

FUNCTIONAL TRANSLATION: BRIDGING CULTURAL DIVIDES BY DECODING THE LINGUISTIC MOSAIC OF PRODUCT LABELS

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Abstract

In today's globalized era, the world has witnessed an increase in localized advertisements gaining international prominence. This has been largely facilitated by translation, allowing various audiences to access and understand content from different cultural spheres. However, the translation of product labels (PLs) has been met with varied reactions, primarily due to the profound impact they leave on consumers' perceptions and purchase behaviors. This research compares and analyzes translated PLs between Arabic and English languages, representing eastern and western markets respectively. The study, thus, employs two fundamental translation theories: Vermeer's Skopos theory, which emphasizes the purpose or aim of translation, and Nord's text analysis model, which focuses on the functional and communicative aspects of texts. Through these perspectives, the paper seeks to uncover the strategies and techniques translators use in their work. The overarching aim is to determine the strengths and drawbacks in the translation of PL between these two languages. Preliminary findings suggest that the challenge of translating PL goes beyond the bounds of linguistic translation. Instead, it is a complex interaction of cultural differences, stylistic choices, and functional requirements. Therefore, it becomes imperative for translators to be not just linguistically proficient, but also culturally astute, to ensure that the essence and appeal of an advertisement are retained across borders.

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Resumo

Na atual era globalizada, o mundo tem assistido a um aumento de anúncios localizados que ganham proeminência internacional. Este facto tem sido amplamente facilitado pela tradução, permitindo que públicos diversos acedam e compreendam conteúdos de diferentes esferas culturais. No entanto, a tradução de rótulos de produtos (RP) tem sido alvo de reações variadas, principalmente pelo profundo impacto nas perceções e nos comportamentos de compra dos consumidores. Esta investigação compara e analisa RP traduzidos entre as línguas árabe e inglesa, representando os mercados oriental e ocidental, respetivamente. O estudo utiliza, assim, duas teorias de tradução fundamentais: a teoria do skopos de Vermeer, que enfatiza a finalidade ou o objetivo da tradução, e o modelo de análise de texto de Nord, que se centra nos aspetos funcionais e comunicativos dos textos. Através destas perspetivas, o artigo procura descobrir as estratégias e técnicas que os tradutores utilizam no seu trabalho. O objetivo principal é determinar os pontos fortes e as desvantagens da tradução de RP entre estas duas línguas. Os resultados preliminares sugerem que o desafio de traduzir RP ultrapassa os limites da tradução linguística. Em vez disso, trata-se de uma interação complexa de diferenças culturais, escolhas estilísticas e requisitos funcionais. Por conseguinte, torna-se imperativo que os tradutores tenham não só proficiência linguística, mas também competência cultural, para garantir que a essência e o atrativo de um anúncio sejam mantidos além-fronteiras.

Palavras-chave: tradução de anúncios, rótulo de produto, diferenças culturais, tradução funcional, modelo de análise de texto de Nord, teoria do skopos de Vermeer

1. Introduction

Consumers' brains and opinions are profoundly impacted by advertising. When a defined set of procedures is applied to a given product, this effect becomes evident. Advertising serves as a channel of interaction between the brand and its target demographic. Also, it is an effort to get people enthusiastic about a product's benefits (Adab, 2001). The message, timing, medium, and target audience are only some of the many steps involved in advertising (Fletcher, 2010).

The process of translating from one written language into another involves the translator transforming a text written in one language (ST) into a text written in a different language (TT) spoken by a different group of people (TL) (Munday, 2008). Translation is also a set of techniques or an act of moving specific texts or phrases from one language to another. When it comes to marketing, "translation" is adapting the text and visuals of an advertisement or PL to the needs of a target audience in a different language and culture.

There is no denying that translating advertisements is difficult work, what with the translator having to keep in mind the fundamental character of the market products and the need to adapt them for the target culture (TC). According to Li (2016), translating advertisements from Chinese to English is challenging because of linguistic and cultural disparities between the two languages. For Smith and Klein-Braley, translators have a responsibility to adhere to certain guidelines so as not to dilute the original meaning of the text (1997). Therefore, Nord (1991) argues that the theory of translation suggests that translated advertising take on the same meaning and purpose as their STs.

