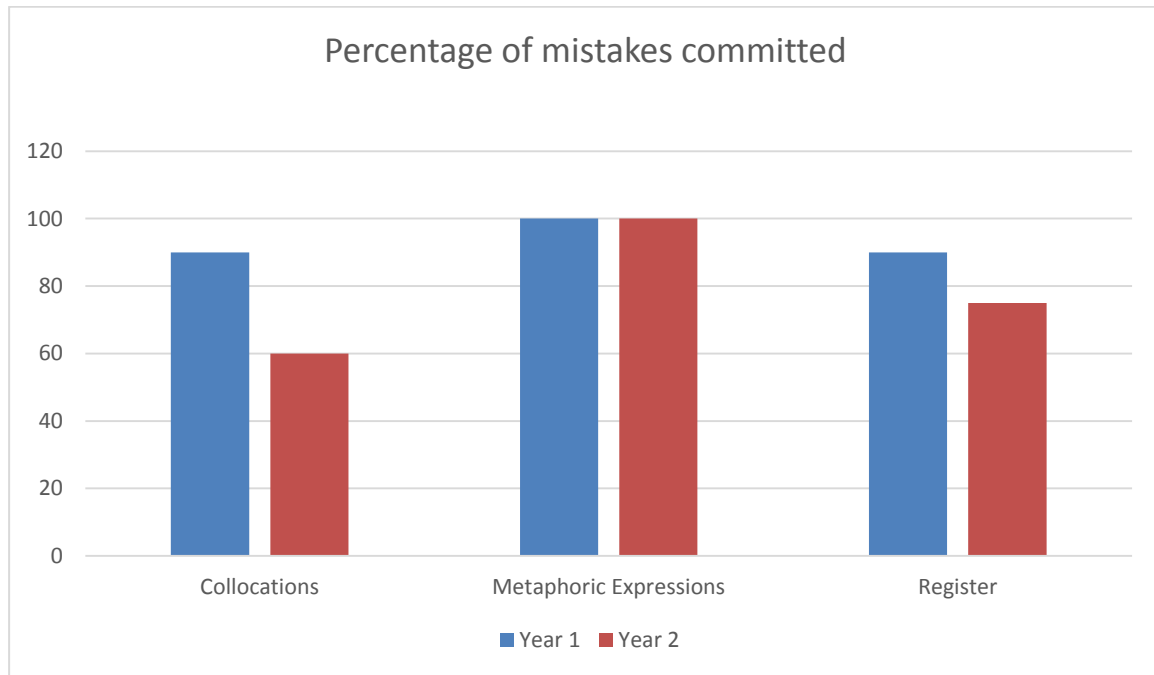
In this translation, the students faced obstacles related to collocation, metaphor, and register. In Arabic, the oil sector does not become healthier. The term صحي is used when the context is related to food or dietary not in a formal economic context. Therefore, the students used the literal meaning of the word without considering the text type or the context of use. Also, they added the verb أصبح which indicates that it is in the past simple tense, and it means that the sector is already healthy, which is

inaccurate and informal.

b. **لتعافي قطاع النفط** (Suggested Translation)

Therefore, based on the analysis of these extracts, it is clear that ESL freshmen faced obstacles in terms of collocations, 18 students from year 1 and 12 students from year 2, metaphoric expressions 20 students from each year, and register 18 students from year 1 and 15 students from year 2. The following figure indicates the percentage of the mistakes committed by the 40 students.

Figure 1



Moreover, according to the analysis and the major findings of the study, the researcher suggests some recommendations as follows:

1. The translator must be sure of the tools, or elements, that affect the meaning of the economic terms in order to be able to decide on the best method of translation. This is simply because such step is essential in the process of translation to avoid being accused of providing inaccurate translation or not related to the context. Such tools, or elements, have a close relation to the specific nature of both the economic language and its culture.
2. The translator must read more about the topics discussed in this field or get involved in training programs to enhance his ability and cultural knowledge in dealing with specialised economic terms.
3. The translator is supposed to be familiar with the economic terms in both the source language and the target one to be able to find the accurate equivalence as well as to recognize the concepts, which do not have an equivalence.

4. Conclusion

Translating economic texts is very problematic. This is simply because of the linguistic features governing the economic language. These features include specialized terms and collocations that need to be addressed and highlighted in reliable specialized dictionaries in order to know their meanings taking into consideration the background knowledge underlying these terms. Also, they are problematic due to the use of formal language in most of the economic texts while translating from Arabic into English. Moreover, the frequent use of metaphoric expressions in economic media discourse is another linguistic feature that shows how the economic texts are problematic.

