



ISSN: 1817-6798 (Print)
Journal of Tikrit University for Humanities
 available online at: <http://www.jtuh.tu.edu.iq>

JTUH
 مجلة جامعة تكريت للعلوم الانسانية
 Journal of Tikrit University for Humanities

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Keywords:

Translation
 Business
 Jargon
 Translation Problems

ARTICLE INFO

Article history:

Received 21 July. 2020

Accepted 28 July 2020

Available online 26 Sept 2020

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Problems of Translating American Business Jargons into Arabic

A B S T R A C T

This paper tackles the translation of American business jargons into Arabic. Based on the fact that American dialect as a form of non-standard English language is characterized by special vocabularies and linguistic forms which makes it's translation into Arabic a relatively difficult task for novice and incompetent translators. Thus, when handling the task of translating such jargons into Arabic, the translator will encounter a twofold challenge, first he should be fully aware of the American dialect before he would be able to translate it into standard English, secondly, the translator will then convey the resulting meaning from English into Arabic.

The rationale behind this research is that translating business jargons in general and American ones in particular has not yet been given the proper attention. This lack of interest might be attributed to the complexity and sophistication associated with the translation of such jargons.

The translation model of Vinay and Darbelnet (1958) has been adopted, since it provides an appropriate framework for this study.

The study hypothesizes that there is no one to one translation equivalence between the meanings of some lexical items in the translation of American business jargons from English into Arabic. It also hypothesizes that translating these jargons represents a complicated task that only competent translators can tackle.

The study aims at defining the main problems of translating American business jargons into Arabic, in addition to exploring the main translation strategies used in the translation process.

To verify the accuracy of the hypotheses, the study includes a practical chapter which tackles the translation and analysis of 8 American business jargons into Arabic. The translation task has been assigned to (5) 4th class translation students at the (Translation Department/ College of Arts/ University of Mosul). Their renderings have been thoroughly verified and assessed to specify errors and misinterpretations.

Based on the results attained, a number of conclusions are outlined.

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DOI: <http://dx.doi.org/10.25130/jtuh.27.7.2020.22>

مشكلات ترجمة تعابير لغة الأعمال الأمريكية الى العربية

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الخلاصة:

يتناول البحث ترجمة مصطلحات الأعمال الأمريكية إلى اللغة العربية. استنادا الى الحقيقة القائلة أن اللهجة الامريكية كشكل من اشكال اللغة الانكليزية غير القياسية والتي تتميز بتعابير وتراكيب لغوية خاصة والتي تجعل مهمة ترجمتها الى اللغة العربية عملا صعبا ومعقدا خاصة للمترجمين المبتدئين وقليلي الخبرة.

سيواجه المترجم عند ترجمة مصطلحات الاعمال الاميركية تحديا من شقين , اولاً, يجب ان يكون المترجم على دراية تامة باللهجة الاميركية قبل ان يكون مؤهلاً لترجمة هذه اللهجة الى اللغة الانكليزية القياسية. ثانياً, يجب ان يقوم المترجم بنقل المعنى من اللغة الانكليزية الى العربية.

إن الدافع لأجراء هذه الدراسة يتمثل بأن ترجمة مصطلحات الأعمال وعلى الأخص منها الامريكية لم تحظ بعد بالاهتمام اللازم وأن ذلك قد يعزى الى التعقيد والدقة المرتبطة بترجمة هذه المصطلحات. ان هذا التعقيد يعود الى ان اللهجة الاميركية وهي اللغة المستخدمة في هذه المصطلحات تختلف كثيرا عن اللغة الانكليزية القياسية وهذا يؤدي الى تعقيد مهمة ترجمة هذه المصطلحات الى اللغة العربية.

