



A Functional Analysis of The Translation of Advertising Headlines in Terms of Translational Action Theory

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Abstract

The study is intended to analyze and assess sample translations of advertising headlines in the light of functional theories with special focus on the translational action theory which indicates that translation should be performed to achieve a communicative function and that it must be primarily oriented towards action. Accordingly, the traditional views of the notion of equivalence in translation are departed in favour of a new functional view from a different perspective. The new functional approach involves a departure from the inherent focus on the ST to the TT and to the process of translation, hence, translation turns into a purposeful activity whose primary concern is fulfilling the intended communicative message beyond enslavement to the ST. So its primary concern shifts to highlighting the TL cultural, geographic and linguistic peculiarities.

Besides, the current study aims to show that translation analysis in terms of functional theory in general and translational action theory in particular would indicate that advertisement text producers/ translators normally pay special attention to headlines and sub headlines out of a recognition that they form the key to the reader's decision to read on and go through the details contained in the body of the text. And accordingly, a greater chance of commercializing the product(s) can be fulfilled which is the essence of the functional approach to translation. While the translator may resort to different techniques and procedures to render the meanings involved in a headline, some of these can be consistent with the skopos and action-oriented functional approach and best serve the intended advertising purpose, others fall short of realizing this due to lack of sufficient knowledge of the cultural, psychological and linguistic realities of the TL or a failure in grasping the intended meaning. So, the analysis involves highlighting the areas of success and failure and how to overcome them.

key words: skopos, translational action, equivalence, source text, target text

المستخلص

تهدف الدراسة الحالية الى تحليل وتقييم عينات لترجمات عناوين اعلانية في ضوء النظريات الوظيفية مع تركيز خاص على نظرية الفعل الترجمي التي تشير ان الترجمة ينبغي ان تنجز لتحقيق وظيفة تواصلية و يجب ان تكون متجهة بالأساس نحو الفعل. وفقا لذلك ، يجري التخلي عن الآراء التقليدية المتعلقة بمفهوم التكافؤ في الترجمة ليحل محلها رؤيا جديدة وظيفية من منظور جديد . تتضمن المقاربة الوظيفية الجديدة تخليا عن التركيز المتأصل على النص المصدر نحو النص الهدف وعملية الترجمة، لذا تصبح الترجمة نشاطا هادفا اهتمامه الرئيس انجاز الرسالة التواصلية المرادة بعيدا عن العبودية للنص المصدر. كما يتحول اهتمام الترجمة الرئيسي الى التأكيد على الخصوصيات الثقافية والجغرافية واللغوية.

كما تهدف الدراسة الحالية الى ايضاح ان تحليل الترجمة من خلال النظرية الوظيفية عموما ونظرية الفعل الترجمي على وجه الخصوص يشير الى ان واضعي/ مترجمي النص الاعلاني يولون عادة اهتماما خاصا بالعناوين الرئيسية والثانوية نتيجة لإدراكهم انها تشكل مفتاحا لاتخاذ القارئ القرار بمواصلة القراءة و الانتقال الى التفاصيل الموجودة في متن النص والخوض فيها. فتحقق تبعا لذلك فرصة اكبر لتسويق المنتج / المنتجات والذي يمثل جوهر المقاربة الوظيفية للترجمة. بينما قد يلجأ المترجم الى اساليب و اجراءات مختلفة لنقل المعاني المضمنة في عنوان ما ، فان البعض منها يمكن ان يأتي منسجما مع المقاربة الوظيفية المتجهة نحو الغاية والفعل وتخدم الغاية الاعلانية المرادة بأفضل صورة فيما تفشل اخرى في تحقيق هذا نتيجة للافقار الى المعرفة الكافية بالحقائق الثقافية والنفسية واللغوية للغة الهدف او الفشل في فهم المعنى المراد . لذلك يتضمن التحليل توضيحا لمواطن النجاح والفشل وكيفية التغلب عليها.

