

**ATILIM UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF TRANSLATION AND INTERPRETATION
TRANSLATION STUDIES MASTER'S PROGRAM**

**THE IMPACT OF FOREIGNIZATION AND DOMESTICATION
ON THE ENGLISH-ARABIC TRANSLATION OF PRODUCTS'
LABELS: PHARMACEUTICALS AND PERSONAL CARE
PRODUCTS' LABELS**

Master's Thesis

Emad Alawneh

Ankara – 2021

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ACCEPTANCE AND APPROVAL

This is to certify that this thesis titled “The Impact of Foreignization and Domestication on the English-Arabic Translation of Products' Labels: Pharmaceuticals and Personal Care Products' Labels” and prepared by Emad Alawneh meets with the committee's approval unanimously/by a majority vote as Master's Thesis in the field of Translation Studies following the successful defense conducted in 05/02/2021.

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ÖZ

ALAWNEH, Emad. “Yabancılaştırma ve Yerleştirme Stratejilerinin Ürün Etiketlerinin İngilizceden Arapçaya Çevirisine Etkisi: Ecza ve Kişisel Bakım Ürünlerinin Etiketleri”. Yüksek Lisans Tezi, Ankara, 2021.

Bu çalışmada 51 ecza ürünü ile kişisel bakım ürününün İngilizceden Arapçaya çevirisinde yabancılaştırma ve yerleştirmenin etkileri ölçülmüştür. Bu tür ürünlerin önemi, onları kullanan tüketici sayısının büyüklüğünden, özellikle de bu ürünlerin insan vücuduna doğrudan temas etmesinden kaynaklanmaktadır. Nitekim etiketlerinde yazılı bilgiler de kullanım ve doza ilişkin ayrıntıları verdiği için son derece önemlidir. Bahsi geçen stratejilerin frekans ve yüzdelerinin ayrıntılı biçimde hesaplanması için karşılaştırmalı nitel analiz yöntemi kullanılarak güvenilir istatistikler şeklinde veriler elde edilmiştir. Derinlemesine analiz yapabilmek ve çalışmanın zenginleştirilmesi için çok sayıda çevirmenle anket usulüyle görüşme gerçekleştirilmiştir. Anket sonucunda yabancılaştırma stratejisinin kendine has teknikleriyle birlikte yoğun olarak kullanıldığı görülmüştür. Ayrıca incelenen ürün etiketlerinin işlevsel rollerinin önemli reklam aracı olduğu da ortaya çıkmıştır. Son olarak kaynak dil ile hedef dil arasındaki ideolojik, dini ve kültürel farklılıklarla birlikte eşdeğerliklerin olmayışı, çevirmenlerin bu tür ürün etiketleriyle uğraşırken karşılaştıkları başlıca sorunlardır.

Anahtar Kelimeler: Yerleştirme, yabancılaştırma, ürün etiketleri, ecza ve kişisel bakım ürünlerinin etiketleri

ABSTRACT

ALAWNEH, Emad. “The Impact of Foreignization and Domestication on the English-Arabic Translation of Products' Labels: Pharmaceuticals and Personal Care Products' Labels”. Master Thesis, Ankara, 2021.

This study measures the impact of foreignization and domestication on the English-Arabic translation of the labels of 51 pharmaceuticals and personal care products (PPCPs). In fact, the importance of such types of products arises from the huge number of their consumers, especially because the PPCPs are usually in direct contact with the human bodies. Thus, the written pieces of information on their labels are quite important because they provide details about their usages and dosages. Accordingly, a comparative quantitative analysis is implemented in order to achieve a detailed calculation for the strategies' frequencies and percentages and come up with dependable findings in the form of statistics. To provide in-depth analysis and enrich the study, the researcher conducted a questionnaire and distributed it to a significant number of translators. Certainly, the study results in an intense usage of the foreignization strategy along with its techniques. Furthermore, the investigated products' labels proved their functional role as an efficient and important advertising tool. Ultimately, the lack of equivalents along with the ideological, religious, and cultural differences between the (SL) and the (TL) represent the main challenges that translators face while dealing with the labels of PPCPs.

Keywords: Domestication, foreignization, product labels, pharmaceutical, personal care, products' labels.

DEDICATION

This dissertation work is dedicated to my family and friends; I would like to express my deepest thanks and appreciation to my loving mother, wife, and daughters whose words of encouragement and motivation for tenacity ring in my ears.



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All praises be to Allah, and peace and blessings be upon His honest Messenger Mohammed. I would like to start by thanking my dearly beloved wife for the continuous support, patience, strength, and motivation that she brought me and my family members. Likewise, I am grateful for the encouragement, support, and continued prayers of my wonderful mother. Last but not least, I would like to thank my three angelic daughters, Lamar, Malak, and Misk whose words and smiles represent the true happiness and strength of my life.

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LIST OF ABBREVIATIONS

PPCPs: Pharmaceuticals and Personal Care Products

SL: Source Language

TL: Target Language

ST: Source Text

TT: Target Text

FDA: Food and Drug Administration

USDA: U.S. Department of Agriculture

GMO: Genetically Modified Organism

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TRANSLITERATION SYSTEM FOR ARABIC (IJMES)

Consonants

	ء		ز	Z		ل	l
	ب		س	S		م	m
	پ		ش	Sh		ن	n
	ت		ص	ṣ		ه	h
	ث		ض	ḍ		و	w
	ج		ط	ṭ		ي	y
	ح		ظ	ẓ		ة	a
	خ		ع	‘		ال	al
	د		غ	Gh			
	ذ		ف	F			
	ر		ق	Q			
	ز		ك	K			

Vowels

Long	ا or ي	Ā
		و ū/ō
		ي Ī
Doubled	يـ	īyy (final form ī)
	وـ	uww (final form ū)
Diphthongs	و	Au
	ي	Ai
Short	ـ	A
		ـ u/o
		ـ I

INTRODUCTION

Introduction

Since the translation has become an imperative need worldwide, the translation studies, gained an additional significance through the birth of products' labels translation. The visual representation and the content of those attractive products' labels, significantly, play a key role in the sales and marketing process of multinational companies, contribute to the considerable increase in brand awareness, and therefore build trust and loyalty between customers and the target brands. Hence customers are persuaded into buying a particular product, motivated to give their positive feedback, and encouraged to recommend it to others (Jaafar, S. N., Lalp, P. E., & Naba, M. M. 2012). Therefore, most of those printed pieces of information that appear on the products' labels have become an important necessity for all countries and consumers. Moreover, it is worth mentioning that many of the products' details are required by law, and they must be stated clearly on the products' labels and treated as facts. Consequently, it is required that labels should include a wide range of different facts and information such as the name of the product, vitamins and minerals, ingredients, calories, and any artificial flavour or preservative added (Khalid, S. M. N. 2015). In addition, in the US for example, the main labelling regulatory bodies are the Food and Drug Administration (FDA), and 'the US Department of Agriculture (USDA) in which they require and control processes of producing and selling a particular product as a whole (Bailey, R. L. 2020).

Background of the Study

Accordingly, FDA and USDA oversee the labelling requirements along with any piece of information mentioned on the products' labels in the so-called "Safe Handling Instructions", which emphasizes the following important information that must be added to the labels of the different products: Low calorie, sugar-free, 100% organic, fat-free, and Non-GMO. For illustration, the abbreviation GMO stands for 'Genetically Modified Organism' to which it indicates the genetic composition that is

taken from the plants and/or animals has been modified or altered for the food production ends. Additionally, labels provide some other important information such as the presence of the most common allergy-causing food. Ultimately, in order to secure purity, strength, composition, and quality of the products in the market, Food and Drug Administration (FDA) issued formal guidance on current Good Manufacturing Practice for which the labelling, packaging, and storage processes are safely documented and guaranteed (Coit, M., & Feitshans, T. A. 2020).

This section of the study addresses background information on the important examined details found on the labels of the PPCPs along with their functional messages. In addition, it highlights the gap that is intended to be filled through this study while emphasizing the importance of the translation to such types of products.

Products' Labels

Highlighting key information about a specific brand is considered one of the first key elements of a successful brand, which will ultimately motivate businesses and increase their profits. For this reason, it becomes of paramount importance for companies to provide creative and unique content for their products (Grunert, K. G., Hieke, S., & Wills, J. 2014). Therefore, labels should include attractive, informative, and accurate messages and content because they function as the first impression of a brand/company and can make customers in favour of a particular product. Otherwise, the messages of the label will not carry any impacts for which they were written (Venter, K., Van der Merwe, D., De Beer, H., Kempen, E., & Bosman, M. 2011).

In fact, despite the fact that English is considered the most frequently spoken language worldwide, appropriate knowledge and deep understanding of the other languages are essential requirements for easy and effective communication. This means that the long-standing gaps among the different levels of technological developments that appear clearly among the countries of the world and the global economy require emerging languages in order to present positively in the international markets (Warschauer, M. 2000). Hence, this is how the importance of translation came into existence, especially in response to the personal preferences of people who tend to prioritize their own native languages over the others.

Overall, a number of translators have struggled to adopt appropriate equivalents to the source text. Therefore, they tend to choose certain strategies that preserve the message and style of the source text. On the other hand, another faction of translators works on achieving adequate target texts in order to be linguistically and non-linguistically attractive and ultimately expedite progress towards the desired promotion ends. (Neubert, A. (2000). Consequently, the effectiveness of translating products' labels has become a vital issue for the process of brand management.

Translation and PPCPs' Labels

In regards to translation, most, if not all, types of texts have undergone translation. However, pharmaceuticals and personal care products' labels (PPCPs' labels), in particular, are among the least examined texts. Henceforward, such text types are considered relatively challenging in which translators encounter serious linguistic and non-linguistic issues such as odd brand names, technical terms, culture-specific terms, and so on. Therefore, the translation may have an inaccurate influence on the target language resulting in a negative and inadequate impact will definitely affect the comprehensibility of the target receptors.

Accordingly, translators must be very skilful with outstanding abilities that enable them to professionally tackle all the translation issues and select the most appropriate translation approaches. Hence this study focuses mainly on the impact of the translation strategies applied to translate the English-Arabic PPCPs' labels in particular with respect to foreignization and domestication as two significant translation strategies along with their relevant techniques. For this reason, the study includes an analysis of the frequency, percentage, and the number of occurrences for each one of the employed translation strategies through investigating the following elements: brand name, technical terms, claims, and body copy. Furthermore, the study addresses any linguistic and/or cultural inaccuracies such as misspelling, wrong word choice, and violation of coherence, and so on.

Statement of the Problem

Products' labels function as a bridge to new cultures through multinational industrial movements because their printed texts are not always understood by all the segments of the societies in the target language. However, most of the English culture-specific elements and technical terms are very difficult to be understood by most Arab consumers. Thus it would be almost impossible to translate them without resorting to some varied and useful translation strategies such as borrowing, transliteration, transference, and so forth. Consequently, studying their impact on the products' labels places a high premium on the cultural and industrial influences of their translation and thus sheds light on its linguistic and commercial outcomes. Therefore, this type of translation is considered a critical topic because it presents foreign products to other cultures and societies.

For this reason, translators aim to avoid rendering the texts of a source language (SL) into poor, inaccurate, and/or inadequate equivalents. Thus, they do their best to produce a precise and communicative message. Since the idea from the translation of products' labels exceeds the general aims of the translation it would produce a functional translation that results in a persuasive text for the target consumers. Krista indicates that there will be a decrease in the average sales profits if the target language text does not play its convincing and effective function (Bouwman, C. H. 2013). Accordingly, goods and services providers will definitely miss out on the required purchasing decisions of their consumers as a result of the lack of appropriate equivalents for the translation of the TL.

This paper addresses the issue of the impact of foreignization and domestication approaches on the English-Arabic translation of pharmaceuticals and personal care products. In addition, it focuses on the influential roles that the translation of the products' labels may play in the market place which calls the researcher to conduct this pioneering study.

Purpose of the Study

Based on the aforementioned introduction and in the light of the foreignization and domestication strategies, this study aims to examine, discuss, and then measure the impact of the English-Arabic translations on 51 samples of

different pharmaceuticals and personal care products' labels (PPCPs' labels). Moreover, this research specifically places a special emphasis on the equivalents of the following relevant and important textual elements: cultural-specific elements, influential religious and social customs, technical terms, personal names, product names, and abbreviations. This study also explores whether the employed translation strategies have caused the message of the source language any misrepresentation or distortion.

Ultimately, a special emphasis is placed on the pros and cons of the foreignization and domestication strategies along with their frequently used techniques that will evidently help the researcher to statistically analyse the variable adequacy and degree of usages through the collected samples and available data. Therefore, the effective techniques of foreignization including literal translation, transliteration, borrowing, and transference are measured based on their variable adequacy, and the degree of their usages and frequencies within the collected samples and available data. The same applies to the strategy of domestication that is highlighted through the heavy usage of adaptation, omission, addition, and transposition.