إن نموذج الترجمة الخاص بفيناي و دارلنت لعام 1958 هو النموذج المستخدم باعتباره يمثل اطارا مناسباً لأجراء هذه الدراسة. تفترض الدراسة بانه لا يوجد مكافئ ترجمي محدد عند ترجمة هذه المصطلحات الى اللغة العربية وتفترض ايضا ان ترجمة هذه المصطلحات تمثل عملاً معقداً لا يمكن القيام به الا من خلال المترجمين المحترفين. تهدف الدراسة الى التعريف بالمشاكل الرئيسية عند ترجمة مصطلحات الاعمال الاميركية الى العربية بالإضافة الى تحديد اهم استراتيجيات الترجمة المستخدمة في ترجمة هذه المصطلحات. تضمنت الدراسة فصلاً عملياً يشتمل على ترجمة وتحليل 8 من مصطلحات الاعمال الاميركية . وقد تم القيام بالترجمة من قبل 5 من طلاب المرحلة الرابعة في قسم الترجمة- كلية الآداب-جامعة الموصل. وقد تم تقييم تراجم الطلاب من اجل تحديد المشاكل و الاخطاء الترجمة.

تخلص الدراسة اخيراً الى عدد من النتائج.

1. Scope of The Study

The main focus of the present study is exerted on one direction of translation from English into Arabic. Theoretically, it presents an account of the translation of American business jargons from English into Arabic. It also tackles the concepts of sociolinguistics, language varieties and strategies of translation. Practically, the analysis includes samples of cases of non-equivalency in the translation versions of the respondents. Syntactic, figurative and stylistic issues are not included in the analysis and discussion, since they lie beyond the limits of this study.

2. The Theoretical Part

2.1. Sociolinguistics

Sociolinguistics is a branch of linguistics, which investigates the influence of society on language and how individuals' speech is impacted by social factors. It is considered as an experimental approach that relies on facts which we observe in our daily life and also considered as a theoretical approach because it is based on collecting and organizing social phenomenon (Wardhaugh:2015).

According to Fuller (2015:1) sociolinguistics can simply be defined as the study that focuses on the impact of society related aspects such as, culture, ethnicity, religion, gender, age, social class, surrounding context, etc., on the way language is utilized in that society.

As the over mentioned definition dictates, we have two related notions that are subsumed under the umbrella of sociolinguistics, namely, society and language.

These two notions are closely related in the sense that a society must have a language and this language represents the only medium of communication in that society. Wardhaugh (2010:10).

Other scholars have viewed Sociolinguistics differently. Yule (2006:217) and Holmes (2013:15) consider sociolinguistics as a representation of the connection between language and society.

Spolsky (2010:3), defines sociolinguistics as the study which concentrates on the relationship between society and language which includes language variation. Wardhaugh (2010:12) agrees with Sapolsky's definition and states that sociolinguistics is the study that investigates the link between society and language and whose main objective is to have a better understanding of language structure and the way that language operates through communication.

From the above definitions, it is clear that sociolinguistics is the descriptive study of language in connection with society and the influence of all society related aspects such as context and cultural norms on the way speakers use language. It is concerned with varieties of language and how they differ between groups that are distinguished by particular social aspects such as religion, gender, education, ethnicity, etc.

2.2. Language Variation

According to Ferguson (1972:30), language variation is a basic concept in sociolinguistics as it studies the effect of speaker's social status, geographical location and context on the utilization of certain patterns of speech.

Languages manifest obvious internal variations, while the role of Sociolinguistics is to investigate all these variations.

Ferguson (1972:30), defines language variety as any human speech style which is apparently acceptable as being of good coordination to be analyzed by methods and approaches of synchronic description and has a lot of element functions in all formal contexts of communication.

Hudson states that a linguistic item is the principle unit that makes one variety of language different from other varieties. The London English, US English, English of football commentators and language of specific individuals can be considered as varieties of the English language (Hudson,1996:22).

Both Ferguson and Hudson agree to describe language variety in relation to linguistic item and speech style which involve grammatical features, words and pronunciation that are connected with some factors such as location or social status, and this lead might to the assumption that there are varieties such as New York City speech, party talk, lower class and standard English (ibid).