كلمات مفتاحية : الغاية ، الفعل الترجمي ، التكافؤ ، اللغة المصدر ، اللغة الهدف

1-Introduction

The origin of the Functional Theory is Germany, therefore , it is also Known by the label "German school of translation studies". The term Functionalist refers to the function or functions that a text and its translation perform . Broadly speaking, functional approaches view translation in terms of its communicative action, hence, meaning is understood in terms of the function performed. More specifically, translation , according to the functionalist approaches , may be defined as a transcultural activity with a purpose and "the linguistic form of the TT is determined by the purpose it is meant to fulfill(Schaffner,2009:115) . This may run in contrast with some

scholars' ideas like Newmark who argues that putting emphasis on the message at the expense of meaning richness weakens and causes harm to the ST authority(Newmark,1991: 106) .

Functionalist approaches are based on former theories which include: cultural theory , action theory , and communication theory . These approaches include Vermeer`s Skopos theory(1978, 1996), Reiss and Vermeer`s general theory of translation(1984, 1991) and Holz-Manttari`s theory of translatorial action(1984).Significant contributions have also been made by Honig and Kussmaul(1982/1991)(Schaffner,2009:116).

According to Vermeer`s Skopos theory , translation is no more considered a mere transcoding process, rather; it is some form of human action to be determined by its purpose. Even the word Skopos is Greek in its origin that came to acquire a technical meaning in translation to denote goal, aim or objective of translation (ibid).

The theory is prospective not retrospective in its attitude to translation . This prospective stance is highlighted by Vermeer's(1987:29) definition which states that " to translate means to produce a text in a target setting for a target purpose and target addressees in target circumstances ." According to him translation methods and strategies employed in translation , as a general rule , are determined by the TT intended purpose (1978: 100) .He also argues that a text is created to perform an assumed function or a set of functions put in mind(1989b:181).

The status of the ST is conceptualized in the light of the Skopos theory and the translator is the expert who decides the role the ST plays in the translation action (Schaffner,2009: 117). The decisive factor is the Skopos , as precisely specified, and the ST is only one component of the commission assigned to the translator, the Skopos, consequently, must be separately determined based on each specific case. Hence, the translation , in this vein , can be a mere adaptation to the target culture, while it may also aim to acquaint readership with the SL culture (ibid).

While maintaining fidelity to the ST is a possible and legitimate goal alike, the theory should not be taken as promoting unrestricted totally free translation in all or even most cases .The major point to understand , in this respect , is that there is no single correct or preferable translation (Vermeer, 1989b:182).

As for the general translation theory of Reiss and Vermeer, it was born after the development of Vermeer general Skopos theory and after combining it with Reiss's specific translation theory (Reiss and Vermeer as cited in Schaffner, 2009 : 117). The theory is characterized by its broad coverage of a

multitude of individual cases .It views a text as an offer of information by a producer to a receiver; i.e. to members of one cultural community in their own TL and culture (ibid : 117-18).A translation, then is an offer of information of a secondary status in which the translator undertakes offering information on certain aspects of the ST –in a situation based on the skopos of the TT as identified by the initiator taking in consideration the TT receivers' needs, expectations, etc.(Reiss and Vermeer 1984/1991).By definition, Translation is a process that involves both linguistic and cultural transfer; in other words,it is a process that transcends cultural barriers(Vermeer 1992:40).

Reiss and Vermeer have their own view about equivalence and the notion of equivalence ,as seen by the traditional approaches' perspective as a constitutive feature of translation, is departed, instead; the sense in which they use the label equivalence is that of adequacy to a skopos for which functional constancy is a requirement: as when a translation brief requires that TT words and structures are rendered faithfully as is the case in pedagogical situations(cited in Schaffner,2009:117). Vermeer has his own reservations about the role played by genre, for the genre of a TT is not determined by the source text genre , rather , it is the translation skopos that determines the appropriate genre that can be selected for the translatum (Vermeer, 1989b: 187).Reiss and Vermeer's approach is seen by some scholars less applicable in the case of literary translation than in other types of texts because of the special status occupied by literature and its lack of a clear purpose(s)(Snell-Hornby, 1990: 84).In contrast , numerous case studies supported the applicability of skopos theory for the various types of texts (including literary texts)(Snell- Hornby, 2006: 64).