2. Research aim

The paper addresses the challenges associated with the visual translation of PLs. The differences are not merely linguistic in nature but also relate to the advertisement's intended

purpose. That is to say, many of the posters serve purposes that are at odds with the norms of the culture they are meant for because to SL functional divergences. These modifications cause a product to sell out quickly in some areas, but not others.

This research aims to shed light on a number of interconnected objectives by using a framework that is based on the primary functional theories of translation: it aims to systematically identify the challenges inherent in the visual translation of PLs, taking into account both linguistic and cultural aspects that influence the adaptation process; to assess the effectiveness of translated advertisements in retaining their intended impact and appeal, analyzing the preservation of the core message and persuasive power of the original; to apply a theoretical framework informed by major functional theories to guide the visual translation process towards more culturally and contextually appropriate translations; to elucidate the effects of various translation strategies on the perceived effectiveness of advertisements, with a focus on how these strategies impact consumer reception and product success across different cultures; and, in the interim, to provide recommendations for addressing inaccuracies in translated product labels, aiming to improve alignment between the translated content and the expectations and norms of the target culture.

The following research questions were formulated:

How do cultural and linguistic differences affect the visual translation of PLs, and what strategies can be implemented to preserve the advertisement's original intent and effectiveness across diverse cultural contexts? What role does the functional approach play in the visual translation of PLs?

3. Literature review

3.1 Advertisement translation

According to Smith, advertisement translation entails everything from rewriting the original ad in the target language (TL) to coming up with a brand-new commercial based on the advertiser's creative brief (2002). Major shifts have occurred in the way that advertising is translated. Advertisements that take into account the social and cultural norms of a certain market and audience are known as 'localized' advertisements (Declercq, 2012). Changes in both culture and language are highlighted (Guidère, 2009). Translating advertisements certainly presents translators with a number of language and cultural challenges. Because advertisements are seen as a microcosm of practically all the prosodic, pragmatic, syntactic, textual, semiotic, and even ludic issues to be encountered in translation (Smith & Klein-Braley, 1997), any translator of advertisements must rely on a wide range of functional and theoretical apparatuses.

One disadvantage of using pre-made glossaries in the advertising industry is that they constrain the translator's ability to be imaginative. In turn, Cook stresses the significance of advertising's poetic aspect, which develops into a literary mode (Cook, 2001). Furthermore, Hurbin (1972) asserts that the use of rhetorical figures is what gives advertising its unique flavor. Vermeer, on the other hand, emphasizes the idea that a text is presented in order to achieve preplanned aims through his Skopos theory. The concept of reception is emphasized by Valdés (2000) in the context of translated commercial messages. To elaborate, the translation of advertisements typically adheres to the principles of Skopos theory, which emphasizes tailoring content based on its intended purpose, cultural appropriateness, and impact on the target market and demographic. Despite the relative youth of the practice of translating advertisements, it has had a significant impact on the field of marketing.

3.2 Functional theories of translation

3.2.1 Skopos theory

Generally speaking, functional theories support the role and purpose. In 1970, Vermeer developed his idea (called Skopos). According to Skopos theory, the goals of a translation project are what ultimately decide which approaches should be taken. Also, this idea does not dictate how a text must be translated; rather, it offers suggestions that help the translator get closer to the intended meaning. For this reason, a translator who subscribes to this line of thinking would receive a text from multiple clients and translate it according to the terms agreed upon by those clients. Here, the translator comes in; the ST does not strictly govern the decisions he or she will make. The appellative function of language refers to the way in which a text's author attempts to persuade the text's intended audience to take some sort of action in accordance with the text's sender's (or commissioner's) goals (Reiss & Vermeer, 2014). It is emphasized that the original author is not being praised, but rather the reason for the translation. The motivation behind doing anything is what matters most (Schäffner, 1998). Vermeer puts it more broadly, saying that every text is created for a reason and ought to achieve that reason. Translate, interpret, talk, and write so that the target text (TT) or translation can be utilized effectively in its intended context, by its intended audience, and in the intended manner; this is the Skopos rule (Nord, 1997).