Wardhaugh (1986: 22), mentions that language varieties can be defined as human speech styles that include grammatical patterns, words and sounds which can be affected by other factors such as social status or the location of a particular area.

Varieties of language include, standard language, style, jargon, pidgin and creole, register and dialect. In this regard, each language variety can be distinguished by sound system, choice of vocabulary and use of grammar as well as the meaning. Fishman (1972:25).

2.3. Jargons

According to Yule (1996:211) Jargon is the specialized vocabulary peculiar to a certain profession or group.

The term Jargon simply refers to particular expressions and words used by individuals of particular groups. Such expressions are understood by group members and difficult for others to understand clearly.

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

Hence, jargons are the technical expressions used by individuals of a particular group, it represents an effective way of communication as it summarizes details and convey meaning in a concise way.

Nordquist (2019:55) introduces a similar definition and states that Jargons refer to a particular language used by individuals of a certain occupational or professional group. The use of this particular language is important for those within the professional group, but at the same time it is completely insignificant for those outside the group.

Professionals use different jargons depending on the occupation or the type of group they belong to, thus we might have legal jargons used by lawyers, medical jargon used by physicians, and business jargon used by business men and traders, etc.(ibid).

Brown and Attardo (2005) classifies the functions of jargon into two main functions. The First function is that jargon provides speakers with clear and explicit terms to be employed in their activities. Secondly, it provides speakers belonging to sub-groups with necessary tools to designate members of the group and to exclude nonmembers.

Fromkin (2007) asserts that professionals and social groups use their respective jargons in ways that are so extensive and vague in meaning.

Jargons represent the special and unique vocabulary that are used by certain groups of individuals to enable communication within the group in a way that would strengthen members relationship and to exclude outsiders at the same time. Therefore, jargons might be used as a tool to hamper people not affiliated with the group from any endeavors to understand anything related to the activities of the group (ibid).

2.4. Types of Jargons

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

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

2.5. Business Jargons

Business jargons or workplace jargons are special expressions and words often used by profession members or business groups. These expressions are easily communicated within the group, but difficult for other people to comprehend.

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

The use of business jargons might pose certain difficulties and hindrances, such as the vagueness and lack of clarity associated with their use in workplace, in addition to difficulties of understanding such jargons by people from outside the workplace community.

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

2.6. Pros and Cons of Using Business Jargons

Using business jargon at work or in group environment might have certain implications affecting the group or profession members either in positive or negative ways.

George Packer (2016:65) mentions some of the undesired impacts deemed collateral to using jargons in work place especially at government offices or financial institutions.

Such negative impacts represent a barrier for those inexperienced in such jargons making it hard for them to comprehend. While people within the jargon group will encounter no such difficulties and that would ultimately give them the conception that they are doing a significant and hard work that seems difficult to be scrutinized.

Others view the use of business jargons in communication as a waste of time and as an indication of ignorance.

They believe that using jargon in communication will deprive the speaker from having the ability to communicate effectively since jargon will render the speaker ineffective and lazy speech participant who might at the same time benefit from the situation when others are unable to understand the special expressions and concepts used in the conversation (ibid).

David Larker (2013) is in favor of this view and emphasizes that when corporate executive officers tend to extensively use jargons, this will give the conception that they lack credibility and that will raise many questions about their real intentions and objectives.

With relation to the positive aspects of using jargons, we can say that using business jargons might create a sense of common work environment which might be positively reflected on the productivity and commitment of members of the same profession or business field (ibid).

Business jargons utilization also gives members of the same profession a sense of belonging and affiliation to their profession. This feeling of belonging might unify members and foster their commitment to a better working quality and standards that would ultimately upgrade the level of that profession. George packer (2016: 68).

And finally, using business jargons in work place might facilitate communication and understanding among group members who would readily understand their peers intentions through using short jargons instead of using long sentences loaded with detailed explanations(ibid).