2- The Translatorial Action Theory

The theory was introduced by Justa Holz- Manttari (1984)under the label 'translatorial action'. According to this theory, translation is viewed as primarily concerned with performing action through translating and that it constitutes an area of intercultural communication . Besides, the " end product" of translation is a text which is " capable of functioning appropriately in specific situations and contexts of use ...neither source and target text comparison nor linguistics , has any significant role to play and translation is situated within the wider context of cooperative interaction between professionals"(Schaffner, 2009:119). The main theories which Holz Mantarri draws upon are action theory and communication theory, the components involved in a "process of communication across cultural barriers" are highlighted through the latter theory , while the role of action

theory is to provide " the basis for a delineation of the specific characteristics of translatorial action"(ibid) .The theory is distinct in its framework and understanding of the role of translation and this is clear through Mantarri's development in German of " a distinct and highly abstract terminology at times eschewing even the term translation(ubersetzung) in order to avoid the connotations and expectations traditionally attached to that term(Mantarri as cited in Schaffner, 2009: 119).The theory endeavours to ensure that communication may take place across barriers arising from cultural differences. Ultimately, as Mantarri maintains that the translatorial action process Is the production of a message transmitter that can be utilized in super-ordinate configurations of actions whose function is to guide and coordinate communicative, cooperative action (Mantarri, 1984 as cited in Shaffner, 2009:118).

Since the determinant factor of an action is the function and action aimed at, consequently the outcomes must be judged on the basis of the same parameters .Mantarri indicates that the function of the TT is determined by its textual profile and that only through systematic translatorial analysis we can determine whether this is more or less similar to the ST textual profile(ibid) . Both skopos theory and the theory of translational action met objections as to their theoretical foundations, the concepts they use and how far the approach is applicable(Vermeer,1996: 22).

3- Advertisement : Definition and Characteristics .

Since the paper is a translation study of advertising headlines , it is necessary to provide sufficient definition of advertising . Yet , this definition is arguably changing over time(Arens,2004: 6-8) which may be attributed to the constant change , expansion and proliferation of old and new mass media . One Definition is given by Albert Laskar which indicates that it represents ,"salesmanship in print, driven by a reason why" (ibid).However, a functional definition of advertising states that it is :

[T]he structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media. [... .] Advertising is, first of all, a type of communication(ibid).

While advertisers are entitled to convey truths to their spectrum of customers, they are required at the same time to use creative methods to report their commercial materials to their targeted audience "communicatively, truthfully and creatively to the marketplace"(ibid).

In order to succeed in achieving the required effect on a target audience , advertising , it is emphasized , must convey a persuasive message to them(Yeshin ,2006).Hence , the product`s merits and high qualities are highlighted in advertisements to ensure customers` satisfaction and provide them with their needs.

A more recent definition with broader coverage is provided by Sihui who views advertising as a vehicle for "transporting the ways of life, customs, attitudes, mindsets and values of one culture across time and space to another culture" (2009: 261).

In translation , according to Reiss (2004: 23), the foremost attention is paid to preserving the ST impact in the TT . Further, the transference of the ST form or content becomes less in importance and great deviation from the ST may take place(ibid: 41).

There is a significant term of close relevance to translation process which was introduced by translation theorists and came into use in the translation of promotional materials of the kind dealt with in the present paper. This term is localization , and it may be defined as that " complex process taking into account not only the socio-cultural specificities of the target locale (e.g., behaviour patterns and values of the target culture), but also the politico-legal ones." (Guidere ,2003: 3-4)

Accordingly, within the theory of localization , translation is regarded as " the process of converting written texts or spoken words to another language ." and requires an accurate rendering of the ST full meaning into the TL while the cultural nuance and style have to be paid special attention in rendering (Esselink, 2000:4). De Mooij, on the other hand , indicates that when the local cultural orientations and preferences are not put into consideration in advertising materials, they" are likely to fail"(2010: 42).Whereas, Nord (1997) ascribes the cultural problems in translation to " the differences in the norms and conventions guiding verbal and non-verbal behaviour in the two cultures involved."(66),or due to differences in the thought process between any two cultures(Herman , 1993: 15) or in textual conventions.