Within Skopos theory, Reiss and Vermeer (2014) proposed five standards. First, according to Skopos theory, the *translatum* is what ultimately determines the translation's purpose. Second, it claims that the TL delivers information in the SC and SL, even if the *translatum* only gives information in the TC. Third, according to the principle, the *translatum* should not convey information that can be easily reversed to match the source text (ST), as doing so would constitute a reversible offer of information. Skopos theory, for its part, places a premium on

internal consistency when it comes to translation. Finally, it stresses the need of the translatum's consistency with the ST in order to maintain the integrity of the original material.

Skopos theory does have certain restrictions, though. Despite its practical reputation, it may not give due consideration to the ST's style and meaning because of its focus on the ST's language. Skopos theory has been challenged by literary scholars such as Nord (1997) and Schaffner (1998). Notably, while Skopos theory outlines what translation *does* in terms of accomplishing particular goals, it does not prescribe a strict set of rules on what translators *should* do (Munday, 2008).

In conclusion, Skopos theory lays heavy weight on the aims and functions of translation, allowing for multiple possible translations from a single ST, each of which is influenced by the predetermined targets and agreements made before translation.

3.2.2 Instrumental translation

Documentary translation and instrumental translation are the two categories that Nord's framework distinguishes between. This paper does not focus on documentary translation, which acts as a record of the author's and reader's interactions within the culture from which the ST originated (Nord, 2005). The focus of this work is instead on instrumental translation, which is more likely to be accepted as true originality by the intended readership.

Aimed at achieving its communicative purpose in a new communicative context within the TC without the recipient noticing that they are reading or hearing a text that was used differently in a previous context, an instrumental translation is an independent message-transmitting tool (Nord, 2005). The primary goal of instrumental translation is to convey meaning to the target audience without alerting them to the fact that a different text type was employed in the original (Chesterman et al., 2000). In addition, Chesterman divides instrumental translation into two categories, "function preserving" and "function changing," where the former

keeps the original text's function while the latter changes it unintentionally. This study will examine the two purposes in the context of advertisement translation, where the purpose may be wholly or partially modified.

According to Nord, authentic-looking translations are a key feature of instrumental translations. Consumers often misinterpret marketing into their native tongue as being for authentic local products (Nord, 1997). This highlights the significance of translators being fluent in the TL and conversant with the intended audience as well as having a grasp of the variations between the SCs and TCs.

The original model proposed by Nord has been improved upon by adding three essential components. The translation commission provides the roles and characteristics of the ST and the TT. This includes their purposes, the originator, the audience, the context, the method of delivery, and the reason behind the translation. The translator can then use this information to include just the most important details in the TT. Second, the topic, content, assumptions, composition, non-verbal aspects, lexical choices, sentence structure, and suprasegmental traits are all internal factors for ST analysis (Dos Santos, 2016). In this study, we utilize a model that focuses on instrumental translation and its associated aspects to analyze the translational work in the selected advertisement.

4. Methodology

In this study, we used qualitative methods to explore the translations at the level of PLs; that is, we focused on everyday products such as food and hygiene items. The selection of these PLs was guided by specific criteria to enhance the research's relevance and depth. Thus, the PLs were meticulously chosen based on a multi-step process. For instance, we targeted everyday products, because they have a wide appeal and diversity. This scope included food items,

personal care, and hygiene products, which aim for a mix that would resonate with a broad audience and provide a rich analysis. PLs were selected to include both English and Arabic texts, but a few were in French although they were not analyzed as SL elements. We prioritized products with a strong presence in both English-speaking and Arabic-speaking markets. This criterion ensured that the selected PLs were not only relevant but also had a significant impact on consumers in these regions. Only PLs that were publicly accessible within the last five years were considered.