2.7. Context in Translation

It is generally agreed that context is essential in translation. Any word cannot be translated in isolation. Therefore, an increased understanding of the importance of context will help everyone involved in multilingual communication to better cooperate in providing appropriate, efficient, and effective translation.

A substantial overview of the literature about context is given by Baker (2006) and House (2006). They make it clear that most discussion of context is from outside of translation Studies. One could study context in translation either for the purpose of analyzing existing translations or for the purpose of improving the production of new translations. The most explicit analysis of context into components in the translation studies literature is taken from functional approaches to linguistics; the ‘context of situation’ from Systemic Functional Linguistics, consisting of field, tenor, and mode (Halliday, 2004).

According to Melby and Foster (2010), there are five aspects of context, termed *co-text*, *rel-text*, *chron-text*, *bi-text*, and *non-text*. Three of these aspects are monolingual: portions of a text (*co-text*), versions of a text (*chron-text*), and related text (*rel-text*). The fourth aspect (*bi-text*) covers bi-lingual resources. And the fifth aspect (*non text*) is beyond text.

Olivera and Sacristán (2010) confirms that in translation as a process the translator chooses an alternative. The choice is not random but context-bound. Translators decide in favor of one of the alternatives, they select their own choices in a number of consequent moves; grammatical forms, the interpretation of scenarios, the formation and/or standardization of new terms. In other words, they create the context for a certain number of subsequent decisions.

Actual proposals for translating micro contextual problems, i.e. metaphors, idioms, collocations, etc. can benefit from the study of the subjective factors that allow or inhibit the translator's choices in the decision-making stage of the translation process (ibid).

2.8. Translation of Business jargons

Translating specialized English business registers should not be especially difficult if we deal with terms fixed and used in a lasting business tradition. Expressions like "bull market" or "bear market" are so common that nobody should think they refer to any particular kind of cattle or wildlife market. Everybody knows they describe upward and downward tendencies in the Stock Market. These terms should not, then, present any difficulty provided the translator uses the right dictionaries, and in fact, they appear in most dictionaries of Business and Commerce.

Translating business jargons into Arabic might pose substantial difficulties to translators due to the unusual linguistic expressions and terminology used in such jargons. specialized English business registers should not be especially difficult if we deal with terms fixed and used in a lasting business tradition. Expressions like "bull market" or "bear market" are so common that nobody should think they refer to any particular kind of cattle or wildlife market. Everybody knows they describe upward and downward tendencies in the Stock Market. These terms should not, then, present any difficulty provided the translator uses the right dictionaries, and in fact, they appear in most dictionaries of Business and Commerce.

3. The Analytical Part

In this section, translation and analysis of (8) American business jargons will be presented. The respondents' renderings will be thoroughly assessed and verified to determine misinterpretations and translation errors. Alternative renderings will be proposed if the given versions proved inappropriate.

3.1. SL text (1)

RED FLAG: Warning sign.

"What are the red flags that he, and to some extent analysts at Alex. Brown & Sons and Hambrecht & Quist, among others missed?" (Wall Street Journal, March 7, 1996)

TL texts

1- "يا لها من وصمة عار له ولبعض المحليين في اليكس براون وأولاده وهامبريكت وكويست بسبب تخلفهم مع غيرهم من الآخرين".

- 2- "ما هي التحذيرات التي تعتبره ، وإلى حد ما المحللين في اليكس، براون وأولاده وهامبرشت وكويست ، من بين أمور أخرى غائبة؟
- 3- ماهي العلامات التي قام بها وكيف تم تحليلها لأليكس .كان براون وسونس وهامبرغت وكويست من بين المفقودين ؟
- 4- ما هي نواقيس الخطر التي غاب عنها هو وإلى حد ما محللون في أليكس. براون وسنس وهامبرشت وكويست من بين آخرين ؟
- 5- ما هي العلامات الحمراء التي قام بها ، وإلى حد ما مع محللون في أليكس.جيث براون وأولاده وهامبرشت وكويست ، من بين أولئك المفقودين؟