Due to the increased globalization of the world that turned it into a village and the rapid proliferation of industries and products , translation industry is gaining increased importance and vitality. Based on this fact the demand for translating advertisements from English into Arabic over the last decades can be attributed to the wide spread of American and English – speaking

countries` products and services in Arab markets and of those which use English as commerce language(Al Agha,2006: 3).

Despite the above- mentioned importance of translating foreign products` promoting advertisements , only few studies have surveyed the topic(see Munday, 2004: 210).

3- The significance of Headlines

Crystal and Davy (1990:180) view headlines as a separate area of investigation in themselves because when compared to the language of other newspaper reports , they appear quite different. Obviously , they form a distinct and interesting part of the various types of texts , or in Zhang`s words, they represent" a kind of paratexts which occupy a privileged place of pragmatics and strategy in news reports"(2013: 396).While Altarabin(2020: 1) deems headline as " the most striking feature of any newspaper regardless of its type". He also explains that" While some linguists and journalists argue that only verbal headlines are full of action , others stress that verbless headlines equally feature action" (ibid.).

From a linguistic point of view and in his study of news media language, Allan (1991: 189) mentions two main functions of headlines:

- 1- They give a summary of the news texts content .
- 2- They attract the readers through the employment of " common rhetorical devices such as alliteration , pun and pseudodirect quotes, especially in the popular press".

Since designed to attract readers` attention , and being short titles above the news report and the style of which is characterized by being elliptical and telegraphic (see: Verdonic, 2002:4; Swan,2005: 211 and Shams, 2013: 23), headlines are , therefore characterized by distinctive structures and special vocabulary (Altarabin, 2020: 1).

Besides, to create a specific style characteristic of headlines, writers tend to use a diversity of devices to achieve this goal. This includes condensing the main point of the news story and doing their utmost to attract their readers` interest(Verdonk, 2002: 4). Hence, headlines are characterized by peculiar syntactic and stylistic features. On the level of syntax , for instance, headlines are normally characterized by the deletion of "be", simple tenses, a special way of punctuating and abbreviating(Altarabin, 2020 :1). While on the lexical level, the words used in constructing headlines would be " short, dramatic and used in a special sense" (ibid.)

On the typographical level, on the other hand , they would normally be written in a larger size and bolder type print than that of the body of the text they introduce(Verdonic, 2002: 4). The largeness of the writing size and

limitedness of space would normally have consequences on the linguistic and the stylistic level of headline writing. On the linguistic level, ellipsis becomes a predominant feature of headlines` language a matter which , in turn , have an effect on the level of style which comes as a result to be characterized by being " succinct" and " pungent" with a "direct and powerful effect on the reader" (ibid.) .

Furthermore , news headlines , due to having a distinct and singular style as it is known in ordinary language production and text composition making them much different from ordinary English, are thus difficult to understand(Altarabin, 2020 :1).

In translation , headlines pose serious problems and require special care and focus on the part of translators. Headline in the words of Vinay and darbelnet (1995 :176), is " an unusual extralinguistic concept of information " and its translation is of a problematic nature. Yet, familiarity with news headlines` syntactic and lexical features plays an important role in facilitating their translation between any two distinct languages like English and Arabic(Altarabin, 2020 :1).

The present paper focuses on studying Advertising headlines due to their exceptional importance in attracting readers` attention and encouraging them to know more about the content furnished in the body of the text. Ogilvy(1984: 104) explains this fact and argues that there are greater chances to read advertising headlines than reading its body as he indicates that "On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar" .

There is a plethora of characteristics shared across various news headlines in general and across English ones in particular. Thus , translators are entitled to provide not only context-related clarification but this also involves the provision or addition of extralinguistic knowledge concerning " culture, politics, historical allusions, current affairs, etc."(Vinay and Darbelnet, 1995 :175).