Significance of the Study

Concerning the fact that the topic of this study has not been previously addressed by any other researchers, it, therefore, gains further importance in light of the integration of the business and economy field into the field of translation. It is certainly true that this study will become able to evaluate and prove the considerable extent of the significant role of the translation strategies in achieving the advertising and promotional goals of multinational businesses. Furthermore, the study is designed to shed light on any linguistic and non-linguistic inaccuracies due to the inappropriate translation of the content of the PPCPs. Therefore, the researcher is eager to examine the most applied translation strategies along with their impact on the content of pharmaceuticals and personal care products (PPCPs). Moreover, this study tends to highlight the translator's motives for adopting a specific strategy in translating particular expressions, concepts, or terms. Consequently, this study will

definitely come up with a number of significant recommendations to those translators who normally deal with varied linguistic elements, different cultures, and many translation approaches. Moreover, it is also likely to have a trade-off among the translation strategies used in such a type of content translation, especially the different contents that belong to commercial purposes.

Finally, the valuable findings of this study along with its key features will function as a guide to future researchers and carry positive impacts on all the parties concerned in the translation process of PPCPs' labels, including the translators themselves and those multinational companies which are eagerly seeking the right business growth worldwide.

Research Questions

Based on the main purposes and aims of this study, four questions are listed as follows:

1. Why is it important for companies to translate their products' labels?
2. Do foreignization and domestication strategies carry a true impact on the translation of the products' labels?
3. What are the decisive factors that affect the translators' decisions of adopting one strategy over another?
4. In regards to the suitability of the foreignization and domestication strategies, which strategies are adopted the most for translating the content of pharmaceuticals and personal care products?

Scope and Methodolgy

This specific part of the study sheds light on the corpus of the study, the collection procedure, the methods of the data analysis, and the limitations of the

study. Therefore, the researcher examines most of the earlier studies and the related aspects of the field of pharmaceuticals and personal care products' labels in an effort to attain the highest level of the required goals of this study while the major cases of the study will be examined in a later chapter.

Quantitative Approach

The main goal of conducting a quantitative study is to inspect the corpus of the study and explore the relationship between the translation strategies employed for translating the selected labels and the possible impacts on their success rate of the conveyed messages that will ultimately result in a productive and strong brand.

Obviously, this study deals with the logic, objective, and statistical stance of its ultimate findings. For this reason, this study is designed prior to the stage of its data collection. In addition, the statistics and numerical data of this study are collected and shared in two main ways; the first way includes the analysis of (51) labels of well-known pharmaceutical and personal care products in terms of the adopted translation strategies, number of occurrences, frequencies, and percentage within the corpus of the study. Meanwhile, the second way is conducted through the distribution of an online questionnaire to a significant number of translators aiming to determine and measure their different viewpoints, challenges, and problems with respect to this specific field of translation.

Accordingly, the collected data are arranged in tables and charts. The selected criteria will certainly include demographic questions including but are not limited to, age, gender, marital status, education level in which they tend to emphasize the objective measurements and the numerical analysis of data collected. Consequently, reliance is placed on the frequently used statistical platform Google Forms (Google Docs). Certainly, the questionnaire includes a group of different questions designed on a Likert scale. Evidently, this study is, therefore, a customer-based one as it depends on the practical experience rather than the theoretical side.

Corpus of the Study

The label sampling of this study contains a set of 51 English-Arabic translated labels in regards to different pharmaceuticals and personal care products. In fact, despite the fact that the sample size might not seem very large, the achieved results are really indicative, vivid, and intense examples. In addition, the findings of this study function as a beneficial tool that helps the endeavours of the commercial policies proposed by multinational pharmaceuticals and personal care companies and ultimately enhance their language management. Moreover, the selected samples are in form of labels for well-known brands, and they are frequently purchased or highly requested by most of the PPCPs' customers.

Data Collection

The data collection process for this study took place over the period between July 1st, 2020, and September 30th, 2020. The examined samples have been obtained from different pharmacies and cosmetic stores in Jordan.

Methodology

This study examines the English-Arabic translations of fifty-one (51) labels of PPCPs under the umbrella of the two influential translation strategies; foreignization and domestication. Thus the examined labels are used for the purpose of exploring the most accurate and frequent translation strategies. Moreover, the study focuses on some textual elements such as technical terms, body copies, product names, claims, and linguistic accuracy. Therefore, a quantitative analysis is carried out in order to inspect the corpus of the study based on the above-mentioned elements for examining the techniques most often applied in translating the investigated labels of the PPCPs and as well as measuring their impact on the corpus of the study. Accordingly, the observed strategies are categorized under the dichotomy of foreignization and domestication as they certainly represent the theoretical framework for this study.

Limitations of the Study

In terms of pharmaceuticals and personal care products and based on the studies conducted previously, it is noted that there are quite a few studies that have been conducted specifically on this type of product. In addition, the previous studies did not address directly the translation of pharmaceuticals and personal care products' labels and/or investigate the textual elements being studied in this study, especially with regard to the foreignization and domestication strategies. Although it has been done the utmost importance by the researcher to undertake very beneficial findings of the study, the researcher acknowledges the following limitations: Firstly, the corpus of labels is limited to 51 samples because many pharmaceuticals products are not translated into Arabic, secondly, the area of the study is limited to only one Arab country due to the difficulty and high cost of travel from one country to another, especially during the current situation of the Covid-19 pandemic which brings travels and travellers to a standstill, and finally, it is understood that many companies do not often provide their labels online for fear that some other competitors might try to imitate their products.

Review of Related Literature

To our knowledge, there has been limited attention paid to the impact of the translation of pharmaceuticals and personal care products in the previous literature. Reviewing prior studies reveals a limited number of studies, for example, Hui, X., &Yukang, T. (2000) carefully planned a study that tested the translation of brand names as a form of intercultural communication. Specifically, Kaijie, H. (2001) discussed the importance of cultural meanings in translation and economic benefit. Another study has been done by Hartono, R., &Priyatmojo, A. S. and titled "Translation Errors of Soft Drink Product Labels from Indonesian into English". Thus they tried to test four samples of soft drink labels, which are made in Indonesia.

Accordingly, the goal of their study is to shed light on the types of errors among the translations of those labels (Hartono, R., &Priyatmojo, A. S. 2016). Furthermore, another research focuses on some translated Australian health product brands' labels and hence those labels are translated into Chinese and found online and/or in pharmacies (Fang, J., & Song, Z. 2014). Besides, a study examines the

significant role played by the displayed information on pesticide product labels in order to contribute to the risk reduction to the Brazilian farmers (Waichman, A. V., Eve, E., & da Silva Nina, N. C. 2007). Moreover, a study investigates the employed techniques of translation in Unilever product labels along with the quality of imperative sentences (SAFITRI, T. A. D.2017).

In regards to foreignization and domestication, a study has been done by Obeidat, E. S., & Abu-Melhim, A. R. H. (2017) who investigated the English-Arabic translations of the baby formula labels under the umbrella of Lawrance Venuti's foreignization and domestication framework and revealed that borrowing, transference, literal translation, and transliteration as the main strategies of foreignization were used heavily within the corpus of the translated baby formula labels. Moreover, Shehab, N. H. A. (2011) explored issues related to the translated advertising brochures in the light of the encountered linguistic inaccuracies and translation strategies by investigating a corpus of English-Arabic brochures promoting personal care products. However, this study also explores whether the employed translation strategies have caused the message of the source language misrepresentation and distortion that will ultimately result in linguistic inaccuracies.

Finally, a special emphasis is placed on the pros and cons of foreignization and domestication strategies along with their frequently used techniques in order to help the researcher to statistically analyse their variable adequacy and degree of usages through the collected samples and available data. Consequently, the study traces the proportionality between the employed translation strategies and the commercial and promotional aims of translating the content of pharmaceuticals and personal care products.

Definitions

Domestication and foreignization: are strategies in translation, concerning the degree to which texts are made in accordance with the target culture.

Domestication: is the strategy that closely renders a source text compatible with the culture of the target language. Therefore, this process leaves the source vulnerable to a lack of information or some of its important aspects.

Foreignization strategy: is the process of preserving the meaning of the source language along with an intentional change in the conventions of the target language in order to ultimately retain the meaning of the source text.

Product labels: are any attached piece of material to a specific product or written information on any product's container that identifies its content and provides its customers with the necessary information such as ingredients, specifications, instructions, and uses.

Pharmaceuticals: the industry that produces, develops and deals with drugs and medicines.



CHAPTER I

THEORETICAL FRAMEWORK

This chapter definitely provides an overview of the relevant literature. Therefore, it introduces the general framework for the foreignization and domestication strategies and their previous literature.

1.1. Introduction

The importance of translation as an interdisciplinary field along with its significant studies is constantly increasing because of their social and cultural roles in history (Pym, A. 2014). For example, most critical and literary texts of the other languages can only be read through the appropriate translation in conjunction with its science and theories (Munday, J. 2016). To illustrate this idea, it can be said that many translation approaches facilitate the processes of translation and lessen the difficulties that translators and target readers may experience while dealing with foreign texts and/or their translations (Kiraly, D. 2014). For this reason, one of the main motivations behind the spread of translation is that it works as an important means of communication in order to connect multinational businesses with the target customers who speak different languages than the language of the original product. Therefore, translation along with its significant science is indispensable as it becomes a demanding need for all countries with their different languages (Byrne, J. 2014).

Consequently, examining the impact of foreignization and domestication through the translations of the different types of products' labels with close attention to the technical terms, body copy, claims, and abbreviations will definitely increase the value of the science of translation and make it extremely valuable. In an effort to enhance the full extent and accuracy of the translation, scholars throughout the years gave various definitions to the translation and its science that will be shown in the next section of this study.

1.2. Definitions of Translation:

Catford views translation as a linguistic process. Thus, it is defined as the process of replacing a textual material of a source language with its equivalent textual material in the target language (Catford 1995: 20). In other words, to Catford, the translation looks like a performed operation on languages. This is therefore coined as a direct translation, literal translation, and/or what so-called a word-for-word translation. Translation, On the other hand, is considered as a product by Yowell and Mutfah (1999) because it provides us with different aspects of the other cultures, especially to those ancient societies and civilization life, in particular with regard to the translated texts that will ultimately reach us. However, another definition is stated by Newmark as "rendering of the meaning of a text into another language in the way that the author intended the text". Meanwhile, Translation is also considered a replacement process of words taken from one language and changed into words with the same meaning in a different language. Larson (1984:3) illustrates "A translation consists of transferring the meaning of source language into the receptor language".

There, it can be said that translation fulfils its reproduction process in the receptor language to naturally reach the closest equivalent of the intended message in the source language, in terms of both the meaning and the style (Nida& Taber, 1984:12).Therefore, the transferring process for the meaning, style, and message between two or more languages can summarize the definition of translation based on the aforementioned definitions and statements. Furthermore, Neubert (1985:18) strongly defines translation as an "interlingual and an intercultural and cross-cultural communication".

Accordingly, this paper investigates the social and cultural roles of the translated products' labels along with their impact on the target language. Thus it is unexpected to have exactly the same impact on the readers of the target language. Accordingly, the main goals of this type of translation go beyond the notion of translating from one language into another because those labels are intended to achieve different functions within the target culture. Specifically, the idea of the translator's visibility is tackled by Venuti who explains the significant connection between the translation of foreign texts and the cultural impacts.

1.3. Visibility versus Invisibility

Venuti takes interest in the cultural effects that a target language receives from the translations of foreign texts. Therefore, he suggests that the effects of the most “fluent” translations may be considered the worst possible ones, and this is thus reflecting the translator's invisibility. Hence the best effects must be as a result of the opposite strategies (Coldiron, A. E. 2012). Furthermore, a translation from one literary language into another normally involves three transfers: from one natural language into another one; from one time into another; from one cultural milieu into another one (Røvik, K. A. (2016). Consequently, the process of those transfers will eventually result in either a visible (foreignizing) translation or an invisible (domesticating) translation.

Accordingly, the term invisible describes the extent to which certain translation traditions tolerate the presence (i.e. intrusion, prevention) of the translator in the translation (Hatim 2001, 45). There are often demands from the translator to produce a translated text what is so-called equivalence in order to approach the sameness of the original text. For this reason, translation and communication are more or less difficult in regard to the disparities of reference, time, and distance. Hence within the philosophy of language, George Steiner points out two different positions: The Universalist, which suggests that all languages share an underlying structure while the Monadist, which argues that there is an irrelevance within the language universals (Venuti, L. (Ed.). 2018).

The different frameworks rule the process of addressing the translatability issue, especially when it comes to the literary translation where pragmatic texts are there palpably in order to serve specific practical purposes, and they must be accomplished shortly, regardless of any possible difficulties. The practical side of those pragmatic texts is, therefore, working as reasonable grounds for all the means on which the translation can be implemented (Hatim, B. 1998). Furthermore, philosophical and ethical issues, on the other hand, are often raised within the literary texts, and those issues are more complicated to be settled or overcome. Therefore, the ethical issues along with the socio-cultural implications that are often raised

within this discourse need careful reflection, although advertising is usually taken place within the category of the pragmatic texts (Guldin, R. 2010).

Obviously, the translation problems, which are represented by the empirical and pragmatic approach, have become the best interest of the field of translation in general and its broad discussions (Hermans, T. 2019). (Un)translatability is therefore strongly associated with the conventions, ways, and norms that shape the process and products of the translation for a specific text within a certain culture and situation (Wolf, M. 2014). Accordingly, in advertising translation, for example, it is much more accurate to address each problem individually without considering certain text types untranslatable by their nature. Hence a target-oriented approach is needed to deal with those advertising texts that include the pragmatic character and achieve the goals sought after (Munday, J. 2016).