SL text	RED FLAG
Sense of the SL text	Warning sign

TL text	Sense of TL text	Strategy used	Compatibility of sense
وصمة عار	A stigma of shame	adaptation	—
التحذيرات	warnings	equivalence	+
العلامات	signs	equivalence	—
نواقيس الخطر	Danger alarms	adaptation	+
العلامات الحمراء	Red signs	Literal Translation	—

Discussion:

In the SL text, the American business jargon (red flag) is used to designate the meaning of warnings or precautionary signs. This meaning was properly conveyed through the renderings of translators 2 and 4. Their translation versions are compatible with the intended meaning, hence, considered appropriate translations of the SL text.

Conversely, translators' 1, 3 and 5 renderings are inconsistent with the intended meaning, thus, regarded inappropriate translations of the SL text.

3.2. SL text (2)

MEAT AND POTATOES: Basics; main ideas.

"The meat and potatoes of the market is credit card receivables. These deals account for about 45% of the overall market and will continue to dominate the business." (Investment Dealers Digest, May 22, 1995, p. 62)

TL texts

- 1- يعتبر سوق اللحوم والبطاطا الأكثر تداول في السوق الائتماني. حيث يشغل هذا السوق حوالي 45% من الإجمالي الكلي للسوق والذي سيستمر في الهيمنة على الاعمال الاخرى.

- 2- اللحوم والبطاطس في السوق هي مستحقات بطاقات الائتمان. هذه الصفقات تمثل حوالي 45 % من السوق الكلي و سوف تستمر في السيطرة على الأعمال التجارية.
- 3- اللحوم والبطاطا في السوق هي مستحقات بطاقات الائتمان. تمثل هذه الصفقات حوالي 45% من إجمالي السوق وستستمر في السيطرة على الأعمال.
- 4- إن العنصر الأساس في السوق هو مستقبلات بطاقة الائتمان. وتمثل هذه الصفقات ما يربو عن ٤٥ بالمائة من إجمالي السوق وسوف تستمر في السيطرة على العمل.
- 5- أساسيات السوق هي بطاقات الائتمان المدينة . تمثل هذه الصفقات حوالي 45% من إجمالي السوق وستستمر في السيطرة على الأعمال.

SL text	MEAT AND POTATOES
Sense of the SL text	Basics; main ideas

TL text	Sense of TL text	Strategy used	Compatibility of sense
اللحوم والبطاطا	meat and potatoes	Literal translation	—
اللحوم والبطاطس	meat and potatoes	Literal translation	—
اللحوم والبطاطا	meat and potatoes	Literal translation	—
العنصر الاساس	Basic element	Equivalence	+
اساسيات السوق	Market basics	Equivalence	+

Discussion

Translators 1, 2 and 3 renderings are incompatible with the SL text intended meaning in the sense that the original meaning of the source text indicates the meaning of fundamental issues or ideas, while the translators' renderings circle around the literal meaning of the jargon represented by meat and potatoes as food items.

On the other hand, translators' 4 and 5 renderings are consistent with the original meaning of the SL jargon and thus regarded in line with the intended meaning of the source text.

3.3. SL text (3)

THINKING OUT OF THE BOX: Creating new processes, not just changing existing methods.

“Hilliard speaks of customer service, relationship marketing, asset utilization, and thinking out of the box with the zeal of a fast-growth company entrepreneur.” (INC., July 1995, p. 45)

TL texts

1. هيليارد يتحدث عن خدمة العملاء ، وتسويق العلاقات ، استخدام الأصول ، والتفكير بشكل مختلف مع حماسة صاحب شركة سريعة النمو.
2. يتحدث هيليارد عن خدمات الزبائن وعلاقة التسويق واستخدام الموجودات والتفكير بطريقة إبداعية مع حماس متعهد الشركة السريع النمو.
3. يتكلم هيليارد عن خدمات الزبائن وتقوية العلاقات مع الغير والاستفادة من المدخرات والجد في السعي لرفع حماسة المستثمرين (المقاولين) من أجل نمو سريع للشركة.
4. تحدث هيليرد عن خدمة الزبائن وتسويق العلاقات واستخدام المدخرات وفكر بشكل مختلف مع حماسة مقاول الشركة السريعة والمتزايدة .
5. تحدث هيليارد عن خدمة العملاء ، وتسويق العلاقات ، واستخدام الأصول ، والتفكير بعمق في أعمال سريعة النمو في الشركة.