4 -Data Analysis

An analysis of advertisement headlines` samples , to identify the appropriate way to translate them into Arabic, how the approach is affected by the purpose of the text and text type, and how to consider the culture of the target audience, is carried out by the researcher. The samples of English-Arabic advertising headlines have been selected from a newspaper print ad in the field of automotive industry as a part of the official advertising launch campaign of the new BMW 6 Series Coupé targeting the Middle East

markets as well as from the following international corporate websites for advertising on their products:

<https://www.Philips.ae>

www.Johnsonbabyarabia.com

The paper attempts to provide a clear analysis of advertisement material in the light of functional theories.

The study also attempts to investigate how advertising messages are communicated through analysis of the translations of the sample headlines selected from English into Arabic in order to highlight issues of linguistic and cultural differences. Functionalist theories and their rules are used as a framework for analysis of the examples given. Evaluation of the advertising headlines` translation is made in order to determine how far the translations were ST-oriented or TT- oriented and the ways and strategies opted for to achieve the communicative skopos ,encouraging audience/ consumers to take the required purchasing action of products and services as translation , according to translatorial action theory turns into action and purports to motivate the receiver of the text to act in the intended interest of the consumerism skopos as set by the commissioner of the translation project .

The translations will be analyzed for strategies such as:

1-Direct transfer (involves transferring an element in the ST (word or Phrase, for instance) directly into the TT without making any changes.

2-Calque (involves a transfer of an ST element or rendering it very closely the result is an unidiomatic or unnatural TT element in the target language or culture

3- Direct translation (word-for-word translation) producing idiomatic / natural TT .

4- Paraphrasing (free translation) involving a free provision of ST elements and their meanings .

5- Explication (ST implicit elements are made explicit in the TT, for instance by providing explanations.

6- Condensation (Keeping ST meaning , but TT is delivered shorter by means of deletion of some of the words.

7-Adaptation (it aims at creating the same effect, created in the ST on ST readers , in the TT on TT readers).

8- Addition (involves addition of new meaning to a sentence or to a part of text).

9-Deletion (involves making the ST shorter where some part of its meaning is omitted).

| SL(English) Headlines | TT(Arabic) Headlines |
|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <p>١-Hunt the road down The all-new BMW 6 Series Designed for driving</p> | <p>حدود أدائها: قوة أعصابك الفتة السادسة BMW صممت لعشاق القيادة</p> |

The first headline to be analyzed is " Hunt the road down " and it is translated into " حدود أدائها قوة أعصابك ". The translation is a paraphrase of the original with no formal correspondence between the SL and the TL. The original headlined is phrased with the goal of highlighting the exceptional power of the newly manufactured model of the car such that its travel capacity is compared to hunting that requires special power , elegance and skill but what it hunts in our case is the road so the selection of the words is to create a state of confidence that the make of the car is of high quality and ultimately convince the reader/ customer of purchasing the product. The SL message is retained in the TL, though without adherence to the original formal structure and this is carried out through the use of " حدود أدائها " (the limits of its performance) in reference to the car.

Yet , the phrase "قوة أعصابك" (the strength of your nerves) is used ,even though it is not used in the original , obviously, because it can convey the original message presented in the English headline and communicate the intended effect to TT receivers. Accordingly , the final full version of the translation can be explained as (the limits of the car performance depends on how far you got the nerves to drive it speedily), i.e.(The car performance is limitless and if you are faint-hearted you cannot cope with its performance). In the present example the micro-approaches of paraphrasing and explication are used by the translator to communicate the message in a way suitable for target culture and TL readers .The TT audience are directly addressed in a personal way via the use of the pronoun "ك", (your), which does not exist in the ST, seemingly , as a strategy to engage audience in the message (oblique translation)so as to ensure more interaction on the part of TT audience . Besides this option would raise the latters` curiosity and interest that would lead to create the conviction required for marketing the car and to achieve the act of purchasing intended by the ad. For , based on the functional theory of translatorial action , translation is a communicative act intended for creating specific goals and would be interpreted into acts on the part of the TT audience.