Consequently, the difficulties in which translators encounter while analyzing the goal and function of the examined products' labels require a specific approach to address them appropriately and then take into consideration the position of the text within its target-culture and the profile of the target audience in order to have the purposeful results of the linguistic decisions based on the adopted approach. Finally, therefore, the text's acceptability is made certain and implemented (Nord, C. (2005).

1.4. Theoretical Background:

Certainly, Schleiermacher's view tends to prefer foreignization (i.e., the target text should sound to the reader more like a foreign composition in a native tongue) (Katan, D. (2014). Consequently, Gregory Rabassa followed Schleiermacher's view, and that appeared after his translation of Marquez's *One Hundred Years of Solitude* (Márquez, G. G. 2014). Similarly, Susan Bernofsky proceeded with the same approach when she has finished her translation for the essay of Schleiermacher. Accordingly, both of them have followed very tightly the syntax of the ST (Al-Ali, K. K., & Le'ibi, M. H. 2018). For Venuti (1996:198) "Foreignizing translation signifies the difference of the foreign text by disrupting the cultural codes in the target language" and "seeks to restrain the ethnocentric violence of translation". Furthermore, "The language of a translation should be bent in the direction of the

original but only in ways still aesthetically pleasing within the constraints of the target language” (Bernofsky, 1997, p. 179). Moreover, BolañosCuéllar repeats: “The translator is to respect what the original author has said in the original” In case the translator wants to express his view, he should write his own text” (2011, 116).

Evidently, with a deep investigating look into the field of the contemporary international translation; it seems very obvious that the theorist Eugene Nida is considered the spokesman of those scholars who adopt the domesticating approach, whereas Venuti, an American translation scholar is considered the representative of those scholars who advocate foreignizing translation (Laver, J., & Mason, I. (2011). On the other hand, formal equivalence and dynamic equivalence are two important terms coined by Eugene Nida to which they are intended to fulfil different levels of literalness between the original text of the source language and the target text (Fisher, K. R. 2018). Therefore, sense-for-sense translation focuses on the meaning of the translated sentences or phrases that can be represented by the dynamic equivalence. Meanwhile, word-for-word translation gives the priority to the literal meanings of words or phrases (Nord, C. 2018). In addition, dynamic equivalence gives attention to the correspondence in meaning by trying to render it completely natural with the least literal accuracy, whereas the approach of the formal equivalence gives special importance to the message of the ST itself, in both form and content including the details of its lexis and structure (Mohammed, Y. M. A. 2014). Consequently, the superior, ideal deFurthermore, Peter Newmark believes that the functional equivalence of Nida has provided the readers with very beneficial aspects by simplifying everything to be so plain and easy (Fengling, L. 2017). He states "Following Nida's 'Translating is communicating' with its emphasis on a readable, understandable text (although Nida also insists on accuracy and fidelity), one notices inevitably a great loss of meaning in the dropping of so many Biblical metaphors which, Nida insists, the reader cannot understand" (Yang, W. 2010). However, translations seem to be easier for the acceptance and understanding of the readers in terms of domesticating translation. Moreover, the TT fluency and naturalness are often at the expense of the eloquent messages and cultural features of the ST (Almanna, A. 2016).

Thereupon, this study aims to analyse a group of 51 translated products' labels from English into Arabic found on different PPCPs. For instance, the labels of those calming and cooling formulas that have been translated in terms of foreignization and domestication strategies. In fact, the argument of the different methods of translation by Schleiermacher becomes the cornerstone of the structure of Venuti's beliefs. Schleiermacher argues that "either the translator leaves the author in peace, as much as possible, and moves the reader towards him; or he leaves the reader in peace, as much as possible, and moves the author towards him" (as cited in Venuti, 2008, p.15), therefore, the methods of translation were limited into two types. The former is termed as domestication and the latter is foreignization. According to Venuti's argument (2008) domestication is "an ethnocentric reduction of the foreign text to receiving cultural values, bringing the author back home" (p.15). It thus refers to the process of inscribing "the foreign text with a partial interpretation" and "reducing" or even "excluding the very difference that translation is called on to convey" whilst Foreignization is expressed as "an ethno deviant pressure on those values to register the linguistic and cultural differences of the foreign text, sending the reader abroad" (Venuti, 2008, p. 15).

Mainly, foreignization retains the strangeness of the source text and intentionally breaks the conventions of the target, while domestication adopts a transparent and fluent manner in order to minimize the foreignness of the foreign language within the translation of the target language (Shuttleworth&Cowie 1997:59). Venuti believes in foreignization or what he also calls 'resistancy' and 'minoritizing' as a strategy needed today to "signify the linguistic and cultural difference of the foreign text" (Venuti, 2008, p.18) and refers to the domestication presented by the Anglo-American tradition by stating: "restrain the ethnocentric violence of translation" (Venuti, 2008, p.16). Besides, he believes that this approach can alter how interpretation is conceived and made since it suggests the idea of human subjectivity that varies from the humanist presumptions included in domestication.

In truth, Venuti is of the conclusion that the accurate idea about human nature to the reader of the target language is to be fulfilled precisely neither by the author nor the translator of the original text. Consequently, Venuti is totally aware of the

negative characteristics of foreignization (Drugan, J. 2013). He is totally certain that foreignization is just a "subjective and relative term that still involves some domestication because it translates an ST for target culture and depends on dominant target culture values to become visible when it departs from them (Munday, 2001, p. 148).

Indeed, foreignization and domestication can be examined based on the Venutian invisibility. Invisibility is thus "to describe the translator's situation and activity in contemporary Anglo-American culture" (Venuti, 2017). On one hand, domestication forms a strategy of translation that utilizes a straightforward, fluent style causing creating a Target Text (TT) that is without strange and foreign words completely. Therefore, the translator will be invisible as if the translation is a text written by a native writer. On the other hand, foreignization protects the translator's visibility encouraging the foreignness of the source text and culture. Venuti (2008) confirms that the role of the translator is to be visible so that his diligent effort in translation is not to be neglected. Consequently, one of the ultimate goals of the aforementioned views about the different translation strategies is to reveal the significant role played by those products' labels and guide translators to the most appropriate strategies that can be used to serve the advertising purpose of the labels' contents (Dumitru, M., Albu, N., Dumitru, V. F., & Albu, C. N. 2014).

Concerning the translation of advertisements, it is argued by Smith and Klein (1997: 175) that it is not an easy job. Therefore, only a very limited number of studies have been conducted translation of advertisements. Furthermore, it is also stated that "advertising translation has long been ignored in translation theory" (Munday 2004: 210). However, in 1972 an effective paper has been written by Holmes titled 'The Name and Nature of Translation Studies, and hence the paper is still beneficial to date, especially when evaluating the translation approaches selected by the scholars. Accordingly, Holmes' paper divides the translation studies field as follows: Pure and Applied. Pure approaches represent the research-oriented fields which are considered theoretical approaches while descriptive and applied are represented as the translator training. Moreover, these classifications are expressed clearly on Holmes' map (Toury 1995: 10).

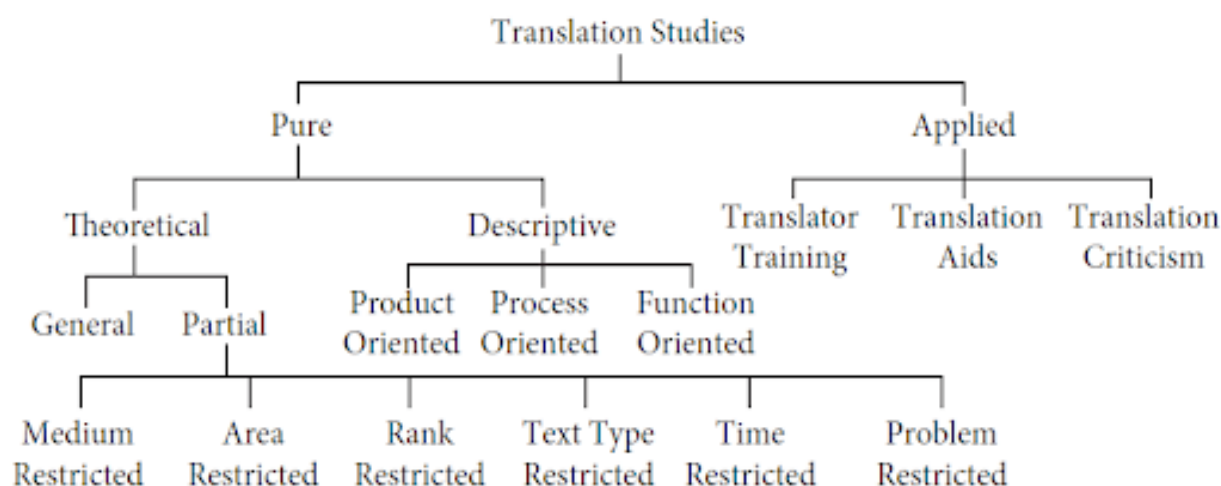


Figure (1): Holmes' map (Based on Holmes 1988)

The product-orientated approach is categorized into the science of translation by Holmes as it works to describe existing translations starting by describing the translations individually or "text-focused translation descriptions" (Holmes 1972: 176). Furthermore, the other descriptive methods are different than this approach as the process-orientated approach concentrates on the performance of translation in order to decode the processes that happened in the minds of the translators at the exact time of translation (Hermans, T. 2019). Meanwhile, the description of the function-orientated approach focuses on the mission of the text within the target culture giving priority to translation instead of the text itself (O'Farrell, P. K. 2010).

However, it is worth mentioning that some authors incorporate findings from their researches into other disciplines aiming for to innovating models that translators of advertising could benefit from (Au 1999). From another point of view, translating brand names and advertisements is considered an "intentional act of betrayal" (Wang, G. 2019). In other words, translators should not exaggerate the loyalty and faithfulness to the source text. Therefore, the translator of advertisements must use attractive language in order to persuade customers, let them purchase a specific product with conviction and determination, and finally, the target customers become loyal to that brand (Nord, C. 2018).

Likewise, Ho (2008: 192) cited from Chau (1984) those translators who deal with advertisements should adopt the "beauty of disloyalty" strategy. Accordingly,

Chau (1984) implies that meeting the expectations of the target audience, society, and cultural values have to be manipulated by the translators (Shehab, N. H. A. 2011: 18). Besides, Ganse (n.d.) illustrates that "if advertisement translation does not hit home, the consumer will not buy" as it has been cited by Ho (ibid: 193). Consequently, translators must be creative, and that can be possibly fulfilled through the precise selection of the adaptation technique as an effective and efficient translation strategy used for the advertisement texts (Shehab, 2011). Accurately, Ho (193-196) outlined that the process of the advertisement translation as a whole is "covert translation" where translators benefit from the employment of "Cultural filter" that leads to the invisibility or absence of the translator.

Pharmaceuticals and personal care products' labels are tackled by researchers as an important part of a product's publicity and advertising, and they are therefore considered advertisement materials most of the time (Auton, F. 2004). Therefore, Businesses pay particular attention to the products' labels, as a mandatory procedure for achieving the desired profits, especially when promoting a certain product because of their influential roles that affect the perspectives of the local, national, or international customers (El Baz, J., Laguir, I., Marais, M., &Staglianò, R. 2016). Accordingly, translating pharmaceuticals and personal care products' labels will always be crucial for multilingual interactions that translators provide companies and customers with (Bitsch, R., & Hansen, J. S. 2010). For this reason, it has been cited by Obeidat (2005) that "translation has been recourse of many advertisements {.....} To overcome the barriers imposed by the language and the culture" (Holloway, 1998:43).

Generally speaking, translators consider the advertising texts one of the biggest translation challenges because they may lead to inaccuracy and mistranslations as a result of their possible problematic strategies. Thus researchers did not disregard this critical issue. For example, some of them work on the analysis of the linguistic errors such as Al-Tahtamouni (2006) who points out that those translators who usually try not to make noticeable changes while translating commercial names in order to keep the good publicity and fame of a product worldwide. Therefore, translators use the transliteration strategy to deal with brand names. However, Al-Tahtamouni asserts that there must be intelligible equivalents to

those jargon terms and/or brand names. Consequently, it is more appropriate to be translated rather than transliterated. Accordingly, translating jargon terms and brand names can cause the original message distortion or unnaturalness, and thus they are categorized as a translation problem Al-Tahtamouni (2006: 68). On the other hand, some researchers focus on the errors found in the translations of the health care documents (Keselman, A., & Smith, C. A. 2012), and the Jordanian Ministry of Health released those documents between 1973 and 1997.

Accordingly, the findings show that the state of establishing translational equivalents is really difficult, especially the technical terms employed within the field of health care (Asqalan 1997). In addition, Asqalan points out that such an issue can be solved by referring to the contexts themselves in which the terms are found. Thus, identical equivalents from the source texts can be reached.

To sum up, the whole process of translating the advertisement texts is based on accurate decisions to select the most appropriate translation strategy, treat the language and its culture as a unified unit, and place a special emphasis on the differences in cultural terms of the target language (Morini, M. 2013). Consequently, professional translators will always benefit from the omission, addition, adaption techniques as a set of effective modifications in which they bridge the cultural and linguistic gaps between the source language and the target language (Fawcett, P. 2014). Purposefully, this study aims to investigate and discover the linguistic inaccuracies along with the most translation strategies employed for translating the investigated advertising labels of the pharmaceuticals and personal care products. Furthermore, it describes the translation errors such as mistranslation or misspelling and handles them as a whole by referring to more adequate and appealing alternatives.