SL text	THINKING OUT OF THE BOX
Sense of the SL text	Creating new processes, not just changing existing methods.

TL text	Sense of TL text	Strategy used	Compatibility of sense
التفكير بشكل مختلف	Thinking differently	equivalence	+
التفكير بطريقة إبداعية	Thinking in a creative way	equivalence	—
الجد في السعي	To work hard	adaptation	—
فكر بشكل مختلف	thought in a different way	equivalence	+
التفكير بعمق	Thinking deeply	equivalence	—

Discussion

In the SL text, the American business jargon (Thinking out of the box) is used to represent the meaning of thinking of or creating different work procedures and methods. This meaning was realized in the renderings of translators 1 and 4. Their translation versions focus on the aspect of different thinking practices, thus their renderings correspond to the intended meaning and ultimately deemed appropriate translations of the SL text.

On the other hand, translators 2, 3 and 5 renderings are not in line with the intended meaning, consequently, regarded inappropriate renderings of the SL text.

3.4. SL text (4)

FACE THE MUSIC: accept the consequences or bad results of a decision

“We know that we’re going to face the music on paying something for the digital licenses DOWN THE ROAD, but we were absolutely opposed to any changes in the legislation,’ one industry lobbyist said.” (Wall Street Journal, Jan. 9, 1996, p. A3)

TL texts

1. ذكر احد جماعات الضغط الصناعي ، نحن نعلم أننا سنواجه الامر عند دفع شيء للتراخيص الرقمية في الأدنى ، لكننا كنا معارضين تماماً لأية تغييرات في التشريع.
2. وقال أحد أعضاء الصناعة: "نحن نعلم أننا سنواجه المشاكل بشأن دفع شيء ما مقابل التراخيص الرقمية المروريه ، لكننا عارضنا تماماً أي تغييرات في التشريع.
3. أفاد عضو جماعة ضغط صناعي بأننا" 'نعلم أننا سنواجه عقاباً في الدفع بعض الشيء لصالح الرخص الرقمية 'براون ذا رود' لكننا كنا مرغمين تماماً إزاء أية تغييرات في القانون'.
4. قال أحد أعضاء مجموعة الضغط في الصناعة: "نحن نعلم اننا سنواجه ما لا يسرنا لقاء ما سندفعه مقابل الرخص الرقمية في نهاية المطاف، لكن بالفعل فقد عارضنا على أي تغييرات تطراً بنود الاتفاق".
5. ذكر احد اعضاء اللوبي الصناعي : نحن نعلم اننا سنواجه عواقب افعالنا عندما ندفع ثمن تراخيص رقمية (على الطريق) ولكننا كنا نعارض تماماً اي تغيير في التشريع.

SL text	FACE THE MUSIC
Sense of the SL text	Accept the consequences or bad results of a decision

TL text	Sense of TL text	Strategy used	Compatibility of sense
سنواجه الامر	We shall face it	Equivalence	—
سنواجه المشاكل	We shall face troubles	Equivalence	+
سنواجه عقاباً	We shall face punishment	Equivalence	—
سنواجه ما لا يسرنا	We shall face unpleasant things	adaptation	+
سنواجه عواقب افعالنا	We shall suffer the consequences for our	adaptation	+

	actions		
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Discussion:

In the SL text, the American business jargon (Face the music) is used to designate the meaning of accepting the consequences or bad results of a certain decision. This meaning was realized in the renderings of translators 2, 4 and 5. Their renderings correspond to the original intended meaning and consequently deemed appropriate rendering the SL text.