Our analysis began with a linguistic contrast between the STs and TTs of the PLs, aiming to uncover the strategies employed. We employed several functional translation theories, including Vermeer's Skopos theory and Nord's Instrumental translation, as a theoretical framework to guide our analysis. These theories were chosen for their emphasis on the purpose (Skopos) of the translation and the instrumental use of the translated text, which are critical in the context of advertising. In other words, the initial step involved a detailed examination of the structural alignment between the STs and TTs. We categorized the content of product labels into three primary sections: the company name, the product name, and the product description. This structural analysis allowed us to assess the extent to which the TT mirrored the ST in terms of organization and content distribution. Then, we analyzed the translation strategies employed, focusing on their adherence to Nord's instrumental model. This model advocates for translations that integrate seamlessly into the target communicative context without signaling their origin as foreign texts. Our methodology evaluated whether the translations leaned towards transliteration, which potentially favored foreignness for the target audience, and how this approach impacted the perception of the product. A key component of our methodology was the analysis of how brand-specific elements (Brand names) were translated. We examined the translation of product names that carry metaphorical significance to understand how their

essence was preserved or adapted for the TC. This step assessed the translator's efforts to maintain the Skopos—the intended function and effect of the ST in the TT—focusing on the translation's ability to convey the original message and appeal to the target audience's preferences and needs. The methodology also included a critical examination of how the translation accommodated cultural and linguistic differences. We investigated the use of transliteration for brand and product names to address structural differences between languages (such as the right-to-left reading direction in Arabic), and omission of certain terms.

We also integrated elements from other models provided by Baker (1992), Newmark (2008), and Reiss (2014), adapting them to fit the unique nature of advertising translation. This eclectic approach allowed for a flexible analysis; that is, it aligned with the dynamic nature of advertisement translation where not all strategies are applicable to every text.

5. Results and discussion

Spreading information about a product in a way that changes people's buying habits and boosts revenue is advertising's principal goal. This highlights the significance of effective translation in facilitating the accomplishment of a company's predetermined functions and goals. Accuracy is especially important when translating advertisements. The reputation of the product is at stake if the translator fails to accurately and appropriately translate the SL material into the TL. A company's credibility can take a hit if its products are advertised with false information that leaves room for misinterpretation.

For instance, in the case of pet food (Figure 1), the Arabic translation does very little of conveying the original product's features and benefits. Misunderstandings and significant harm to a company's reputation are only two of the outcomes that can result from a translation blunder.

Figure 1. Illustration of LECHAT chunkies product for cats

Source: LECHAT Website

Figure 1 examines a situation in which the English word "chunkies" is used to describe pet food; this is a term that is familiar to and understood by English consumers. However, the Arabic TT adds ambiguity, which confuses buyers regarding the product's actual purpose and appearance. The use of the Arabic word "وجبة" /wajba/ (meal) further contributes to the confusion, as it can mean several different things depending on the context. For instance, it could refer to 'وجبة إفطار' /wajbat ʔiftār/ (breakfast), 'وجبة غداء' /wajbat ɣadāʔ/ (lunch), 'وجبة عشاء' /wajbat ʕašāʔ/ (dinner), 'وجبة خفيفة' /wajbat xafifa/ (snack), 'وجبة سريعة' /wajbat sarīʕa/ (fast food), 'وجبة طعام' /wajbat taʕām/ (food serving), 'وجبة كاملة' /wajbat kāmila/ (full meal), or 'وجبة صحية' /wajbat šihhiyya/ (healthy meal). This wide range of meanings can lead to ambiguity if the context is not made clear. The analysis also draws attention to the fact that certain English words, such as "TUNA" and "OCEAN FISH," are capitalized for emphasis, while their Arabic counterparts are not; this may have a detrimental effect on the interest of the Arabic consumer

in the product. Advertising's essential purpose in today's culture is highlighted: informing and persuading consumers to buy products. It is widely acknowledged that language is a critical component in this process since it must be adapted to the TL and TC in order to be understood, accepted, and eventually purchased by the intended audience (Smith, 2002). Functional translation is favored because it places the translator at the center of the cross-cultural communication process. Translators working in the sector of advertising need to be well-versed in advertising as a separate domain, in addition to being bilingual or multilingual. Translators who are well-versed in the ST are better able to do their jobs, which in turn leads to more satisfied customers and more sales in the target market.