As for the sub-headline, the translator opted for literal rendering and sticking to the ST form and content. It is worth noting here , that the well-

known international companies make it as a rule ,as is noticed in the websites from which this research data were excerpted , to always keep the company brand name in Latin letters(direct transfer) and translators are not allowed to alter them otherwise. Hence , BMW is kept in English letters, since it is the company`s brand name (“Bayerische Motoren Werke” in German , or “Bavarian Motor Works” in English and the guidelines of the company provide that the name must be retained in translation to other languages. The car`s model , on the other hand, is rendered into "الفئة السادسة" , a standard translation of the advertised BMW car model .The term "coupe" used in the sub-headline is a borrowing from French(direct transfer) and is borrowed ,likewise, into Arabic. The sub- headline includes a motto especially made for the this car. The motto which says " designed for Driving " is translated into Arabic but with category and level shifts to create an effect on TT receivers similar to that created on ST receivers. In order to achieve the same communicative effect of the ST , the phrase "العشاق (for the lovers of)is added in the translation because if translated literally into "صممت للقيادة", the motto would seem meaningless. And the translation procedure used here is:(adaptation).

| | |
|--------------------------------------|----------------------------------|
| 2-We are here to support your Family | نحن هنا لتقديم الدعم لك ولعائلتك |
|--------------------------------------|----------------------------------|

The second headline , excerpted from Johnson`s company website for baby care products ,includes an English phrase" we are here " normally used to attract and please customers to become permanent customers of the company. The translator transferred the phrase literally into "نحن هنا "(Calque) which does not reflect the same effect in Arabic as there are better alternatives capable of conveying the same meaning of the original such as " نحن رهن " or "مستعدون لم يد العون " , alternatives that are more natural and familiar in use in Arabic language and culture. Hence the full alternative translation would be " مستعدون لم يد العون لك " or "نحن رهن الإشارة في تقديم الدعم لك ولعائلتك " Besides, the translator added the prepositional phrase "لك"(to you) in his translation , to broaden the scope of inclusion in the service provided may be out of his understanding of the influential role of the household head in decision taking in the Arab culture and society.

| | |
|--------------------|----------------|
| 3-We choose Gentle | اخترنا اللطافة |
|--------------------|----------------|

As for the third headline , we can see that while literal translation was the translator`s choice, the translation involves a change in tense from simple present into past simple "اخترنا" (We chose) . Seemingly , the translator opted for this change of tense, arguably, on the ground that the temporal implication of the present tense in English serves well the marketing context of the headline , since it is used in the English grammatical tradition to indicate facts and repeated actions a matter that supports the ST message and makes the product more trustworthy and preferable in the eyes of readers/ consumers. In Arabic , the translator found that the norm in this particular case is the use of the past tense as it is in more recurrent use in the Arabic cultural context because the past tense indicates the completion of the act of decision taking on the part of marketing party so connoting a sense of authoritative voice more familiar and acceptable in Arab culture a voice that provides audience with self-confidence and a feeling of sharing interest with the customer on the part of the seller or advertiser . This commercializing attitude is common in public and local Arab markets , so, it seems that the translator opted this strategy to ensure greater psychological effect on Arab consumers.

Another marketing strategy in the example above involves playing on the words. The product advertised in the headline carries the name 'gentle' which means "ناعم" or "لطيف". The translator opted for rendering the meaning of the product`s name instead of transferring it as is usually the norm in advertising. Obviously , the play on word here is understandable to the ST readers , and the message that the name of the product(a baby shampoo) reflects is an important part of its quality(a feel of gentleness). The play on words in the ST is hard to retain in the TL. Hence, the translator`s decision was to overlook this rhetorical device in favour of conveying the intended meaning. But , in spite of the loss in meaning , there was a compensation through creating an interesting image concerning the superior quality of the product . Finally , the TL version of the headline involves a category shift , for the word "gentle"(ناعم) , an adjective, is rendered into noun "الطافة" (gentleness) which is linguistically necessitated since the concern came to be reflecting the quality rather than rendering the meaning of the brand name.

| | |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| 4-We are committed to baby care | ملتزمون بالعناية بالأطفال |
| 5-We use purposeful ingredients. | نستخدم مكونات هادفة |
| 6-The next big thing, after autonomous Driving- Introducing invisible – to –visible | التكنولوجيا المستقبلية القادمة بعد القيادة الذاتية- نقدم لكم تقنية رؤية اللا مرئي |

As for the headlines (4) , (5) and (6) the strategy adopted is literal translation where the original form and content are retained in the TL without any addition , omission or departure from the SL structure. It is normal that in certain cases the translator opts for sticking to the original and prefers to convey the SL message without any intervention especially when he finds it lucid and no cultural barriers can hinder conveying the meanings involved in it or when he does not find better TL alternative capable of providing better understanding and achieving more communicative effect .