On the other hand, translators 1 and 3 renderings contradict the original SL meaning. Therefore, their translation versions are inconsistent with the intended meaning and ultimately deemed inappropriate renderings of the source text.

3.5. SL text (5)

RED TAPE: Bureaucratic delays.

“Foreign investors, he points out, can now buy up an Indian company with a minimum of red tape.” (World business, March/April, 1996, p. 37)

TL texts

- 1- "أشار إلى أن المستثمرين الأجانب يمكنهم الآن شراء الشركة الهندية بأقل العراقل"
- 2- "يشير إلى أن المستثمرين الأجانب يمكنهم الآن شراء شركة هندية مع الحد الأدنى من الشكل المعتاد عليه."
- 3- ويشير إلى أن المستثمرين الأجانب بمقدورهم الآن شراء شركة هندية بأقل قدر من الروتين.
- 4- ويشير إلى أن المستثمرين الأجانب يمكنهم الآن شراء شركة هندية بحد أدنى وبشريط احمر .
- 5-أشار إلى أن مستثمرين أجانب يمكنهم الآن شراء شركة هندية بأقل قيمة لها.

SL text	RED TAPE
Sense of the SL text	Bureaucratic delays

TL text	Sense of TL text	Strategy used	Compatibility
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			of sense
العراقيل	barriers	Equivalence	+
الشكل المعتاد عليه	usual form	Equivalence	—
الروتين	routine	Equivalence	+
شريط /حمر	red tape	Literal translation	—
بأقل قيمة لها	With less value	Equivalence	—

Discussion

The SL text jargon addresses the meaning of bureaucratic and office routine procedures that might delay or hamper the work of companies or businessmen. This meaning was conveyed in translators 1 and 3 renderings. Their translation versions are compatible with the intended meaning and ultimately deemed appropriate rendering of the SL text.

Conversely, renderings of translators 2, 4 and 5 are inconsistent with the intended meaning, thus regarded inappropriate translations of the SL text.

3.6. SL text (6)

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

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

TL text

1. "يمارس البائعون بعض الاحيان اساليب خادعة في الترويج للبضائع والتي تعرف باسم الاغراء والتبديل. حيث يتم الإعلان عن بضاعة رخيصة الثمن ويتم استبدالها ببضاعة اخرى في مكان بيع البضائع".
2. "يمارس البائعون أحياناً شكلاً من أشكال الإعلان الخاطئ المعروف بالطعم والتبديل. يتم الإعلان عن سلعة منخفضة السعر ولكن يتم استبدالها بأخرى مختلفة في صالة العرض.
3. يمارس البائعون أحياناً شكلاً من أشكال الدعاية الكاذبة تعرف باسم عرض مغري، حيث يتم الإعلان عن سلعة منخفضة السعر ولكن يتم استبدالها بسلعة مختلفة في صالة العرض.
4. يمارس البائعون أحياناً شكلاً من أشكال الدعاية الكاذبة المعروفة باسم اغراء الزبائن. يتم الإعلان عن سلعة منخفضة السعر ولكن يتم استبدالها بسلعة مختلفة في صالة العرض.
5. "يمارس البائعون أحياناً شكلاً من أشكال الدعاية الكاذبة تُعرف باسم الطعم والمفتاح. يتم الإعلان عن سلعة منخفضة الثمن ولكن يتم استبدالها بسلعة مختلفة في صالة العرض.

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

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

Discussion

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

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

3.7. SL text (7)

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

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

TL texts

1. ان حال خدمات الطعام في سجون الولايات المتحدة كالصخرة في مكان مزدحم يصعب الوصول اليه وما بين الوضع السياسي السائد بالجريمة.
2. ان السجون الامريكية وخدمات الطعام فيها تتخذ قرارات غير مرغوب بها مع الاعداد الكبيرة واطهار عدائية للسجناء السياسيين . (المطاعم والمؤسسات ، 1 مارس ، 1995 ، ص. 121).
3. تقع خدمات الطعام والسجون في الولايات المتحدة بين المطرقة والسندان مع الاكتظاظ ، والمشاعر السياسية السائدة في الجرائم.
4. " سجون الولايات المتحدة وخدمات الطعام فيها بين المطرقة والسندان مع الاكتظاظ ، والمشاعر السياسية السائدة في الجرائم.
5. "ان السجون وخدمات الطعام المقدمة في سجون الولايات المتحدة تقع بين المطرقة والسندان مع اكتظاظ السجون والمشاعر السياسية السائدة المتشددة ضد الجريمة"

