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PROBLEMS OF TRANSLATING BUSINESS IDIOMS FROM ENGLISH INTO ARABIC

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Abstract

One of the most challenging duties in the translation industry is idiom translation. Idioms have value in the business world because of their significance. This study discusses the main difficulties encountered by translators of business idioms from English to Arabic as well as the most efficient strategies they can use to convey the idiom's correct meaning in a way that readers or speakers of the target language can understand.

This study aims at showing idioms notion , kinds of idioms , characteristics of idioms , problems of translating idioms , importance and idioms and relevant terms . Also it focus of business idioms and business idioms in advertisements . At tge end of this study , Similarities between Arabic and English idioms will be provided .

This study suggests that the corporate world is significantly impacted by business idioms. One's ability to use business language effectively and comprehend the meaning of diverse terms are highly dependent on one another.

As for practical side of the this study, 2 Business idiom taken from the internet will be analyze according to Larson's Strategies of translation as a translation model whether they are accuracy or clarity.

As for linguistic model , the model of Fernando and Flavell will be adopted whether they are literal , metaphor of full-idiom .

Statement of the problem

Translators face many problems in translating idioms because idioms have a special traits which make its translation challenging and business language is not easy to translate .

Aims of the study

This study aims to show idiom notion , identifying business idiom and showing its role in business world , locates difficulties and discussing the strategies of translating business idiom .

Hypothesis of the study

Idiom type has an important role in conveying its meaning , business idiom has a significance role in business field and the knowledge of business idiom is very important for the translator when he translate them to the target language .

Value of the study

This study considers useful for the translators who interested in business translations especially in translating business idioms cause it focuses on the difficulties which face translators in translating business idiom.

Model adopted

The samples in this study will be analyze according to the Linguistic model proposed by Fernando and Flavell (1981) which categories in three types (Literal , Metaphor and full_ idiom) . As for the translation model , this study will adopt Larson's strategies in which two strategies are adopted namely clarity and accuracy .

Various definitions of Idioms

Moon in (1998 : 3) defines idiom as " an ambiguous term, used in conflicting ways " . Idiom has two basic meaning in common usage. First an idiom is a particular way of expressing something in language, music or art that distinguishes a person or a group second lexical collocation or phrasal lexeme that is unique to a language.

Lehrer (1974: 100) also states that an idiom is not a collection of words whose meaning cannot be deduced from their parts.

An idiom, according to AL-Hamzawi (2000: 28), is "a particular, fixed mode of speech, distinguished by its metaphorical and untranslatable nature." treated as a single language entity in accordance with particular linguistic rules, which may concur or disagree with more general linguistic standards.

Particularly with idioms, their underlying attitudes or actions might change while still being used . Idioms can be flattering or derogatory. They are capable of expressing a vast range of emotions, including joy and sadness, love and hate, bravery and cowardice, and all in between. Idioms can also be employed to convey a sense of scale, time, or location. Idiomatic expressions have a wide variety of applications .Idioms are difficult for non-native speakers to learn because of their intricacy. Idioms are rarely boring, but their intricacy may also make them fascinating to study and learn. In this example, learning about American idioms offers a way to learn not just the language but also the culture of the country (Mantyla, 2004: 7).

Kinds of idioms

Fernando (1994: 35) distinguishes between two idiomatic subtypes.

1. Semi-idioms: a combination of words that verbally indicate non-literal meanings while also being semi-idiomatic expressions. As a result, this group of idioms is thought to be partially opaque For instance, the semi-idiom "foot the bill" means "pay". Due to the phrase "bill," which in this context refers to a thing, and because it has its own meaning .
2. Literal Idioms: There is extremely little or no room for alteration in this category of idioms. Additionally, they are understandable based on their component elements.

Characteristics of Idioms

Idioms, according to Gowers (1983: 161), are characterized by their disregard for grammatical and logical conventions of language. If a sentence is irrational and grammatically incorrect, there is a sign that it is an idiom.

He takes into account a few idiomatic traits (Ibid., 162).

- 1- Conventionality .
- 2- Inflexibility .
- 3- Figuration .
- 4- Proverbially .
- 5- Affect .

Problems of translating Idioms

Idioms and other idiomatic expressions are challenging to translate because of how closely they are tied to the culture and history of the society in which they are used. Understanding the origins of idioms—groups of words having literal meanings that have historically been used figuratively to convey ideas are crucial. Translators need to have a deep awareness of idioms as well as a solid cultural basis in order to ensure a clear and accurate translation (Al Zahrani, 2018:5).

According to Newmark (1988: 28), it can be quite difficult to translate idioms so that the meaning matches the equivalent. He claims that in addition to syntactic issues, the translator must also deal with lexical issues including words, idioms, and collocations.