The analysis has shown the main obstacles that faced ESL students in years 1 and 2 (freshmen) when translating economic texts from Arabic into English or vice versa. It has highlighted the importance and significance of translation theory as it is the basis through which the best method of translation can be chosen or selected. That is why the researcher has reviewed the most influential theories that have an impact on translating economic texts, such as Reiss' and Newmark's text typology, Leech's and Svartvik's correlation between text formality and lexical choices, as well as Kövecses (2002) and White's (2003) classification of the most frequently used metaphor in business media discourse.

5. References

- Baker, M. (1992). *In Other Words: A Course Book on Translation*. London: Routledge
- Deingna, A. Ed. (2010). *The Cognitive View of Metaphor: Conceptual Metaphor Theory*. UK: Equinox Publishing Ltd.
- Dominguez, G., Rokowski, P. (2002). Implications in Translating Economic Texts. *Translation Journal*. 6 (1): 1-2
- Dudley, E., John, M. (1998). *Developments in English for Specific Purposes: A Multi-Disciplinary Approach*. Cambridge: Cambridge University Press
- EL-Shazly, A. (2006). A study of Metaphor in Leila Aboulela's *The Translator*. *English Language and Literature Studies*. V (1): 169-177
- Fouad, M. (2010). *Critical Metaphor Theory Applied to Egyptian Political Discourse*. Essay in Honour of Salwa Kame, 53-58: Cairo University
- Imam, I., Riad, M., Elezabi, A., et al. (2020): Problems in Translating Economic Texts from English into Arabic and Vice Versa. *Journal of Scientific Research in Arts*. 21(1): 47
- Kausmaul, P. (1995). *Training the Translator*. Amsterdam: Benjamins
- Koller, V. (2004). *Metaphor and Gender in Business Media Discourse: A Critical Cognitive Study*. UK: Amazon. Co.
- Kövecses, Z. (2002): *Metaphor: A Practical Introduction*. Oxford: Oxford
- Lakoff, G., Johnson, M. (1980/2003). *Metaphor We Live By*. Chicago: The University of Chicago Press
- Leech, G., Svartvik, J. (1975). *A Communicative Grammar of English*. London: Longman
- Meloyan, S. (2015). Translation Peculiarities of Economic Texts (on the Basis of Economic Texts Translation from English into Ukrainian). *International Letters of Social and Humanistic Sciences*. 64 162-165
- Munday, J., Ed. (2008). *Introducing Translation Studies: Theories and Applications*. USA and Canada: Routledge
- Munday, J. (2012) *Evaluation in Translation: Critical Points of Translation Decision-Making*. London/New York: Routledge
- Wang, Z. (2017): *On the Characteristics of Translation and Business*. Proceeding of the 4th International Conference on Education, Management, Arts, Economics, and Social Sciences.
- White, M. (2003). *Metaphor and Economics-The Case of Growth: English for Specific Purposes*. Madrid: Universidad Politecnica de Madrid

6. Appendices

6.1 The first article from Elwatannews

أستاذ اقتصاد: مصر انتقلت من دولة نامية إلى صاعدة
قال الدكتور علي مسعود، أستاذ الاقتصاد، إن الدولة نجحت في إنجاز المرحلة الأولى من الإصلاح الاقتصادي، وحاليا دخلت الدولة في المرحلة الثانية والتي فيها سيتم تحقيق الإصلاحات الهيكلية، «إحنا انتقلنا من إنا دولة نامية لدولة صاعدة، وفي مرحلة الصعود دائما، ما يزيد نسبة قطاع الخدمات في الناتج المحلي الإجمالي.»
وأضاف «مسعود»، خلال مداخلة هاتفية له ببرنامج «هذا الصباح»، والمداع على فضائية «إكسترا نيوز»، أن القيادة السياسية تعمل على إعداد اقتصاد مصري تنافسي كباقي الدول الكبرى، وذلك من خلال صناعة منتجات ذات قدرات تقبل المنافسة، ما يؤكد ضرورة وضع نظام اقتصادي قائم على المعلومات، ونظم المعلومات والاتصالات المتطورة.
وأوضح أن المعاملات الدولية إن لم تجد سيولة ويسر وسرعة وقلة في التكاليف أثناء العمل على ذلك، فسيكون ذلك عبئا كبيرا وعائقا أمام تحول مصر من دولة صاعدة لدولة متقدمة، «إحنا بنقيس الناتج المحلي الإجمالي بقيمة السلع والخدمات اللي بيتم إنتاجها داخل الدولة، وقطاع الاتصالات هو قطاع خدمي، وقيمة الخدمات حال تطورها بتزيد، وبالتالي يزيد الناتج المحلي الإجمالي»
وأكد أن الإضافة غير المباشرة للناتج المحلي الإجمالي تكون ناجمة عن تقديم تيسيرات وتسهيلات، وكذا تخفيف تكاليف الاتصالات داخل القطاعات الأخرى، «دة بيكون ليه دور مباشر وأخر غير مباشر في زيادة الناتج المحلي الإجمالي»