The translation of example (6) involves a number of additions and shifts for making the translation understandable for the TL audience and more adequate since there are SL linguistic and cultural features not familiar or remain vague to the TL audience if no intervention is carried away .For instance , the translator added the word (التكنولوجيا) in rendering the phrase (the next big thing) into (التكنولوجيا المستقبلية القادمة) . Besides , we can see expansion in the translation of(next) into (المستقبلية القادمة) which is redundant where the two Arabic words are synonymous . Yet this redundancy can be acceptable in advertising since the main aim of translations is not linguistic accuracy but achieving the appropriate effect on audience. The above intended effect via overlexicalization , it seems, is drawing TL audience's attention to the upcoming product as exceptional and sensational event worth awaiting and to awaken their curiosity and engage their interest.

| | |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <p>7- Bought a new Philips product ? Register it now & unlock more benefits</p> | <p>عروض حصريّة لا تقاوم سجل حسابك الان مجاناً للحصول على كل العروض الترويجية والمزيد من الدعم لمنتجاتك من فيليبس</p> |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|

The sample headline(7) is begun with the question(Bought a new Philips product ?) about whether the customer has taken the decision of buying a product from the company or not . What we see in the translation of this headline is a complete deletion of the question part of the headline and a declarative nominal sentence (irresistible special offers) is used instead. It seems that this complete departure from the original is based on the translator's estimation that asking questions involves a sense of doubt that may make the customer reluctant and not confident enough about his decisions and the quality of the product(s) offered unlike the declarative sentence that connotes trustworthy content and makes the message involved seems more as a fact and can be taken for granted . While the composer of

the original failed to identify that difference between the two sentence types and their cultural and psychological effect on the targeted audience, it is obvious that the translator of the headline number (7) managed to grasp the difference and consequently introduced a new meaning totally different from that of the original(deletion, explicitation).

As for the second part of the headline (Register it now & unlock more benefits), it is noticed that the original involves an imperative tone by the use of two imperative sentences " Register" (سجل) and " unlock"(افتح قفل) since this technique is common in advertising through its convincing authoritative power learned by experience to provide customers with confidence towards the advertising party and its products. Yet, While the imperative tone is conveyed in the translation via a similar imperative sentence (سجل حسابك الآن) (مجانا للحصول على كل العروض الترويجية والمزيد من الدعم لمنتجاتك من فيليبس), the word (لمنتجاتك من فيليبس), the phrases (كل العروض الترويجية) (for free), the word "مجانا" are added in order to make the message clearer for TL readers and remove the original`s obscurity .Besides, the pronoun "it" is rendered into "حسابك" (your account) where the referent of the pronoun is explicitated . Here, the translator opts to go away from the original content and resorts to paraphrase to explain the message . So instead of rendering the second part of the headline(Register it now & unlock more benefits) literally into(سجل حسابك الآن واجني المزيد من المنافع), the translator uses a combination of strategies as stated above that includes addition , omission , explicitation, paraphrase to perform a dynamic translation , thus going far away from the original . While the skopos of translating advertising material would normally allow a degree of departure in translation from formal correspondence with the original , it seems that the translation of the above headline went too far from the original that it may read as if irrelevant to the original.