There are three types of objectives in translation: According to Nord (1997), a translator's goals encompass their overarching aim, the intended communication of the translated text in its new context, and the specific aim dictated by a chosen translation method or technique. The Skopos of any given communication act in the context of advertising is to convey meaning in a manner confined by both time and place. The intended audience can rapidly appreciate the product's usefulness due to the translation's focus on the most relevant details.

Figure 2. Illustration of biscuit packet Digestive product



Source: Deemah Website

The headline for a biscuit product (Figure 2) is an illustration of how language becomes succinct when it abides by the guidelines of the Skopos. This biscuit seems to be odd with the company's name. To be more precise, the ST is a two-word phrase (بسكويٓت نخالة) /baskawīt nuxāla/, while the TT is a single-word TT, an adjective that requires a noun to make sense. English's brevity is on full display here. English-speaking cultures would grasp the concept of 'digestive,' a term originating from Saudi Arabia, applied to this type of biscuit, which is why we have chosen to include such a word in the translation.

In accordance with the Skopos approach, the translator may make use of whatever linguistic and cultural resources are necessary to successfully transmit the message. Therefore, the translator avoided a literal translation and instead arrived at a precise one that closely matches the TL in the case of the aforementioned product. When making changes to word structure that do not affect the apparent meaning in the TL, a functional translator may use a number of implicit translation techniques such as omission, transposition, and adaptation. Changing one grammatical category into another without changing the meaning of the original text is called transposition. The offered example changes the noun "نخالة" /nuxāla/ to the adjective "digestive." Adaptation is employed when a term in the ST is expressed in a manner related to another word in the TT. 'Bran,' which is the precise translation of 'نخالة', is often recommended for people who suffer from constipation. Similarly, 'digestive' performs a similar function, as a healthy digestive system. When parts of the ST are redundant in the TT, we can omit them using this method as an alternative to translation. The word "biscuit" (بسكويٓت نخالة) has been left out of the translation of the phrase "بسكويٓت", which means "digestive".

Figure 3. Illustration of Golden Longs cut potato product

Source: McCain Foods Global Corporate Website

In Figure 3, TT labels are clearly split into three parts, just like their ST counterparts. The top displays the name of the company originally from Canada, the middle the product name, and the bottom a description of the product. The main issue is that the TT text does not fully align with Nord's instrumental model, which seeks to communicate without alerting the recipient to the fact that they are encountering a new form of text employed in a new communication context (Chesterman et al., 2000). A frequent problem with translation is that it often looks like a transliteration, giving the impression to the intended audience that the product is from another country.

The translator has made every effort to ensure that the product's meaning and use remain unchanged from the ST. The company and product names are both so widely recognized that translating them into other languages could dilute their worth. For instance, the term "Golden Longs" is a metaphor for French fries because it relates to something golden and long. The same meaning must be maintained in the TC, making it impossible to just select a title that sounds similar. To maintain the same effect and Skopos that the ST intended to portray, the translator has selected transliteration. However, there is a critical point to be made about the products

being advertised. When translated literally, "LONG AND THIN CUT POTATO" becomes "بطاطس طويلة ورفيعة" /baṭāṭiṣ ṭawīla wa rafīʿa/. Some components may have been changed in the TL, which an experienced translator may notice. For example, it is possible that the term "THIN" here should be translated as "THICK" instead. However, an expert in the subject of translation may choose "رفيعة" because of the function (Skopos) it plays in the TC. In this case, the company has chosen to emphasize quality in an effort to boost product sales. This is consistent with Vermeer's claim that every text has a function and should do that function. According to Vermeer's Skopos rule, translation work must be done so that the TT can be used effectively in its target context, taking into account the preferences and needs of its target audience (Reiss & Vermeer, 2014).

The purpose of the TT's operative text type is to generate a stimulus that draws attention to the cut potato product's uniqueness over competing offerings on the market. On the other hand, the reaction will depend on how the intended audience understands a word associated with superior flavor and quality.

Several strategies for translation, such as transliteration, modulation, and omission, can be seen in this product. In order to preserve the product's functionality, the translator has transliterated the company and product names. The Arabic language has a right-to-left structure; thus, the words are rearranged by a process called modulation. Because of this, the product's description is rendered in English as "بطاطس طويلة ورفيعة," where "بطاطس" (potato) comes before the adjectives "طويلة ورفيعة" (long and thin). Finally, the omission of the word 'cut' in the TT may leave some confusion as to the specific variety of potato the intended buyer expects to buy. Given the translator's stated objective of retaining label openness, they may have decided that a literal translation was superfluous in this case.