CHAPTER II

QUESTIONNAIRE ON THE VIEWPOINTS OF TRANSLATORS

2.1. Questionnaire on the Viewpoints of Translators.

This chapter sheds light on the conducted questionnaire in order to measure the impact of the foreignization and domestication strategies on the translation of the labels of PPCPs based on the viewpoints, challenges, and problems that translators face while dealing with such types of products.

2.1.1. Introduction

The questionnaire contributes to the positive proliferation of the products of a specific brand. Thus this study will empirically test the most used strategies in order to explore the most applied translation strategies for translating the content of the PPCPs under the umbrella of the foreignization and domestication approaches.

This questionnaire is based on online responses from 200 translators, and it was conducted between September and December 2020. Furthermore, the questionnaire achieves functional findings and trustworthy statistics on the two studied translation strategies, foreignization and domestication through calculating the different responses of the translators along with their opinions about the truth behind the impact of the foreignization and domestication strategies on the translation of PPCPs' labels. In addition, this questionnaire deals with the proportionality between the different translations of the investigated products' labels in regards to the increase in the number of their customers. It also highlights the translator's motives for adopting specific strategies, especially when tackling particular expressions, concepts, or terms.

Ultimately, the results of the questionnaire provide significant recommendations that benefit translators who normally deal with varied linguistic elements, different cultures, and many translation approaches. Thus the valuable recommendations will also offer the translators different solutions to some translation problems and aim to facilitate their tasks. Moreover, the questionnaire is

also likely to have a trade-off among the translation strategies applied to address the content of the products with commercial purposes. Therefore, the findings of this questionnaire will be able to offer suggestions and alternative translations to fit in with the goals of those multinational companies.

The questionnaire consists of two main parts. The first part is all about the demographic variables of the respondents including their gender, age, work, experience, monthly household income etc. The second part revolves around the encountered translation problems of pharmaceuticals and personal care products' labels including the translators' views about the foreignization and domestication strategies along with their effective techniques and impacts on the translation of products' labels. In the following parts, findings from this questionnaire will be presented and analysed.

2.2. Findings and Statistics

The following points summarize the main findings of the questionnaire:

1. The findings of the translators' responses reveal that the foreignization strategy is the most popular strategy as (47%) of the responses have strongly agreed that translating pharmaceuticals and personal care products' labels will become more accurate when translators depend more on the foreignizing techniques.
2. In addition, (49.5%) of the respondents have agreed on the truth behind the true impact of the foreignization and domestication approaches on the content of products' labels.
3. Moreover, (48%) of the translators' responses have also strongly agreed with the following statement: 'The translation of pharmaceuticals and personal care products' labels will result in a considerable increase in the number of their customers'.

The translation of those pharmaceuticals and personal care products' labels will result in a considerable increase in the number of their customers.

200 responses

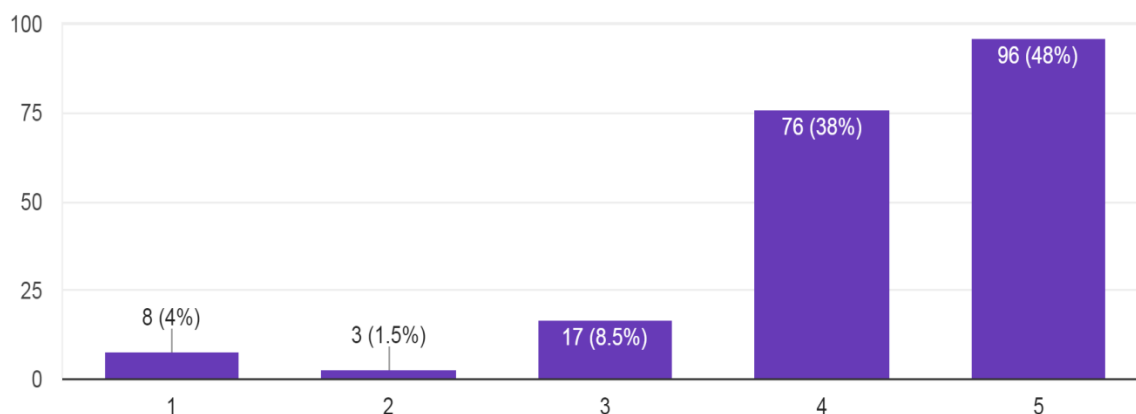


Figure (2): Translating the Labels of PPCPs and the Number of Customers.

4. This questionnaire shows that literal translation results in successful marketing claims of the products' labels. Therefore, marketing claims profitably play their required advertising roles in the target language when they are translated literally. Hence translators and researchers should always draw attention to literal translation strategy, especially when they deal with the commercial considerations of a product.

5. Furthermore, the figures and statistics of the questionnaire accurately state that (49%) of the respondents have also strongly agreed that the adaptation strategy enhance the readability of the target text and make it comprehensible to its receptors when it depends on techniques such as addition, omission, and cultural substitution. Accordingly, (51.5%) of the translators' responses have strongly agreed that the omission strategy can effectively deal with the missing or unnatural equivalents between the source language and the target language. Therefore, it works perfectly as a valid solution to cultural clashes.

The omission strategy deals with the missing or unnatural equivalents between the source language and the target language. Therefore, it works perfectly as a valid solution to cultural clashes.

200 responses

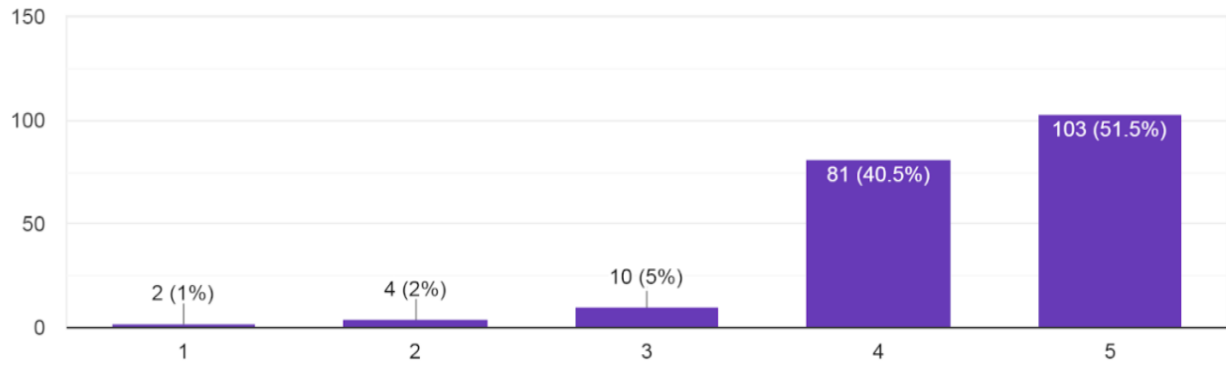


Figure (3): Omission Strategy and Cultural Clashes.

6. On the other hand, (49%) of the respondents have decided that English brand names may lose their marketing values and originality as soon as they are translated into other languages such as the Arabic language.

7. Accordingly, (42%) of them have confirmed that translating commercial names literally will increase the possibility of imitating the product. Therefore, translators have to be very careful about tackling the English brand names and select the most appropriate translation strategy in order to avoid losing the significant values of the brand names.

8. The findings of the questionnaire reveal also that (47%) of the overall participants have strongly agreed that technical terms can be translated effectively and adequately only when they are transliterated or transferred.

Technical terms can be translated effectively and adequately only when they are transliterated or transferred.

200 responses

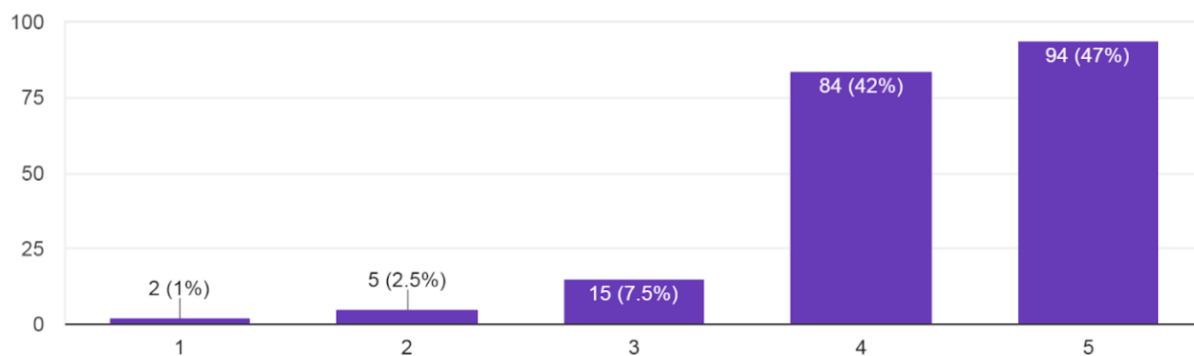


Figure (4): Technical Terms and Transliteration or Transference Strategies.

9. However, the statistical results of this questionnaire tend to agree with the idea of the following statement: "preserving the values of the source language (SL) would be an ethical act", although (89%) of the received responses have been neutrally expressed on the statistical graph of this questionnaire.

2.3. Consequence

The aforementioned points and findings prove that translating products' labels cannot be fulfilled successfully without benefiting from the linguistic and cultural advantages of the foreignization and domestication strategies. Moreover, the findings show that the two main strategies have a true impact on the translation of pharmaceuticals and personal care products' labels and on their advertising messages. Also, the questionnaire supports the idea that the two translation strategies contribute to the positive increase in the number of customers of the PPCPs. Meanwhile, literal translation proves its positive effect on the successful marketing claims of the products' labels, but it is still not recommended for translating the English brand names as it increases the possibility of imitating the product by its competitors.

The adaptation strategy plays a significant role in increasing the readability of the target language, and it bridges the cultural and linguistic gaps between the source language and the target language. Effectively, the transliteration and transference strategy can be a valid solution to the translation issue of the technical terms in which they do not attempt to change the terms technically. In addition, transliteration and transference are strongly associated with writing those technical terms in the alphabet of a different language or writing system. Finally, the majority of the respondents have chosen to be neutral with regard to the point of considering the act of preserving the values of the source language (SL) as an ethical act.



CHAPTER III

STRATEGIES APPLIED TO TRANSLATE PRODUCTS' LABELS: PHARMACEUTICALS AND PERSONAL CARE PRODUCTS

This chapter covers the employed translation strategies adopted concerning the taken steps to translate the PPCPs' labels. Moreover, this chapter addresses the different problems encountered by translators while adopting the most appropriate translation strategies and as well as the process of applying them adequately.

3.1. INTRODUCTION

The important part of this research discusses the most dominant translation strategies used in the process of translating the labels of 51 different PPCPs. Theoretically, translation depends on the understanding of both the original text that contains the message of the source's author and the target text, which is the final product of the whole translation process.

To this extent, one of the fundamental roles played by translators is to bridge the gaps between the source and target texts. Thus skilled translators who deal with multilingual businesses along with their cross-cultural complexities require highly accurate techniques to achieve the most appropriate and efficient translation. As noted earlier, the process of adopting appropriate equivalents to the source text is not always an easy task because it works on choosing the strategies which preserve the message and style of the source text. On the other hand, another faction of translators works on the text of the target language to the text of the source language.

Upon precise examination of the selected (51) English PPCPs along with their Arabic counterparts, the translators have adopted different translation techniques that fall under the heavy usages of foreignization and/or domestication in which they can be classified as follows: Foreignization is highlighted through the usage for the following techniques: literal translation, transliteration, borrowing, and transference. Meanwhile, techniques that fall under domestication are as follows: Transposition, omission, addition, and adaptation. Therefore, achieving the required faithfulness of the translation towards the original text and moreover ensuring the

expectations and satisfaction of the recipients of the target language are considered the strategic goals behind adopting such translation strategies.

Consequently, this part of the study provides the total number of times by which all the strategies that fall under foreignization and domestication strategies are observed. Accordingly, it is noted that the total number of occurrences for the foreignization translation is (1167) times. Meanwhile, the number of translation strategies, which are gathered under the domestication translation, is (599) times. For this reason, the following table specifically represents the number of occurrences and the percentage of each used strategy individually:

Table (1): Frequency and Percentage of the Translation Strategies Applied to Translate the Investigated Pharmaceuticals and Personal Care Products' Label:

	Translation Strategy	Frequency	(%)
Foreignization	Literal Translation	536	46
	Transliteration	298	26
	Borrowing	192	16
	Transference	141	12
	Total	1167	
Domestication	Transposition	23	4
	Omission	276	46
	Addition	127	21
	Adaptation	173	29
	Total	599	

Based on the aforementioned table, it is clearly shown that the total number of frequencies for both foreignization and domestication within the studied samples of the PPCPs' labels is (1167). Accordingly, the frequency and percentage of the research indicate that foreignization is dominant in concerning the total number of times among the other strategies as it accounts for approximately (66.1%) out of (1766) occurrences throughout the research. Meanwhile, the domestication strategies account for (599) occurrences which represents (33.9%) of the study. For illustration,

all the numerical findings that revolve around the number occurrences and percentage for the two strategies, foreignization and domestication are demonstrated accurately in the following table:

Table (2): Occurrences and Percentages of Foreignization and Domestication:

Translation Strategies	No. of Occurrences	(%)
Foreignization	1167	66.1
Domestication	599	33.9
Total	1766	100

The next part underlines the significance of each of the above-mentioned strategies. Accordingly, it sheds light on their relevant data analysis, evaluates their effectiveness and adequacy, and provides examples from the corpus of the study in which they justify the reason why and when each strategy is purposefully used and then exemplify how they work practically to achieve their intended goals.