Importance of Idioms

Taking caution when translating idioms is advised, according to Larson (1984: 143). The translator must carefully ascertain the idiom's meaning (TL) before attempting to locate an acceptable equivalent that basically reflects it in the target language. The literal interpretation of idioms is frequently not a smart idea. As stated by Larson (ibid: 116) "develop a sensitivity to the usage of idioms in the receptor language and apply them naturally to make the translation dynamic and retain the source language's style," a translator must also be proficient in using idioms in the target language. According to Larson (ibid, 20), the greatest danger arises when an idiom is directly translated because the result is frequently ridiculous in the receptor language.

Idioms and Relevant terms

English idioms share traits with other terms such as metaphor , phrasal verbs , proverb and collocation.

Idioms and collocations

Idioms and collocations are specific types of phrases found in various languages. An idiom is a phrase that cannot be comprehended by combining the meanings of the words that make it up. Sentences with restrictions on which words can be altered and which cannot, as well as a meaning connection between the component words, are called collocations (vasanthi & Sharyar 2017:108).

Idioms and metaphor

The desire to make a clear distinction between metaphors and idioms may be a holdover from the classical categorization paradigm: since "idiom" and "metaphor" are different category names, the categories they name must likewise be different. due to the distinct bounds of traditional groupings.

Additionally, metaphor and idiom classes need to have distinct boundaries (Josef et al. 2008:85).

Idioms and proverb

Al-Qassimi, (1979 : 31) and Al-Hannash (1991: 36) argue that idiomatic expressions differ from proverbs in that the former typically reflect an entire sentence, whilst the latter frequently represent a fragment of a sentence that has been augmented by the text and contains extra explanatory expressions and semi-sentences. Consider the adage, "A cat has nine lives. Therefore, cats are capable of surviving numerous lethal collisions. It can be used on its own to provide opinion on a particular news item or circumstance. To use an idiom, his "brain soars from the intense sight." truly indicates that he was astonished.

Business idioms

The right use of idioms can be a terrific approach to give your business communications individuality and flair. To ensure that everyone in the conversation will comprehend your intended meaning, it is vital to utilize them sparingly and only when necessary (Neely 2012:3).

English idioms are a wonderful way to spice up your written or spoken business communications. However, in order for your message to be understood, it's crucial to employ them properly. Look up an idiom in a dictionary or ask a native speaker for clarification if you're unsure of how to use it. With enough practice, you'll soon be mastering English idioms (Zadani, 2017 : 18) .

SL Text:

"I'd ask for a raise , but I do not want to **rock the boat** . "

TL Texts :

- 1- اتمنى ان ارفع راتبي لكن اخاف ان تحصل مشكلة .
- 2- اود ان احصل على علاوة ، لكن لا اريد ان اخرق القارب .
- 3- اود ان يزيد راتبي ، لكن اخاف من العواقب .
- 4- اود ان يزيد راتبي لكن اخاف من حصول مشكلة .
- 5- اود ان احصل على زيادة في الراتب لكن لا اريد مشاكل .

Analysis Text:

SL Text				TL Text		Strategy of Translation		Appropriateness
Business Idiom	Types			Subject	Translation	Accuracy	Clarity	
	Literal	Metaphor	Full -idiom					
١				1	ان تحصل مشكلة	-	+	+

Rock the boat	+			2	ان اخرق القارب	+	-	-
				3	اخاف من العواقب	-	+	+
				4	اخاف من حصول مشكلة	-	+	+
				5	لا اريد مشاكل	-	+	+

Discussion

As we see from the source language text , The business idiom in this text is " rock the bout" . This idiom is used to mean "cause problem or disturb a peaceful situation “.

Regarding the linguistic model , the type of the idiom is metaphor.

For translation model , subject 2 adopted accuracy strategy by translating the idiom into اخاف ان اخرق القارب . While subjects 1,3,4 and 5 adopted clarity strategy by translating the idiom into ان اخاف من حصول مشكلة ، اخاف من العواقب ، لا اريد مشاكل respectively .

All the translations suitable except subject 2 translation .