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

TL text	Sense of TL text	Strategy used	Compatibility of sense
كالصخرة في مكان مزدحم	Like a rock in a crowded place	equivalence	—
تتخذ قرارات غير مرغوب بها	Adopting undesired decisions	equivalence	—
بين المطرقة والسندان	Between a rock and a hard place	Literal translation	+
بين المطرقة والسندان	Between a rock and a hard place	literal translation	+
بين المطرقة والسندان	Between a rock and a hard place	literal translation	+

Discussion

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

Conversely, translators 3, 4 and 5 have been able to convey the proper meaning of the SL text. Their rendering (بين المطرقة والسندان) though represents a literal translation of the SL jargon, hence conveyed the proper meaning of the source text. consequently, their renderings are regarded appropriate translations of the source text.

3.8. SL text (8)

BREADWINNER: Family member who brings home cash income.

“ In many cases, the breadwinner wife still does the LION’S SHARE of child care.” (Working Women, Feb. 1995, p. 6)

TL texts

- 1- في كثير من الحالات، فان الزوجة العاملة لا تزال تجني حصة الأسد من رعاية الأطفال.
- 2- في حالات عدة، تبقى الزوجة العاملة تشارك حصة الأسد في رعاية الطفل.
- 3- في كثير من الحالات ، لا تزال الزوجة المعيلة للعائلة تقوم بحصة الاسد في رعاية الطفل.
- 4- في كثير من الحالات ، لا تزال الزوجة المعيلة تحصل على نصيب الأسد من رعاية الأطفال.
- 5- في الكثير من الحالات، الزوجة المعيلة لا تزال تقوم بالجزء الأكبر من رعاية الأطفال.

SL text	BREADWINNER
Sense of the SL text	Family member who brings home cash income

TL text	Sense of TL text	Strategy used	Compatibility of sense
الزوج	Working wife	Equivalence	—

ة العاملة			
الزوج ة العاملة	Working wife	Equivalence	—
الزوج ة المعيلة	Supporting wife	adaptation	+
الزوج ة المعيلة	Supporting wife	adaptation	+
الزوج ة المعيلة	Supporting wife	adaptation	+

Discussion

The original meaning of the SL text indicates the meaning of a working woman who supports and provides for her family. The renderings of translators' 1 and 2 (الزوجة العاملة) contradicts this meaning, based on the fact that not every working woman is a family provider because this role might be the responsibility of the husband who is normally the key provider and supporter of the family. Therefore, these two renderings fall short of complying with the targeted meaning and hence regarded inappropriate translations of the SL text.

On the other hand, renderings of translators 3, 4, and 5 are consistent with the original intended meaning and hence deemed appropriate translations of the SL text.

5. Conclusions

The study concludes the following:

- 1- Translating American business jargons into Arabic is only possible when taking into consideration that Arabic and English are two culturally and linguistically divergent languages.
- 2- Moving from the assumption that American slang language is the language variety used in American business jargons. Hence, the translator should be competent enough to convey the meaning first into standard English before finally rendering these jargons into Arabic.
- 3- Given the cultural and linguistic gaps between English and Arabic. Thus, translating American business jargons into Arabic is an intricate task that only competent translators can handle.

Conversely, novice and incompetent translators might not be able to handle such tasks properly.

- 4- Several translation procedures have been used by translators to solve translation problems and cases of non-equivalency, the most dominant of these are, literal translation, equivalence and adaptation.

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