3.2. Discussing and Analysing the Adopted Translation Strategies of the PPCPs' Labels

3.2.1. Foreignization approach

This section is devoted to the frequently used techniques which fall under the foreignization approach in order to explain them in detail and provide vivid examples from the corpus of the study.

3.2.1.1. Literal translation

The idea that the units of translation are words, sentences, or ideas remains the main focus of any relevant linguistic discussions. The text as a whole is, therefore, addressed as to be shortened to fit in with the needed product. However, Newmark (1988: 69) mentions that "literal translation ranges from one word to one word [...] through group to group [...], collocation to collocation [...], and clause to

clause [...], to sentence to sentence". In addition, Venuti (2000: 36) advocates the literal translation by directing the following words to translators: "Be accurate, you have no license to change words that have plain one-to-one translations just because you think they sound better than the original, though there is nothing wrong with it". Obviously, Venuti encourages translators to embrace literal translation, especially when a translator encounters terms, concepts, or even words that can be translated to the target language through their direct equivalents because such equivalents will do the trick for the required message to an adequate extent.

Literal translation tackles the meaning of words as indicated: "the denotative meaning of words is taken as if it straight from the dictionary (that is, out of context), but the TL grammar is respected" (Dickins, Hervey & Higgins, 2002, p.16). The literal translation is positively regarded by Newmark, who believes that it can be abandoned by translators. Thus, Newmark points out that literal translation "only when its use makes the translation referentially [sic] and pragmatically inaccurate, when it is unnatural, when it will not work" (Newmark, 1988, p. 31). Moreover, the literal translation is also regarded by Schleiermacher as important to look after "the 'spirit of language' in translation and raised the idea of foreignization as the main method in transferring specific features of the original" (Kemppanen, 2012, p. 59). Accordingly, literal translation works adequately, especially if the direct equivalents are able to send the intended message of the SL.

Concerning the examined PPCPs' labels, the literal translation is achieved (536) times out of the total occurrences (1766) of all encountered translation strategies among the samples of the study corpus. To illustrate it more clearly, the following table provides some examples of literal translation:

Table (3): Examples of Literal Translation:

Source Texts	Literal Translation
Ivy leaves	أوراق اللبلاب awrāq al-lablāb
active substances	المواد الفعالة al-mawadd al-fa'āla
functional symptoms	العوارض الوظيفية al-awāriḍ al-wazīfiyya
Acute coughing fits	نوبات السعال الحادة nawbāt al-sū'āl al-ḥādḍa

Not suitable for diabetics	غير مناسب لمرضى السكري ghair munāsib li marḍā al-sukkarī
Oral solution	محلول فموي maḥlūl famawī
Dose measurement device	جهاز قياس الجرعة jihāz qiyās al-jur‘a
Sugar-coated tablets	أقراص مغطاة بالسكر aqrāṣ mughattāh bi al-sukkar
Skin ulcers	قرحات الجلد qurḥāt al-jild
For the treatment of burns	لعلاج الحروق li ‘ilāj al-ḥurūq
Arthritic pains	آلام إلتهاب المفاصل ālāmiltiḥabāt al-maḥṣil
Ointment base	مرهم أساس marhamasās
Bronchial catarrh	النزلة الشعبية al-nazlah al-shu‘abiyyah
Mucous membranes	الأغشية المخاطية al-aghshiyah al-mukhāṭiyyah
Respiratory diseases	الأمراض التنفسية al-amrād al-tanaffusiyyah

These examples clearly demonstrates that literal translation gains the largest share among the other translation strategies used in the corpus of the study as it serves to avoid any ambiguities or confusion that the recipients might encounter in reading the target texts, and it delivers the message effectively in a high communicative way. Accordingly, most of the examined instructions, indications, technical terms and precautions are translated literally. Furthermore, it is obvious that the literal translation is a source-oriented type that gives the priority to the SL rather than the TL. For example, "Ointment base" is rendered into "مرهم أساس marham asās" and "mucous membranes" is also rendered into "الأغشية المخاطية al-aghshiyah al-mukhāṭiyyah". Consequently, providing equivalence for each and every single word will successfully bridge the gap between the English and Arabic texts.

The denotative meanings of words are heavily represented by the efficient selection of literal translation that offers meanings that is as precise as they might be found in a dictionary. Thus the literal translation reflects a positive attitude, and however, the literal translation can be abandoned only when it causes the translation inaccuracy or unnaturalness (Newmark, 1988, p. 31). However, the study also shows statistically significant results that have been centred on some of these examined

textual elements such as technical terms, body copy, claims, and brand names as shown in the following table (4):

Table (4): Frequency and Percentage of the Textual Elements Translated Literally:

Literal Translation					
Textual Elements					
	Technical Terms	Body Copy	Claims	Brand Name	Total
Frequency	45	377	114	0	536
(%)	8.4	70.3	21.3	0	100

Eventually, it can be said that literal translation has proven effective in ensuring and providing adequate equivalents to the SL texts, especially, when it tackles specific types of textual elements such as the body copy and the claims.

3.2.1.2. Transliteration

Transliteration concentrates on the source as the "process of representing words from one language using the approximate phonetic or spelling equivalents of another language" (as cited in Tiedemann & Nabende, 2009, p. 34). Catford (1965) indicates that it is a complicated process when it comes to creating a transliteration system. Thus, his suggestion of the three-dimensional hierarchical procedure mirrors the formation of transliterated words. Catford supposes that the process requires performing a substitution between the letters of the SL and the SL phonological units, and hence it is a conversion process from the written units into the vocalized ones that will be translated into the phonological of the target language. Eventually, there will be a transformation process for these units that results in letters or graphological units in the TL.

Moreover, Beesley (1998:3) defines transliteration as writing a language through the usage of its usual and orthography; in other words, it is the process of moving a word letter by letter from the source language to the target language. In this respect, many problems in spelling, perception, and pronunciation appear as a result

of the differences between the English-Arabic orthography. Meanwhile, the insufficiency of the lexical units makes it functional and communicative (Beesley 1998). However, making unfamiliar foreign language including its words, terms, and writing system available to those readers of the target language is considered the main interest area of transliteration.

Accordingly, it is used openly to bring special attention to proper names including product names, brand names, and/or places (Baker, M. 2018). Thus, transliteration enables translators to keep away from the problems of no- target equivalence. Therefore, target readers reach the required message of the original text more closely, and then the translation is delivered clearly and adequately (Hatim, B., & Mason, I. 2014). For this reason, Ran (2010: 111) has examined this issue, especially the direct headlines as indicated: "direct headlines work as brand names, and so their translation must transmit their rich cultural connotations, reflect their deep culture [...] and meaning, and only so it can be widely accepted by the receivers". Consequently, this simplifies the recognition and memorability of the advertising headlines because "simplicity and memorability which will leave an unforgettable impression on the consumers" (ibid: 13).

Accordingly, transliteration is also extensively employed in the process of the advertising translation of direct and indirect headlines. This was emphasized by Pollard and Chan (2001: 188) as they considered transliteration as a facilitator for both the translators and the target readers because it enables the former to keep away from inadequate translations and helps the latter approaching the original messages, in particular through those brand names that are received as commercial names.

Concerning the samples of the study, the total number of adoptions of the transliteration strategy is (298) occurrences comprising (25.5%) of the rest of the strategies under foreignization. More specifically, transliteration is heavily used in translating some other specific textual elements such as the brand names and the body copy, and as well as the technical terms.

The following table shows some examples of transliterated words selected from this study corpus:

Table (5): Examples of Transliterated Items:

SL words	Transliteration
Advil	أدڤيل advīl
Desloratadine	ديسلوراتادين dislōrātādīn
AERIUS	إيريوس īryūs
EVA B-White	إيڤا بي-وايت īvābī – wāyt
Vaccinium Macrocarpon Aiton	فالكسينيوم ماكروكاربون آيتون āytōn
Decadron	ديكادرون dīkādrōn
Polysorbate	بوليسوربات bōlisōrbāt
ATRAZOL	اترازول atrāzōl
Dihydrochloride	داي هيدروكلوريد daihaidrōklorīd
Microcrystalline	مايكروستالين maikrōstalīn

The study indicates that translators restored to this technique as there are no appropriate equivalents in Arabic for those brand names or technical terms. Furthermore, Arabic customers have a great trust for foreign products, and they, therefore, do prefer products with English brand names. One more reason for adopting transliteration is that the usual space and size on the labels are quite limited. Therefore, they do not explain or describe those foreign terms extensively.

Table (6): Frequency and Percentages of the Transliterated Textual Elements:

Transliteration	Textual Elements	Frequency	(%)
	Technical Terms	106	35.6
	Body Copy	143	48
	Claims	17	5.7
	Brand names	32	10.7
Total		298	100

Translators cleverly adopt the transliteration strategy aiming to achieve an important goal, which makes the recipients of the target texts familiar with the foreign concepts on the labels, especially the brand names of which will become

closer to the readers of the target language and deliver the message clearly. Thus translators will be able to overcome the confusing issue of no-target correspondence. For example, the product 'Advil' is transliterated as "أدفيل 'dfil" because the original name carries a genuine impact on its customers. Thus it seems that the translator did not try to find any other equivalent, especially because it seems obvious for the translator that Arabic customers have a great deal of confidence in foreign products, and on the other hand, a different equivalence may cause them confusion about the authenticity and quality of the products themselves. However, the cultural and linguistic gaps between the target text and source text are quite clear. For instance, polysorbate, dihydrochloride, and microcrystalline are medical and chemical substances that do not have any Arabic equivalents. Therefore, the significance of the transliteration strategy arises to genuinely offer a suitable solution to this issue.

3.2.1.3. Transference

Transference is defined by Obeidat (2015, p.65) as "the process of directly transferring a source language word to a target language text unchanged to create some particular stylistic effect". In fact, there are some translators and theorists who do not list this strategy as one of the translation strategies, despite the fact that the recipients of the target text are usually attracted to the foreign flavour found within the original message of the SL. This is because targeting the SL extremely may result in poor communication to the intended message in the target language.

Moreover, there is an obvious similarity between the principles of transference and transliteration but with a slight difference. Transference transfers the concepts of the source text to the target text using the same letters of the SL. Transference is introduced by Smith (2006:159) as "untranslated retention of the original". Although translators and consumers accept transference as one of the translation strategies, its process itself is not being agreed on in principle. This is because the target readers are unable to receive the intended message of the SL and hence choosing transference results in lots of confusion, miscommunication, and misunderstanding, especially when the target readers have no clue as to how it

should be dealt with the letters of the source language. Consequently, the rules of communication will be broken by this translation technique.

In short, this study keeps track of the significant role played by languages in linking communities together as it is the main means of communication among people worldwide. Therefore, culture and language may become a barrier or an entrance to the cultures and languages of others.

Table (7): Completely Transferred Acronyms, Concepts, and Headlines:

Transference	STs	TTs
	Amino-Acid	Amino-Acid
	FCF	FCF
	Vitamin E	Vitamin E
	Potent & Gentle	Potent & Gentle
	Iron Supplement	Iron Supplement

The findings of this study show that the transference strategy occurs (141) times out of (1766), the total number of occurrences which represents (7.98%) of the overall occurrences among the other translation strategies throughout the study. In particular, with regard to the foreignization strategies, transference appears (141) times representing (12.1%) among the other foreignization strategies applied to translate the pharmaceuticals and personal care products. Furthermore, transference is found in all the examined textual elements. The following table sheds light on its percentages and distribution within these elements:

Table (8): Transference and Textual Elements:

Transference	Textual Element	Frequency	(%)
	Technical Terms	27	19.2
	Body Copy	54	38.3
	Claims	35	24.8
	Brand Names	25	17.7
Total		141	100

However, this strategy has its own pros and cons. While transferring the brand/product name is considered a successful choice because it preserves the flavour of foreignization that is valuable for those Arabic customers who favour, trust, and prefer western goods, especially those well-known brands. Transference may also result in confusing concepts or misleading messages. Accordingly, some technical terms were transferred without any regard for what customers can understand or benefit from those elements. For example, Amino-Acid is organic compounds that contain vital substances needed for building the muscles and the protein of the human body and another example of those inappropriate transferences is BFS, a technical term that stands for Blow-Fill-Seal System in which it has been developed to fill and seal the plastic container parenteral in a single machine in order to have the pharmaceutical liquids packaged in a quite aseptic manner (<https://www.spm.so/product/55.html>).

Therefore, such clarifications would add valuable pieces of information to specific products that result in a high appreciation by their target customers who increase their purchasing rate, ultimately.

3.2.1.4. Borrowing

Borrowing or loanword is a result of natural communication between two language communities at the cultural level. Thus, it is simply the process of adopting a word from a source language into a native tongue and therefore can be defined as "to take a word or expression straight from another language" (Molina & Albir, 2002, p. 510). Evidently, borrowed words are used when there are no "returning" words to the SL. Adopted loanwords had previously used as transliterations.