6.2 The second article from CNBC

وول ستريت تغلق عند أعلى مستوى على الإطلاق بفضل أرباح الشركات وانتعاش الاقتصاد
حققت وول ستريت مكاسب للجلسة الرابعة على التوالي اليوم الجمعة، لتواصل موجة صعود دفعت جميع المؤشرات الثلاثة الرئيسية للأسهم الأميركية إلى قسم إغلاق قياسية إذ غدت نتائج أعمال إيجابية للشركات ومؤشرات على انتعاش الاقتصاد شهية المستثمرين للمخاطرة.
وأغلق المؤشر داو فوق 35 ألف نقطة للمرة الأولى على الإطلاق.
وتقلبت أسهم النمو والقيمة صعودا وهبوطا معظم الأسبوع إذ يوازن المتعاملون في السوق بين ارتفاع الإصابات بالسلالة دلتا من كوفيد-19 في مقابل نتائج أعمال قوية للشركات ومؤشرات على انتعاش اقتصادي.
ويتطلع المتعاملون الآن صوب الأسبوع القادم حين يعقد مجلس الاحتياطي الاتحادي اجتماعا بشأن السياسة النقدية وتصدر سلسلة من نتائج أعمال شركات كبيرة.
وسيفحص المستثمرون بيان مجلس الاحتياطي لاستقاء مؤشرات بشأن الإطار الزمني لتشديد السياسات التيسيرية على الرغم من أن جيروم باول رئيس المجلس كرر القول بأن الاقتصاد ما زال يحتاج إلى الدعم الكامل من البنك المركزي.
وصعد المؤشر داو جونز الصناعي 238.2 نقطة أو ما يعادل 0.68 بالمئة إلى 35061.55 نقطة، وارتفع المؤشر ستاندرد أند بورز 500 بمقدار 44.31 نقطة أو ما يعادل 1.01 بالمئة إلى 4411.79 نقطة وأضاف المؤشر ناسداك المجموع 152.39 نقطة أو ما يعادل 1.04 بالمئة إلى 14836.99 نقطة.
ومن بين 11 قطاعا رئيسيا على المؤشر ستاندرد أند بورز 500، أغلقت جميع القطاعات مرتفعة باستثناء الطاقة، فيما سجل قطاع خدمات الاتصالات أكبر ربح ليرتفع 2.7 بالمئة.

6.3 The third article from Reuters

U.S. drillers add oil and gas rigs for fourth week in a row -Baker Hughes
by Scott Disavino

July 23 (Reuters) - U.S. energy firms added oil and natural gas rigs for a fourth week in a row for the first time since May, spurred by higher oil prices although growth in drilling has been modest as producers favor spending austerity.

The oil and gas rig count, an early indicator of future output, rose seven to 491 in the week to July 23, its highest since April 2020, energy services firm Baker Hughes Co (BKR.N) said in its closely followed report on Friday. , ,

"Although total rigs are ... double, the amount recorded at the low point in mid-August of last year, drilling activity remains historically low, and one would have to return to August of 2016 (excluding last year) to find a lower rig count," analysts at Gelber & Associates in Houston said in a note.

U.S. oil rigs rose seven to 387 this week, their highest since April 2020, while gas rigs were unchanged at 104.

U.S. crude futures were on track to end the week near \$72 a barrel on Friday, little changed from last week, when it hit its highest October 2018.

With oil prices up 48% so far this year, several energy firms have said they plan to raise spending, which however, remains small as most firms continue to focus on boosting cash flow, reducing debt and increasing shareholder returns.

"Despite elevated oil and gas prices at times this year, drilling in many regions remains at maintenance levels. Significant rig additions are still necessary to overcome natural declines and sustain production growth later this year," the Gelber analysts said.

Baker Hughes Chief Executive Lorenzo Simonelli anticipates companies will add around 50 rigs in North America through the end of the year, with private companies picking up activity at current price levels. [read more](#)

Energy services firms are benefiting from a resumption of drilling driven by rising crude prices, and Schlumberger (SLB.N) and Halliburton (HAL.N) this week delivered a bullish outlook for *the oil industry recovery*.

But U.S. oil output may not reach pre-pandemic levels until after 2022, Schlumberger CEO Olivier Le Peuch said.

Enverus, a provider of energy data with its own closely watched rig count, said the number of active rigs jumped by 24 to 562 in the week to July 21 with the largest increases in Permian, up by 11 to 228, and the Anadarko Basin, with an eight-rig increase to 48.