Figure 4 (a). Illustration of the front label of chicken seasoning spices



Source: Damti Website

Figure 4 (b). Illustration of the back label of chicken seasoning spices showing preparation instructions



Source: Damti Website

The DAMTI (ضامتي) label shown in Figure 4 was produced by a Moroccan spice company. This label's English translation has obvious issues that make it seem as though the translator is not a native speaker of English. The focus here is only on the English translation. There are interesting details on both sides of the label.

There are two major mistakes on the label (Figure 4 (a)): the name of the product has not been translated, which might disinterest clients who only know English. The word "مشويات"/*mašawiyyāt*/, when translated as "Grilling", has multiple interpretations. 'grilling' implies being questioned while 'grill' denotes cooking over an open flame (Turnbull et al., 2010). The translator most likely attempted to change the verb into a noun, but the result is muddling. Issues like this cannot be ignored because they may reduce the product's commercial appeal, even though the Skopos theory places more value on the translation's aim than on its accuracy to the original. The word "الفرن" /*al-furn*/ is rendered as "cooking" to avoid being too literal. 'Oven bag' and 'cooking bag' are both acceptable alternatives. The English equivalents of the phrases "توابل" /*tawābil*/ and "خلطة توابل الدجاج" /*ḥalṭat tawābil ad-dajāj*/ appear to be literal translations.

The instructions are printed in Arabic, English, and French on the label's opposite side (Figure 4 (a)). There are some inconsistencies, but overall, it is quite spot on. For instance, in (Figure 4 (b)), when the word 'جيذا' /*jayyidan*/ is translated into English as 'gently,' the original connotation is lost. Just as 'سخن' /*saxxan*/ becomes 'preheat,' when 'heat' would have been sufficient. After comparing the source and target sentences, however, it appears that the label's translation accomplished its primary goal. Consistent with Reiss's text types, they both attempt to sway the consumer's decision. Finally, the translator appears to favor literal translation, particularly in commercial language that can affect the audience's behavior.

Figure 5. Illustration of Madar Powder Laundry Detergent

Source: Madar Group Website

In order to reach customers all over the world, Madar (Figure 5), a laundry product company in Ghana, generally communicates in English. In order to make the brand name 'Madar' more accessible to local readers, the font size of the word in the ST is smaller than in the TT, which reads as 'مادر'. Super-Power is written as 'قوة مضاعفة' /quwwa muḍāʿafa/. Super normally is translated as 'خارق(ة)' /xāriq(a)/, thus this seems unusual at first. The choice is appropriate, nevertheless, when one considers the prevalence of superstitions across Africa and, in particular, Ghana (Yankah, 2004; Behrend, 2007). When translating for an Arab audience, the translator made an effective decision in using the term "مضاعفة", which conveys similar attributes without directly invoking "superpower" notions, but the word "super" is more naturally attuned to the cultural setting of Ghana. Furthermore, since it is intended for use in washing machines, the Arabic translation of "Low Foam Detergent" as "مسحوق للغسالات الآلية" /maṣḥūq lil-ḡassālāt al-ʿāliyya/ is more proficient since this could lead to consumer's confusion in the Arab world.

Both the ST and the TT are shaped by the intended use, which is emphasized by the functional approach. This is further reinforced by the Skopos theory, which shows how ST and

TT are intrinsically linked to one another and to the achievement of the same aim. It is important that the product's meaning be conveyed in a way that is understandable to both the original culture and the intended consumers.

When it comes to strategies, the translator shows originality. The Arabic word for "Madar" is "مدار", which is a direct transliteration of the English word. Instead of using more extreme but still powerful term "SUPER," the translators has used a more subtle word "مضاعفة" which nonetheless conveys the same idea. Therefore, "مسحوق للغسالات الآلية" conveys the same idea as the ST, although through a variety of seemingly unconnected phrases.