In the daily use of the languages, borrowing is used to fulfil many communicative transactions. Moreover, borrowing is used to address "culture-specific items, modern concepts, and buzzwords" (Baker, 1992, p. 34). one main purpose of employing loanwords is to steer the readership of the source language towards its ideology" but it can mainly be used as a way to preserve the local colour of the word, or be used out of fear from losing some of the semiotic aspects and cultural aspects of the word if it is translated" (Grassilli, 2015, para. 2).

Cultural and core are considered two main types of Borrowing according to Myers-Scotton (2006); cultural borrowings are "words that fill gaps in the recipient language's store of words because they stand for objects or concepts new to the language's culture" (p.212). Meanwhile, core borrowings are "words that duplicate elements that the recipient language already has in its word store" (Myers-Scotton, 2006, p. 215).

Nawangari (A. R. 2019) points out that borrowed words are employed to address critical issues such as those modern concepts, fashionable jargon, and culture-specific items. Furthermore, loanwords are employed to preserve the local flavour of the original and assure the existence of all the cultural and semiotic aspects of the translated words (Obeidat, E. S., & Abu-Melhim, A. R. H. 2017).

The investigated labels reveal that the borrowing strategy occurs (337) times representing (16.4%) of the total occurrences of overall strategies, which is specifically about (10.8%) of the total occurrences of the foreignization strategies. The following table shows some examples of the loan words from the corpus of the study:

Table (9): Examples of Borrowed Items:

	ST words	Borrowed words
Borrowing	Sodium	الصوديوم al-ṣodyūm
	Powder	بودرة bōdrah
	Capsule	الكبسولة al-kabsūlah
	Calcium Carbonate	كربونات الكالسيوم karbōnāt al-kalsiyūm
	Magnesium Carbonate	كربونات المغنيسيوم karbōnāt al-maghnīsyūm
	Ibuprofen	الأيوبروفين al-aybōbrōfīn

Based on the aforementioned examples, it is worth mentioning here that the borrowed words may include some morphological changes and phonetic modifications in order to agree with the TL aspects. For example, the term "ibuprofen" is rendered as "الأيوبروفين al-aybōbrōfīn" adding the definite article "ال al-" to reach the highest level of its suitability and acceptability in the Arabic language. Another example from the corpus is "Capsule" that is rendered as "الكبسولة al-kabsūlah" modifying the phonetics and morphology of the English word by adding

the definite article "ال al-" and the Arabic letter "ة" in which it looks like "at" that has been tied into a loop and pronounced as "ah". Consequently, this turns the thoughts of the target readers more receptive to the new concepts that do not have Arabic equivalents.

3.3. Domestication Approach

3.3.1. Transposition

Translators express their freedom to achieve equivalence through free translation or what is also called oblique translation (Munday, J. 2012). Therefore, Transposition is one of the first steps or techniques of free translation. It is simply the process of replacing the word classes with each other and preserving the original meaning of those word classes, and hence it works at the grammatical level of languages specifically (Owji, Z. 2013). Stylistically, its expressions do not have equal values whereas the meanings remain the same as the originals. In other words, the replacement of the sequence of the parts of speech of one language with other forms in the target language is caused by the shifting of its word class (Warhamni, U. 2010).

Generally, the transposition strategy is applied whether optionally or obligatory, for instance, the adjective "vascular" was rendered into Arabic as a noun "الأوعية الدموية al-aw'iyah al-damawiyya" and this is because translating it as an adjective such as "وريدي warIdī" will definitely lead the original message to a linguistic mistake because it does not give the precise meaning of the ST. Meanwhile, translators prefer to use the Arabic prepositional phrase "بالفم bi al-fam" instead of the Arabic adjective "فموي famawī" to denote the English adjective "oral". Thus both of the two translations have been accomplished adequately and successfully. The next table is providing some different examples of the transposed words from the samples of this study.

Table (10): Examples of Transposed Items:

	ST words	Transposed
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Transposition	<u>Oral use</u>	استعمال بالفم isti' māl bi al-fam
	Do not <u>refrigerate</u>	لا يحفظ في الثلاجة lāyuhfaz fīal-thallājah
	You are <u>allergic to</u>	إذا كنت تعاني من حساسية تجاه Idha kunta tu'ānī min ḥassāsiyyah tijāh
	For treating <u>reddened</u>	للعناية بالإحمرار li al-'ināyah bi al-iḥmirār
	Sterile <u>Ophthalmic Solution</u>	محلول معقم للعين maḥlūl mu' aqqim li al-'ayn

After navigating the tested samples, transposition ranks last among the domestication strategies as it has occurred 23 times representing (3.8%), and it forms (1.3) of the overall strategies applied to translate (51) labels. Accordingly, transposition appears only once within the category of the technical terms, it accounts (13) times throughout the translations of the body copy, it takes place approximately (9) times in the category of claims, and finally, it registers no presence among all the investigated brand names.

3.3.2. Omission

In general, the process of intentionally or unintentionally skipping part(s) from the ST such as complete segments, sentences, phrases, and even words represents the omission strategy. Iacovoni (2009) defines it as "dropping a word or words from the SLT while translating". Moreover, the omission technique is classified as "Strongly Domesticating; because no trace of the original is left in the TT" (Van Poucke, 2012, p. 147). Evading negative ideological and cultural impacts on the recipients, redundancy, invaluable pieces of information, and repetition can only make omission possibly feasible. In addition, this strategy can be "the outcome of the cultural clashes that exist between the SL and the TL" (Iacovoni, 2009). However, the omission strategy is recommended to be adopted only as a "last resort

when the advantages of producing a smooth, readable translation clearly outweigh the value of rendering a particular meaning accurately in a given context" (Baker, 1992, p.42).

In regards to the appropriate usage of the omission strategy, it can be sometimes justifiable when it is used to skip words that prevent the receptors of the TT from the acceptability of the ST, or it can be just unjustifiable. Meanwhile, it can be unjustifiable because of the "carelessness, lack of attention, and ignorance" (Fraiwan, 2007: 79). Accordingly, this study reveals that the omission strategy has the highest number of frequencies among all the strategies of domestication as it scores (276) times which represents (46.1%) of the total number of frequencies of domestication. Omission, in addition, constitutes roughly (15.6%) of the overall percentage of foreignization and domestication strategies.

Table (11): Frequency and Percentage of the Omission Strategy and Textual Elements:

Omission Strategy					
Textual Elements					
	Technical Terms	Body Copy	Claims	Brand Name	Total
Frequency	38	214	24	0	276
(%)	13.8	77.5	8.7	0	100

Despite the fact that the omission strategy ranks very high amongst the aforementioned strategies, the study witnesses plenty of deletions, in particular for the content and elements of the investigated labels. For example, the ingredients, compositions, or components of many products of the study were not, most of the time, translated into Arabic while they are almost always mentioned in detail in their English version as English is their source language/text.

Especially, the technical terms that may or may not have Arabic equivalents such as "Ascorbic Acid B.P", DHA, and GLA" which are in most cases transliterated, transferred, or omitted. This is because translators are often trying to avoid translating them directly into Arabic due to the lack of Arabic equivalents.

Furthermore, the 'Dosage' part is also not also translated into Arabic in many products. Therefore, the researcher attributed such omissions to the limited space provided on the labels. Otherwise, they will be considered unjustifiable decisions taken by the translators. Moreover, claims such as "100% Natural, Gluten-Free, and Advanced Anti-oxidant Protection" are omitted unjustifiably. In addition, the measuring units such as "mg and ml" were frequently omitted from many products' labels without providing any kind of alternatives, although such units may be quite important to their potential customers. The following table shows some of the deletions found within the examined labels:

Table (12): Examples of Deletions Found in the Corpus of the Study:

	ST words	Borrowed words
Omission	With its <u>active</u> ingredients	بمكوناته الطبيعية bi mukawwinātih al- ṭabī'iyah
	Apply one or more time daily <u>as required and gently rub into the skin.</u>	يدلك على الجلد مرة أو أكثر يومياً yudlak 'alā al-jildmarrah aw akthar yawmiyyan
	Do not use 3 months after <u>first</u> opening of the bottle	لا تستخدم المنتج بعد 3 أشهر من فتح العبوة Lā tastatkhdim al-muntaj ba'd thalāthat ashhur min fatḥ al-'ubwah
	<u>Active</u> ingredients	المكونات al-mukawwināt
	Do not expose to <u>excessive</u> heat or moisture	يحفظ بعيداً عن الحرارة والرطوبة yuhfaz ba'īdan 'an al-ḥarārah wa al-ruṭūbah
	To be given/ <u>taken</u> under medical observation	يعطى تحت إشراف طبي yu 'tā taḥt ishrāf ṭibbī

Sometimes, the omission strategy is used unjustifiably or inappropriately. For the sake of clarity, the translator, in the following example, chooses to abbreviate the translation and translate it partially: "Apply one or more time daily as required and gently rub into the skin" rendered as "يدلك على الجلد مرة أو أكثر يومياً" yudlak 'alā al-jild

marrah aw akthar yawmiyyan". Moreover, some deletions may carry a negative effect on the promotional level of a product and to illustrate this, let's have a closer look at the following two examples: "with its active ingredients" "بمكوناته الطبيعية" bi mukawwinātih al- ṭabī'iyah" and "active ingredients" is translated as "المكونات" al-mukawwināt" in which the adjective "active" was omitted deliberately, although even though it is well known that it would provide an added value to the product. Consequently, the researcher suggests the following translation: يدلك بعناية ولطف على "yudlak bi 'ināya wa luṭf 'alā al-jild" marrah wāḥida yawmiyyan aw ḥasab aḥājat basharatika" and "...بمكوناته الفعّالة والتي تمنحك" bi mukawwinātih al-fa'āla wa al-latī tamnaḥuka".

Furthermore, omission sometimes may become unfaithfulness to the ST while it gives more consideration for the TT. For instance, the percentage of alcohol is omitted from one of the examined labels for religious purposes, especially since the intended product is supposed to be consumed orally! Therefore, it is expected that mentioning "Alcohol (5%)" on the label would be unacceptable to a good number of Arabic customers. Consequently, the unjustifiable omission can be attributed to the lack of knowledge and experience of the translator.

3.3.3. Addition

The addition strategy is illustrated by Dickins, Hervey & Higgins (2002, p. 24) as a "translation in which something is added to the TT which is not present in the ST". Indeed, this strategy is considerably adopted by so many translators, in particular, when the function or message of the original content is unable to be delivered precisely to the target text. Therefore, it is meant to provide the receptors with more clarification and explanation about strange and unfamiliar cultural or linguistic items to reduce the uncertainties and ambiguities of any encountered lexical items or ideas. Furthermore, there are three kinds of additions that can be added to the TT. Thus, Newmark (1988, p.91) mentions the three kinds of information and lists them as follows: "cultural, technical, or linguistic". On the other hand, there are translators who use the strategy unnecessarily as they are flooding their translations with tautology and unworthy material.

In regards to the adoption of the adaptation strategy, there are differences between the source market and the target market. Accordingly, the linguistic and cultural differences are in real need of this strategy due to its ability to substitute or modify the content of the source text (Hatim, 1997:19). Consequently, there will be an obvious improvement in the comprehensibility of the TT that becomes within reach. However, the faithfulness to the original text must be kept throughout the translation process.

After a careful study of our PPCPs' labels, the findings of the study reveal that the addition strategy is used for clarification and promotion purposes. Therefore, the addition is applied (127) times which accounts for (21.2%) of the total percentage of the domestication strategy within the study. Meanwhile, it represents (7.2%) of the percentage of the overall occurrences of foreignization and domestication strategies along with their sub-strategies. The below-mentioned table illustrates the frequency and percentage of the addition strategy in the corpus of the study:

Table (13): Frequency and Percentage of the Addition Strategy and Textual Elements:

Addition Strategy					
Textual Elements					
	Technical Terms	Body Copy	Claims	Brand Name	Total
Frequency	1	100	26	0	127
(%)	0.8	78.7	20.5	0	100

It is striking to note that many labels have got many added items that do not exist in the ST such as adding claims like "BFS" that is rendered into Arabic as "هذه هادهي القطار مصنعة بتكنولوجيا hādhihi al-qaṭārah muṣanna‘ah bi tīknōlōjya" in order to emphasize that the technology is 'Blow-Fill-Seal System' in which it is developed to fill and seal the plastic container parenteral in a single machine in order to have the pharmaceutical liquids packaged in a quite aseptic manner. Therefore, such clarifications would add valuable pieces of information to the intended products that result in a high appreciation by their target customers and consequently their

purchasing rate increased, ultimately. Moreover, more than one product of the investigated labels added the steps of opening to the labels of their dropper bottles. The following table shows examples of the addition strategy from the study corpus:

Table (14): Examples of the Addition Strategy from the Corpus of the Study:

	ST words	Added items
Addition	After 2 weeks, skin is smoother – After 4 weeks, fairness is visibly improved	<u>ستلاحظين بعد أسبوعين أن بشرتك أصبحت أكثر نعومة، كما ستلاحظين تحسناً ملموساً في مظهرها الأفتح بعد أربعة أسابيع.</u> satulāḥizīn ba'd ausbū'ayn anna basharatuki aṣḥaḥat aktharnu'ūmatan, kamā satulāḥizīna taḥasūnan malmūsan fī mazharihā al-aftaḥ ba'da arba'at asābī'
	Natural product	<u>العودة إلى الطبيعة</u> مكونات طبيعية al-'awdah ilā al-ṭabī'a mukawwināt ṭabī'iyya
	Intravenous	<u>الحقن الوريدي</u> al-ḥaḥn al-warīdī
	Add 15 ml water provided with this pack and shake well.	<u>أفرغي 15 مل المرفق في هذه العلبة داخل الزجاجة ثم رج الزجاجة مرة ثانية.</u> afriḡhī 15 ml al-murfaḡ fī ḥādhīhi al-ulbah dākḡhīl al-zujājah thumma rujjī al-zujājah marratan thāniyah
	A thin layer layer of ointment	<u>ضع طبقة رقيقة من مرهم</u> ḡa' ṭabaḡa raqīḡah min marham
	Complete Antioxidant Formula	<u>مكمل غذائي مضاد للأكسدة ومقوي عام للجسم</u> Mukammil ḡhidhā'ī muḡādd li al-aksadah wamuḡawwī 'āmm li al-jism
	With a Perfect Finish wipe	<u>عن طريق مناديل "بيرفيكت فينيش" الرطبة والتي تضيفي على البشرة لمسة نهائية مثالية.</u> 'an tarīḡ manādīl "bīrfīkt finīsh" al-ratibah wallatī tuḡfī 'alā al-basharah lamsah nihā'iyyah mithāliyyah
	Do not heat while	<u>لا تسخن الخليط أثناء الاستنشاق</u>

	inhaling.	Lā tusakhkhin al-khalīṭ 'athnā' al-istinshāq
	Keep out of reach and sight of children	يحفظ هذا الدواء بعيداً عن متناول ونظر الأطفال yuhfaz hādhā al-dawā' ba'īdan 'an mutanāwil wa naẓar al-aṭfal

The aforementioned table shows some of those logical additions that have been used for enhancing the level of knowledge and awareness about emphasizing the importance of the content of labels, reaching the highest level of understanding of the target readers, and contributing to the promotional side of the intended products. For example, the English adjective "intravenous" can be tackled by employing its Arabic adjective or equivalent "وريدي" *warīdī*", but it was a logical and justifiable addition done by the translator who adds "الحقن" *al-haḡn*" which denotes 'intravenous injection or in the vein'. Furthermore, "Natural product", "With a Perfect Finish Wipe", and "Complete Antioxidant Formula" are all considered claims that aim for increasing the power of products' purchasing. For illustration, the first claim "Natural product" has got an additional unit that can, in its turn, emphasize the idea of the natural ingredients mentioned on the label and thus the translator added "العودة إلى الطبيعة" *al-'awdah ilā al-ṭabī'ah*", which aims to let us go back to nature through such a pure and natural product.

Moreover, the second claim is "With a Perfect Finish wipe" tries to emphasize the effectiveness of the brand by adding the Arabic phrase "والتي تضيفي على البشرة لمسمة نهائية مثالية" *wallatī tuḡfi 'alā al-basharah lamsah nihā'iyah mithālīyyah*" in order to say that the advertised wipe can give your skin a perfect finish. Meanwhile, the third claim is "Complete Antioxidant Formula" which is rendered as "مكمل غذائي مضاد للأكسدة ومقوي عام للجسم" *mukammil ghidhā'ī muḡādd li al-aksadah wa muḡawwī 'āmm li al-jism*" adding the claim "مقوي عام للجسم" *muḡawwī 'āmm li al-jism*". Therefore, it claims that the antioxidant formula comes with a tonic for the body in general. Thus, it is a successful idea to add an advertising value to the promoted product and make it more appealing to its customers.

To sum up, it can be said that the ultimate goal of those labels is to add promotional values. Thus adding such attractive phrases or words helps play a role in

increasing the sales of the advertised products. However, the addition strategy should be used appropriately and carefully, and translators should not exaggerate in utilizing it. Otherwise, customers may have the exact opposite reaction towards the intended products.

3.3.4. Adaptation

Concerning PPCPs' labels, the application of adaptation strategy takes the second place, with (173) times (28.9%) of (599), which is the overall number of occurrences of the domestication strategies. The reason behind employing the adaptation strategy was to fill the cultural and linguistic gaps between the ST and TT and then activate the language of ads that aim for telling customers about the products and as well as their available benefits. Most of the cases are concentrated mainly in the body copy and the claims. Accordingly, the following table demonstrates the frequency and percentage of the adaptation strategy throughout the corpus of the study:

Table (15): Frequency and Percentage of the Adaptation Strategy and Textual Elements:

Adaptation Strategy					
Textual Elements					
	Technical Terms	Body Copy	Claims	Brand Name	Total
Frequency	3	131	39	0	173
(%)	1.7	75.7	22.6	0	100

After investigating the corpus of this study, it is evident that there are promotional, cultural, and ideological purposes for the application of the adaptation strategy. Therefore, some of the adapted units are intended to avoid any inappropriate religious or sexual connotations which are, to some extent, considered sensitive topics for Arabic customers. For example, the translation of "to bring your baby to a closer experience to natural breastfeed" is adapted for ideological purposes

and rendered as “ لتعطي الرضيع شعورا قريبا من الرضاعة الطبيعية ” li tu ‘ṭī al-raḍī‘ shu ‘ūran qarīb min al-riḍā‘ah al-ṭabī‘iyyah”. The Arabic version avoids translating the word "breastfeed" directly and replaces it with "mother's milk" as "breastfeed" may have unacceptable sexual or implications. The following table includes some examples of the adoption of the adaptation strategy from the selected labels:

Table (16): Examples of the Adaptation Strategy from the Corpus of the Study:

Adaptation Strategy		
	ST words	Adapted
Adaptation	Well tolerated	مستوى تقبل ممتاز Mostawā taqabbul mumtāz
	Natural Product	العودة إلى الطبيعة مكونات طبيعية al-‘awdah ilā al-ṭabī‘a mukawwināt tabī‘iyyah
	Avoid contact with eyes	تجنبي ملامسة العينين Tajanābī mulāmasat al-‘aynayn
	Use it daily after washing your face	استخدميه يوميا بعد غسل الوجه Istakhdimīh yawmiyyan ba‘d ghasūl al-wajh
	The optimum solution to get affair, clear and natural skin color	للحصول على بشرة نقية ولون موحد li al-ḥuṣūl ‘alā basharah naqiyyah wa lawn muwahḥād
	Keep container tightly closed	اقفل الوعاء بإحكام iqfil al-wi‘ā’ bi iḥkām
	Helps calm your baby	تمنح لطفلك الراحة والهدوء tamnaḥ li ṭiflik al-rāḥa wa al-hudū’
	Store in a dry place below 30°C protected from light.	يحفظ من الضوء في مكان رطب و درجات حرارة لا تتعدى 30 درجة مئوية yohfaz min al-ḍaw’ fi makān raṭīb wa dārājāt ḥārārah lā tata‘addā 30 darajah mi’awiyyah

In fact, some translators are not accurate in using the strategy of adaptation, and they even exaggerate or misuse it. For instance, "Store in a dry place below 30°C protected from light" is rendered into Arabic as " يحفظ من الضوء في مكان رطب و درجات "

درجة مئوية 30 حرارة لا تتعدى 30 درجة مئوية *yohfaz min al-daw' fi makān raṭīb wa dārājāt ḥārārah tata'addā 30 darajah mi'awiyah*". Obviously, the translation seems too long, monotonous, and somehow inaccurate because "a dry place" has an exact equivalent in Arabic that enables it to be more accurate and shorter than its current translation. Accordingly, the choice would be more adequate if the translator chooses "مكان جاف" *makān jāff*" instead. In addition, the translator had better write the symbol of the Arabic equivalent "30°م" for the Celsius instead of "30 درجة مئوية" *dārājah mi'awiyah*" which definitely consumes more space from the already limited space of the label.

To conclude, the adaptation strategy is considered a successful strategy as long as it bridges different gaps between the ST and TT depending on the careful usages of the addition and omission techniques, especially because some other translation strategies may not work properly all the time. However, the next part of the study reveals a number of challenges and mistakes diagnosed throughout the analysis process of the study corpus.

3.4. Challenges and Mistakes Occurred While Translating the Examined Pharmaceuticals and Personal Care Products' Labels:

Based on the statistical findings of this study and in addition to the views of the translators that appeared in the results of the questionnaire, translators have faced many challenges and made mistakes in their course of the translated PPCPs' labels. Moreover, the study casts the spotlight on the main issues and challenges observed by the researcher such as these linguistic and non-linguistic issues along with any other technical, cultural, ideological, and religious issues. To illustrate this, the researcher gives some examples of each one of the encountered problems and suggests some more effective alternatives.

Accordingly, there are many scholars such as Newmark, Azab, and Fraiwan who insist that the so-called perfect translation doesn't exist at all, and this is what Newmark meant when he mentioned: "The Perfect Work" (Maasoum, S. M. H., & Davtalab, H. 2011). The following examples represent the abovementioned inaccuracies in translating the examined products' labels:

The violation of coherence is our first example that appears clearly when "liquid-filled capsules" is rendered into "كبسولة بسائل" *kabsūlah bi sā'il* which means a capsule with liquid while the intended meaning by the source author indicates that the capsule is filled with a specific liquid substance that is useful for specific health issues. Therefore, the translation lacks the accurate Arabic equivalent for the adjective "filled" that carries the intended message of the original text. Furthermore, the name of that substance should be present and mentioned clearly. Accordingly, "كبسولات مملوءة بسائل" (*kabsūlāt mamlū'ah bi sā'il*)" would be a more suitable translation than the first one that is found on the label.

Another issue regarding translating PPCPs is that there are many deliberate translations that intend to satisfy the ideological and cultural aspects of Arabic customers. For example, the translations of the following two examples are based on some ideological, religious, and cultural grounds in which the translators seem almost certain about the gender of the potential buyers of the skincare products. Therefore, "Apply the cream every morning on the face and neck" is rendered into "استخدمي الكريم كل صباح على الوجه والرقبة" *istakhdimī al-krīm kull sabāḥ 'alā al-wajh wa al-raqabah*", and this is, therefore, meant to address the female customers by adding the Arabic suffix "ي" *ī* to the end of the verb and consequently that specific product should be addressed directly to the intended feminine customers.

Here is another example that appears in a form of caution wording, and it revolves around the same idea of the previous example "Avoid contact with eyes" was rendered into "تجنبي ملامسة العينين" *tajannābī mulāmasat al-'aynayn*". The suffix "ي" *ī* is added again to address the female community and assure us that ladies are considered the typical and potential users of such types of products. In fact, this is supported by the prevailing idea in most of the Arabic communities about cosmetic products and their potential and typical customers. Thus this is not always considered an appropriate translation, and some other translators and customers may view it as an unsuccessful type of ideological and cultural adaptation. Moreover, this inaccurate rendering has been encountered several times throughout the study, although it is a well-known idea that the PPCPs are unisex and intended for both men and women.

It however can be added here that the adaptation techniques are not always the translators' best choices as they do not accurately achieve the required messages

of their translations. For example, "Do not refrigerate" is rendered into "لا يحفظ بالتلاجة" *lā yuḥfaz bi al-thallājah*, which says: 'Do not keep the product in the refrigerator' while the ultimate message revolves around the refrigeration process that is not recommended specifically for that product, especially when the refrigeration process can be done in different methods such as keeping their food in the freezer or using any other electrical kitchen equipment that may serve as refrigerating tools instead. Therefore, the intended message would reach its target recipients accurately if the translator renders it as follows: "يحفظ في درجة حرارة الغرفة" *yuḥfaz fi darajat ḥarārat al-ghurfah*" which focuses more on the temperature of the place in which the product should be kept.

Wrong word choice including some terms in which they are not commonly used among the general public of the Arabic customers. For example, the English equivalent for the Arabic term "الغواق" *al-fawāq* is "hiccup". Thus the researcher suggests an alternative term such as "الحازوقة" *al-ḥāzūqah* in which it is in a continuous circulation among the Arabic speakers. Ultimately, one of the main goals of conducting this study is to tackle the aforementioned challenges and mistakes and provide valid solutions and recommendations. Therefore, the following chapter is devoted to the conclusion and recommendations of this study based on the findings and the statistics reached at the end of this study.



CONCLUSIONS AND RECOMMENDATIONS

To summarize, this study gauges the extent of the impact of Foreignization and Domestication on the English-Arabic translation of products' labels: Pharmaceuticals and Personal Care Products' Labels (PPCPs' labels). It shows that the content of investigated samples benefited from the efficient translation techniques, primarily foreignization and domestication strategies. Foreignization, Venuti's favourite strategy reflects his influence on those translators who appear enthusiastic about translating the PPCPs' labels by favouring the techniques of foreignization over the other techniques in order to "create new conditions of readability" (Venuti, L. 2017).

Therefore, it is to definitely minimize and identify the cultural and linguistic gaps between the source language and its equivalent in the target language. Consequently, foreignization seems to take precedence over the total number of occurrences based on the findings and statistics of the analysed study corpus. The techniques of foreignization appear 1167 times (66.1%) out of the overall number of frequencies of the other encountered strategies within the study. Meanwhile, domestication occurs (599) times which represents (33.9%).

Indeed, many challenges are strongly associated with the properties of the Arabic language such as its culture-specific terms along with the ideological and religious characteristics of the Arabic-speaking communities. It is also obvious that the translators faced great challenges, especially while dealing with technical terms, brand names, and the frequent absence of the Arabic equivalents between the Arabic language and the English language.