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| <p>8 - Car lights &headlight bulbs Because every car deserves to shine</p> | <p>مصابيح السيارة & لمبات المصابيح الامامية لان كل سيارة تستحق ان يلمع بريقها</p> |
|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|

In headline number (8), the translator chooses formal translation and stays invisible so the content of the original is rendered literally (direct translation) . Yet , there are drawbacks in his translation that can be indicated. First , he uses the Arabic word (لمبات) as the equivalent of (bulbs), for, while the Arabic word is widely used and well known in Egypt, it is not the case in other Arab countries. Besides , it is not a standard Arabic word and not suitable to be used in an official advertising context , so the suggested alternative as a translation for first part of the headline is (انارة السيارة ومصابيح أضويتها الامامية)

because what is intended by the phrase (car lights) is a reference to all car lights in general while the standard equivalent of (bulb) is the Arabic word (مصباح) (plural: مصابيح). Furthermore, the translation of (shine) into the collocated words (يلمع بريقها) is wrong because the verb (يلمع) is not the correct verb to collocate with (بريق), rather, he could have used the verb (يشع) or (بريق) that collocate well with the noun (بريق).

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| <p>9- Milk Functionality Prepare delicious latte based beverage Like a barista thanks to the classic panarello or at the touch of a button with the integrated milk carafe</p> | <p>وظائف خاصة بالحليب حضر مشروبات لاتييه لذيذة مثل صانع القهوة (الباريستا) بفضل الباناريللو الكلاسيكية أو بلمسة زر مع ابريق الحليب المضمن</p> |
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In headline no. (9), the word (functionality) is rendered literally into "وظائف" (direct translation), maybe because the translator confined himself to the dictionary meaning. Contextually speaking the appropriate equivalent is "تحضير" or "استخدام". Besides, the word (barista), which is Italian meaning the person who undertakes making coffee in a café, is rendered into "صانع" along with a transference of the noun into "باريستا" between brackets. The composer of the headline intends to tell readers that the device used for preparing the latte based beverage is so superior in its performance that it can prepare this kind of beverage with the same taste and quality as if prepared by the well-known Italian coffee maker (barista). Arguably this meaning is not clear or even lost in the above translation because readers may take the transliterated term (barista) as some device used for preparing latte based milk instead of a man and the translation of the word as "صانع القهوة" is of no help to solve the ambiguity. Hence, in order to remove the above mentioned ambiguity the clause (Prepare delicious latte based beverage like a barista) could be rendered as "حضر مشروبات لاتييه لذيذة كما لو انها اعدت بيد باريستا (القهوجي)". While the word "قهوجي" is colloquial, it serves to localize the word (barista) and place it within a new geo-cultural context so perform the same function in the TL as the function performed in the SL.

5-Conclusion

The paper involves an analysis of the translation of advertising headlines selected from four corporate websites whose major goal is to commercialize an encourage Arab consumers to purchase their products. The findings of the analytical study include the following :

1- Both advertising text producers and translators tend to place special focus on and pay more attention to advertisement headlines out of their

understanding that the receivers of this type of texts would normally take the decision of either completing the reading of the text and accordingly more opportunities of purchasing the product can be reached . Whereas , in the case of a poorly phrased and non-functionally oriented headline , the customer is more likely to decide the contrary and totally overlook the material of the advertisement and consequently the decision and action of purchasing is much weakened or annulled .

2- Translators tend to utilize the general techniques and strategies commonly used in rendering meaning . While some could serve the functional approach in translating advertising materials in general and their headlines in particular, others may not be appropriate and are in contrast with the principles of creating the commercial action effects purported by the commissioning party. Especially when a lack of sufficient knowledge in the source language and culture or disregard of the requirements of advertisement material as a peculiar genre with specific goals to be achieved on the part of the translator. Hence , when it comes to advertising , translators should be more careful in taking decisions as to what strategies they are entitled to employ which can maintain the principle of fidelity in translation and at the same time achieve the goal and action- oriented translation characterizing the production of commercial texts .

3- When tackling advertisement material ,the translator should adopt a functional approach and his translation has to run mainly in the light of the theory of translatorial action as introduced by Holz Mantarri which views translation as a purposeful action . The theory highlights that the main focus across the translation process should be placed on performing the goals as stated in the translation brief and that there are rules and directives to guide translators by means of which the expected target-text translatum is attained. The analysis of the translated headlines illustrates that the translators of the sample headlines use a number of strategies that involve a departure from the traditional understanding of the notion of equivalence in order to ensure achieving the goal stated by the commissioning company. Yet , there are instances where they may fail to do so when they lack the necessary knowledge or understanding of the peculiarity of advertising material as a distinct genre.

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