Figure 6. Illustration of Neutrogena hand cream product



Source: Neutrogena Website

Figure 6 is a depiction of the popular American hair and skincare company Neutrogena. The English-language ST serves as the basis for the Arabic-language TT. The Arabic term for Neutrogena here is phonetically and visually identical to the English one. However, "NORWEGIAN FORMULA" is not translated into any other language. The presence of the Norwegian flag, implying a Norwegian connection to the product, could be a contributing factor. The rendering of "Hand Cream" as "كريم لليدين" /krīm lil-yadayn/ is also rather interesting. The singular "كريم لليد" /krīm lil-yad/ might have been used instead, but this is not crucial to understanding the meaning. When we talk about one hand, we often mean both.

"DERMATOLOGIST TESTED" is represented as 'تم اختباره بواسطة أطباء الجلد' /tamma ixtibāruhu bi-wasīṭat ṭaṭibbā? al-jild/. A direct translation would be lengthy, yet concise language is prized in marketing. Translating the passive voice from English to Arabic can be challenging, as highlighted by Baker (1992). Its widespread application, especially in scientific writings, has led to its inaccurate but nonetheless widespread acceptance into various languages. To be sure, the Arabic language is not always the best fit for the passive voice. Another possible, shorter translation could be "اختبره أطباء الجلد" /ixtabarahu ṭaṭibbā? al-jild/. The ST and TT both accomplish what they set out to do, albeit with certain language deviations and errors.

Figure 7. Illustration of Dano Vitakids powdered milk



Source: Puck Arabia Website

The Puck brand (shown in Figure 7) originated as a cream cheese enterprise in Germany. However, it ventured into the Middle East in 1983, transitioning into processed cheese production.

Though Puck was launched in Germany, it is now headquartered in the Middle East, particularly in Saudi Arabia. This makes 'Puck' a potential term for both source and TIs, eliminating the need for discussions on translation methods. While the product label lacks

blatant errors, there are certain questionable decisions made in translation. For instance, 'فيتاكيذز' /vītākīdz/ should ideally have been represented as 'Vitakids' in the source language (SL). Breaking down 'Vitakids', "vita" refers to vitamins - essential natural substances found in foods, and "kids" implies the product is tailored for children (Turnbull et al., 2010). The term's transliteration in Arabic may be confusing for both source and target audiences.

"حليب مقوي للأطفال" /ḥalīb muqawwī lil-ṭaṭfāl/ translates to "Growing up milk." Based on the Skopos, which emphasizes context-driven translation, this translation is appropriate. Although a direct translation might be 'Fortifying milk for children', the essence is that its milk designed to support child growth. Hence, 'Growing up milk' effectively conveys the intended function. The translator's choice to omit 'الأطفال' (children) may seem drastic but is strategic. Since the milk is clearly not for adults, specifying "it is for children" can be redundant. However, if only 'الأطفال' were excluded in the ST, it might introduce ambiguity regarding the product's target audience.

Figure 8. Illustration of Dettol soap product



Source: Dettol Website

In Figure 8, certain elements are deliberately untranslated, while some are added or omitted in the TT. Notably, like other well-known brands, Dettol, which originates from the UK, is not translated in the TT but is suggested indirectly. Recognizable brand names might appear odd or possibly misconstrued when translated, which is why they are often retained in their original

form. In the case of Dettol, the translator opted for transliteration, making it phonetically familiar to Arabic speakers. Also, the common phrase on Dettol products, "Recommended by Doctors," remains untranslated, presumably because the term "doctor" is globally understood. The word "original" is translated to 'صابون ديتول الأصلي' /ṣābūn dītūl al-ʔaṣlī/, even though a simpler translation could have been used. The chosen translation encapsulates both the brand name and its authenticity without cluttering the label. Interestingly, "ANTI-BACTERIAL" lacks a direct translation in the TT. Such untranslatable terms need careful handling to preserve the intended meaning.

While the TT does not mirror the ST in every aspect, it achieves the desired function. As a globally recognized hygiene brand, Dettol ensures their translations align with their company's objectives. The art of advertisement often requires adapting strategies to different cultural contexts, a process termed *localization*, which ensures products can cater to diverse languages and cultures without redesigning (Pym, 2023). This meticulous approach to translation ensures that target audiences recognize the accuracy and relevance of the translation.