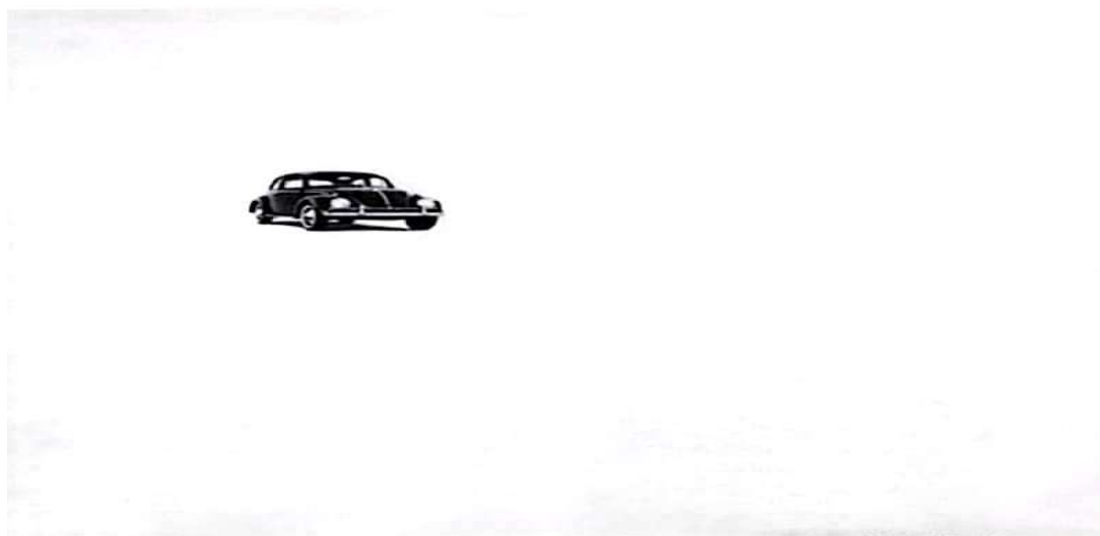
Business Idioms in Advertisements

Advertising has a lot of influence. Commercial product and service providers frequently spend significant sums on marketing their goods through the media because they are aware that a successful campaign could help them obtain considerable market share and that a failed campaign could have terrible results. of a promotional nature. Our attention is drawn to advertising. To serve its objective, it must first get in front of the target audience. then it needs to enthrall that audience with a captivating and unforgettable message (May, 2014: 220) .

Example of Advertisement used in Business field :

- Think small

This commercial ad promotes for VolgesWagen small cars . The phrase “ Think small “ , is the opposite idiom for the idiom “ Think big “ , which refers to lofty goals and intentions for the future . The ad tries to tell that one should be brave and change his behavior , make an exception and buy VolgesWage cars .



Think small.

Similarities between Arabic and English idiom

In spite of the differences among culture and the multiplicity of Human civilizational characteristics , man remains inclined to reduce his experiences in life and society through sayings and proverbs that remain immortal for hundreds of years .Although , these proverbs and wisdom often revolve around the same meanings , in different cultures , their formulation and composition differ according to the language .

Here are some examples of English and Arabic idioms which similar in its meaning in both English and Arabic Language but sometimes the differences in cultures make difficulties for the translator in translate this idioms into its suitable meaning , thus , the translators should be aware and have cultural knowledge :

English idiom	Arabic idiom	The meaning in Arabic
Any port in a storm	الغريق يتعلق بقشة	عندما تحصل مشكلة نتشبهت بأبسط الامور
God's mill grinds slow but sure	يمهل و لا يهمل	الله لا يترك احدا بدون عقاب
The rotten apple injures its neighbor	من عاشر القوم اربعين يوما صار مثلهم	من يعاشر اشخاصا سيئون لفترة يصبح مثلهم
Attack id the best form of defense	الهجوم افضل وسيلة للدفاع	دائما افصح عن المشكلة لتدارك الخطر
The baits hides the hook	تحت السواهي دواهي	تخفي هذه الوجوه نية سيئة
Don't put the cart before the horse	يحضر العلف قبل الحصان	لا تحضر الاشياء الاقل اهمية قبل الاشياء المهمة
I wear my heart on my sleeve	اللي بقلبي على لساني	لا اخفي الامور ابدا ، اقولها بدون خوف او تردد
Big picture	بالقلم العريض	اخبار الناس الاشياء كما هي و بدون اخفاء أي شيء

Sharks are born swimming	فرخ الوز عوام	يتقن عمله كوالده رغم صغر سنه
Same boat	في الهوى سوا	وضعنا متشابه
Good riddance	الباب يفوت جمل	يمكن لأي شخص الذهاب و لن يوقفه أي احد فالباب مفتوح على مصراعيه
The sooner is better	خير البر عاجله	كلما بكرنا في تحقيق اهدافنا كلما كان افضل

As we seen above from the table above , there are English and Arabic idioms have the same meaning in both languages so the cultural knowledge is a very important aspect in translation .

Conclusion

The analysis reveals that the Clarity technique was applied the most times in the example analysis . The subjects employ this tactic because it effectively communicates the idiomatic meaning. This study also employed an accuracy technique. The idiom's meaning and the ability to provide appropriate translations have an impact on the idiom's kind. Due to cultural variations, the translator's cultural background and understanding may have an impact on the translation of the idiom. There are more factors that affect idiom translation, including idiom type, translator information, and translator level.

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