Dettol's translations employ various strategies. Some elements in the TT, like 'صابون' and 'ديتول', are not directly from the ST but are inferred from it. The name 'Dettol' implies soap, thus adding it clarifies the product's nature for the target audience. On the contrary, some elements, like 'ANTI-BACTERIAL', are omitted in the TT. A potential translation could be 'ضد البكتيريا' /ḍidd al-bāktīriyyā/, but the translator chose not to use it since a synonymous term is already present. Hence, to avoid redundancy, only one term is used, maintaining the advertisement's Skopos.

Figure 9. Illustration of hot chicken sausages product

Source: DOUX Website

The French company DOUX in Figure 9 specializes in poultry products. Presently, it holds a reputation as the top poultry producer not just in Europe but globally. Despite its French origin, the branding for this product interestingly uses English as its SL.

Like many prominent brands, DOUX's name remains untranslated, reinforcing the notion that translating well-established brand names can often sound awkward or out of place. There are certain aspects of the TT translation that warrant explanation. Let's take 'Chicken Franks' translated to 'نقانق دجاج' /naqāniq dajāj/. While it might appear straightforward, it is essential to delve into the origin of the term 'Franks'. Although 'frank' does not conventionally function as a noun, its use within the phrase implies it is one. Intriguingly, the term is rooted in the name *Frankenstein* (Turnbull et al., 2010). This reference is to the character from Mary Shelley's 1818 novel, where a scientist, Frankenstein, creates a being from assorted dead body parts. The term 'Frankenfood' is a colloquialism used to describe genetically modified food, combining "Frankenstein" (a fictional creature made from assembled body parts) and "food." This term insinuates that such foods are not naturally occurring, much like Frankenstein's creature. When referring to "Chicken Franks" in English, there's a play on words linking "Franks" with

'Frankenfood', suggesting that these products might be genetically modified or not natural. In Arabic, 'نقائق' is used, which, in this context, is analogous to 'Franks.' Even though the Arabic language and culture do not have a direct equivalent to the concept of "Frankenstein", using 'نقائق' in tandem with the English context might hint at genetically modified content in the food.

Analyzing further, there is a noticeable difference in how instructions are conveyed between the ST and the TT. The ST uses a direct, command-like tone with instructions such as "Do not refreeze once thawed". This is clearly a directive to the audience. On the other hand, the TT opts for a more passive expression with phrases like 'لا يعاد' /lā yuṣāḍ/, which does not directly command the audience but still conveys a similar message. The difference in tone between the ST and TT can be attributed to translation choices or cultural differences in language expression. This distinction arises from cultural sensitivities; Arabic consumers might find direct commands impolite. This cultural nuance is also evident in translating the directive 'see on packaging' to the passive 'مُدَوَّن على الغلاف' /mudawwan ʕalā al-ghilāf/.

In terms of translation techniques and strategies, the translator adeptly navigates semantic challenges. For instance, semantic voids occur when certain words represent concepts unfamiliar to another culture, like 'Frankenstein/Franks'. In such scenarios, the translator has to find close equivalents, if not exact matches, such as 'نقائق' in this context.

6. Conclusion

In the present study, we applied the principles of functional translation theories. Through a meticulous examination of both Arab and foreign product labels and posters translated from ST to TT, be it from Arabic to English or the reverse, we highlighted the linguistic, stylistic, and cultural alterations and equivalents. Our primary objective was to underscore the inherent subtleties and consistencies that develop during the translation process of PLs. These subtleties

might drastically shift the functional intention of advertisements across different societal contexts.

All in all, this analysis highlighted that the translation of PLs is not merely a linguistic exercise but a complex interplay of cultural, stylistic, and functional elements. The dynamic shift of PLs across cultural contexts often mandates profound modifications. Although many advertisements undergo transformative changes in this journey, a few adeptly retain their primary sales aims. The complex nature of this process highlights the essential role of translation in shaping cross-cultural commercial function.

Declarations

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