This study functions as a translation guide to help both the translators and researchers and enrich their work with the best results about the most successful strategies used in translating such types of products' labels. In this part of the study, the researcher intends to show the final findings and recommendations based on the accurate statics of the analysed 51 labels. In addition, a number of findings are inferred from the conducted questionnaire that was designed and sent to a number of specialized translators between September and December 2020. The questionnaire, in an academic manner, provides an insight into the impact of the foreignization and

domestication strategies on the translation of products' labels. Consequently, the analysis processes of the study corpus along with the questionnaire have been conducted and oriented precisely to explore the roots of the challenges and problems of the label translation of PPCPs.

Ultimately, the trustworthy findings and statistics of this research result in the below-mentioned set of beneficial conclusions and recommendations in order to be inferred effectively. The study reveals creative translations in which the translators render many uncommon words, terms, and ideas knowledgeably. Therefore, the knowledge and the model of scientific research owned by those creative translators play a significant role in translating the labels of the PPCPs effectively.

Conclusions

On this basis, it can be concluded as follows:

PPCPs' labels are considered as engaging tools due to their significant role in communicating the promotional campaigns of multinational companies in order to persuade customers to purchase a specific product and make it recognizable. Consequently, the examined products' labels prove as an efficient and important advertising tool.

The PPCPs' labels are indispensable as they provide the necessary information needed by the customers of specific products. Thus the required information and details on the labels include the following important components: the names of the products or brands, units of measurement, directions for use, and precautions. Therefore, labels lead consumers to make informed choices about their preferable products and guide them to safe storage and usage.

This study shows a set of coherent and effective translations of the labels of PPCPs. Meanwhile, there are some other translation decisions that have been taken mistakenly or inaccurately by the translators. This refers to the challenging task of translating the labels of PPCPs, especially when it is related to their brands' names, technical terms, the frequent absence of the Arabic equivalents in the TL, and then the ideological, religious, and cultural differences between the SL and the TT.

Based on the idea of the previous point, translators should be fully acquainted with the cultures and languages of the SL and TL. Moreover, they should be fully capable of tackling both languages comprehensively in order to achieve the ultimate goals of the products' labels. Ultimately, translators should address the issue of the lack of equivalents between the TL and the SL language by referring to specialist people within the field of translation, scientific websites, and specialized dictionaries.

This study reveals that the main two strategies, foreignization and domestication along with their techniques are appropriately and effectively applied based on the intended meaning or message of the texts on the label of a specific product.

The statistics of the study show that the foreignization strategies have got the highest number of occurrences within the study corpus, which accounts for (1167) times and represents (66.1%) of the total number of the translation strategies used in the study corpus compared to (33.9%), the number of the occurrences of the domestication strategies.

The heavy use of literal translation, transliteration, and borrowing translation is not selected haphazardly, but it is taken as the most successful choices, especially while tackling specific textual elements that do not have any linguistic or cultural equivalents such as technical terms or brand names.

The percentage of the technical terms tackled by the transliteration strategy accounts for about (35.6%) out of (25.5%), which is the overall percentage of the transliteration strategy used for transliterating all the other investigated textual elements (Body Copy, Claims, & Brand Names).

The percentage of the technical terms handled by the borrowing strategy (Loan Words) is (6%) out of (16.5%), which represents the total percentage rate of the following measured elements: Body Copy, Claims, & Brand Names. Thus the percentage of the borrowed technical terms functions as a significant indicator of the magnitude of the problems and challenges that translators face while addressing such a type of textual element.

The employed translation strategies, the orientations of the translated (51) products' labels, and the choices of the translators can be divided into two main parts, source-oriented and target-oriented translation strategies.

A source-oriented strategy concentrates on translating the message of the source text (ST) into the target text (TT) or the target language. Furthermore, it abides by the rules and structures of the ST to achieve the so-called 'acceptable' translation. While target-oriented translation endeavours to make the text suitable for the readers of the target language, and this brings the translation to the 'adequate' translation. Therefore, adopting one of the two approaches is indeed a difficult mission because it all depends on the type of translation and the reason for which it is created.

A translation that seeks full translation adequacy is rejected and unsatisfactory because it is attributed to the fact that the target readers' demands are not ultimately taken into consideration.

The adaptation translation that is based on the excessive, inaccurate, and inappropriate use of the omission and addition techniques will eventually result in a misleading, deceptive, and distorted meaning of the source text, especially while dealing with pharmaceuticals formulation including any chemical substances, active drugs, and measurement units that may not have appropriate equivalents in the TL or may not have equivalents at all.

Four different translation strategies are employed to translate the intended textual elements (literal translation, transliteration, borrowing, and transference). Accordingly, the percentage of literal translation is (45.9%), which is the highest percentage rate among all the used foreignizing strategies. On the contrary, the transference strategy rate is (12.1%), which is the lowest percentage rate among all the adopted foreignization strategies.

Transliteration is, nevertheless, used (106) times in the study, and this number represents the highest number of usages observed throughout the whole translation process of the investigated technical terms compared to the number of occurrences of the literal translation that is (45) times. However, it is noticeable that there was an exaggeration in the usage of the transliteration strategy at certain times; especially when it is used for addressing some terms or concepts that have true equivalents in the Arabic language.

On the other hand, there are four more translation strategies classified under domestication (Transposition, Omission, Addition, and Adaptation). However, the

omission strategy scored (46.1%), which represents the highest percentage rate among all the domesticating strategies. In contrast, the transposition strategy scored (3.1%), which is the lowest percentage rate among them. Transliteration is, nevertheless, used (106) times and ranked as the highest number of occurrences used in translating the investigated technical terms. Meanwhile, the literal translation is employed only (45) times for translating the examined technical terms.

This study shows that the translation strategies applied to translate the investigated labels of PPCPs are based on the selection process conducted by the translators themselves. Consequently, this bridges the linguistic and cultural gaps between the source language and the target language.

Recommendations

In light of the new inferences and findings of this study's discussion, the researcher lists the following recommendations for the good of all relevant parties such as translators, customers, companies, brands, and researchers:

In light of the new inferences and findings of this study, the researcher lists the following recommendations for the good of all the relevant parties such as translators, customers, companies, brands, and researchers:

In order to create creative advertising materials, translators of the PPCPs should act as copywriting and marketing specialists because it is proved that products' labels function as important advertising tools.

The notion of the translator's invisibility is a high-level requirement for achieving a more faithful and neutral translation that fits in with the linguistic and cultural aspects of both languages.

It is recommended to further continue such studies in order to stress the need for placing much more emphasis on the reasons behind the deliberate deletions for the composition or ingredients of many PPCPs, especially those items that provide details about the chemical substances, measurement units, and/or technical terms.

It is worth mentioning that this study proves the crucial role of the translation along with its different strategies in promoting the product to which they are intended. The translation is therefore considered a significant advertising tool. Moreover, this study points to the need for accurate and efficient translations which are fulfilled by professional translators with high linguistic and cultural knowledge in order to provide the best advertising and appealing texts. Otherwise, the translations may have an adverse impact on the products and the purchasing plans of their customers.

Translators should use the most updated dictionaries, culture-bound concepts, and proverbs that are compatible with the SL and the TL.

The first mission of the researchers is to shorten the distance between the SL and TL by sharing the new cultural and lexical concepts of their studies' findings along with the practical and experience and guidance of the translators.

Finally, the researcher recommends that future researchers should pay further attention to some other significant aspects of the labels of the PPCPs such as the images designs, or logos to measure the extent to which the customers' purchasing rates are affected positively or negatively by those images. Another important aspect that should be taken into consideration is the information that indicates the manufacturers' details such as their names, addresses, and contact details.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

Research Title: "The Impact of Foreignization and Domestication on the English-Arabic Translation of Products' Labels: Pharmaceuticals and Personal Care Products' Labels".

Purpose of the research: The objective of the study is to provide an insight into the effectiveness of the employed translation strategies on the translation of the pharmaceuticals and personal care products' labels that will consequently contribute to the positive proliferation of the brand products. Thus this study will empirically test the most used strategies in order to find out the best ones for translating such types of products under the umbrella of foreignization and domestication approaches. You are invited to take part in this study. Therefore, you are selected to join this study because you represent the translation profession and target translator by those multinational pharmaceuticals and personal care products' companies. Your participation is completely voluntary and you may decline to participate. Therefore, you are free to accept or refuse to answer any question or stop filling the questionnaire at any time. Furthermore, the information you provided is confidential and will not be disclosed to third parties. A de-identified copy of this data may be used for other research purposes. However, your anonymity will at all times be safeguarded.

If you have any queries regarding this study, do not hesitate to contact the researcher through the contact details listed below. Once the report about this research has been completed, a brief summary of the findings will be made available upon your request. It is also possible that the results will be presented at academic conferences and published in journals or books.

Created by

Contact Details

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QUESTIONNAIRE

Section One:

1. I have read the above information and agree to participate in this study.

Yes

No

Demographic:**2. Gender:**

- Male
- Female
- Prefer NOT to Answer

3. Age:

- Under 22 years
- 22-32 years
- 33-43 years
- 44-54 years
- 55-65 years
- over 65 years

4. I work as:

- a freelance translator
- an in-house translator
- an employee in a translation agency

5. My educational qualification:

- High school diploma
- Master's degree
- Bachelor's degree
- Doctorate's degree

6. How many years of relevant experience do you have?

- Less than 2 years
- 8-10
- 2-4 years
- 11 or more years
- 5-7 years

7. Which of the following ranges best describes your gross monthly household income?

- \$0 to under \$500
- \$1500 to under \$2000
- \$500 to under \$1000
- \$2000 and greater
- \$1000 to under \$1500
- Prefer NOT to Answer

8. I am able to translate pharmaceuticals and personal care products' labels professionally because I...

- Got a specialized training course for translating such types of products' labels

- Majored in Translation Studies
 Participated in a worksheet
- Gained through experience
 Attended a specialized training course

9. Which one of the following best describes your situation?

- Student
 Employee
- Unemployed (Freelancer)
 Retired

10. What is your current marital status?

- Single
 Married
- Separated
 Divorced
 Widowed

11. I have translated pharmaceuticals and personal care products' labels since last year...

- 0-3 times monthly
 4-10 times monthly
- 11-30 times monthly
 31 times – and more

Section Two:

What, if anything, have you done as a result of exposing to the encountered translation problems of the pharmaceuticals and personal care products' labels? (1= Strongly Disagree, 5 Strongly Agree).

Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1- Preserving the values of the source language (SL) would be an ethical act.					
2- With your considerable experience, Foreignization and domestication strategies carry a true impact on the products' labels					
3- The translation of those pharmaceuticals and personal care products' labels will result in a considerable increase in the number of					

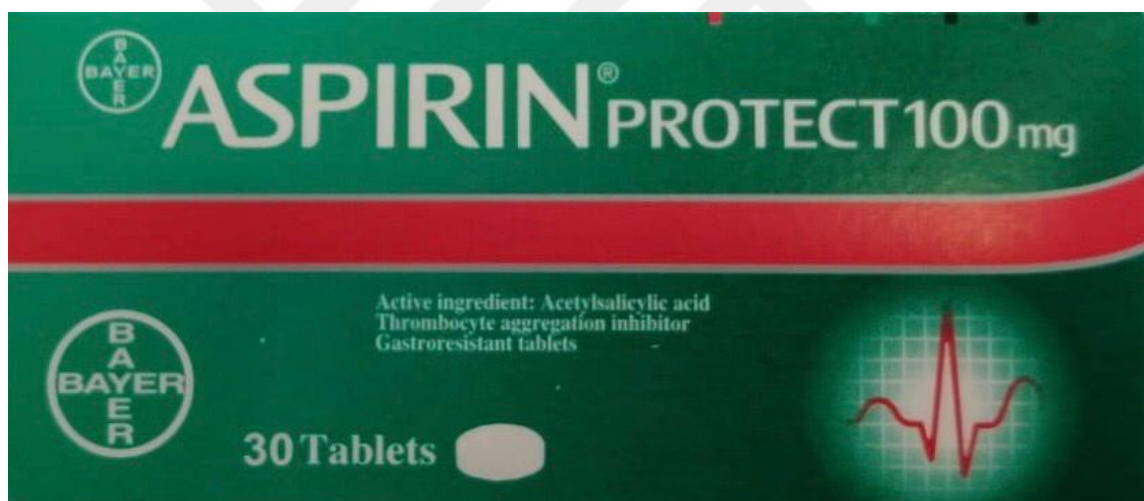
their customers.					
4- Translating pharmaceuticals and personal care products' labels will be more accurate when translators depend more on foreignization techniques.					
5- English brand names may lose their marketing values and originality as soon as they are translated into other languages such as the Arabic language.					
6- The literal translation will always result in successful marketing claims that are found on the products' labels.					
7- The adaptation strategy that depends on techniques such as addition, omission, and cultural substitution can enhance the readability of the target text to be easily comprehensible to its receptors.					
8- Translating commercial names literally will increase the possibility of imitating the product					
9- The omission strategy deals with the missing or unnatural equivalents between the source language and the target language. Therefore, it works perfectly as a valid solution to cultural clashes.					
10- Technical terms can be translated effectively and adequately only when they are transliterated or transferred.					
11- Translating products' labels cannot be fulfilled successfully without the linguistic and cultural advantages of the Foreignization and Domestication strategies.					

APPENDIX II
THE NAME LIST OF ALL THE 51 SAMPLES OF THE INVESTIGATED
PRODUCTS' LABELS

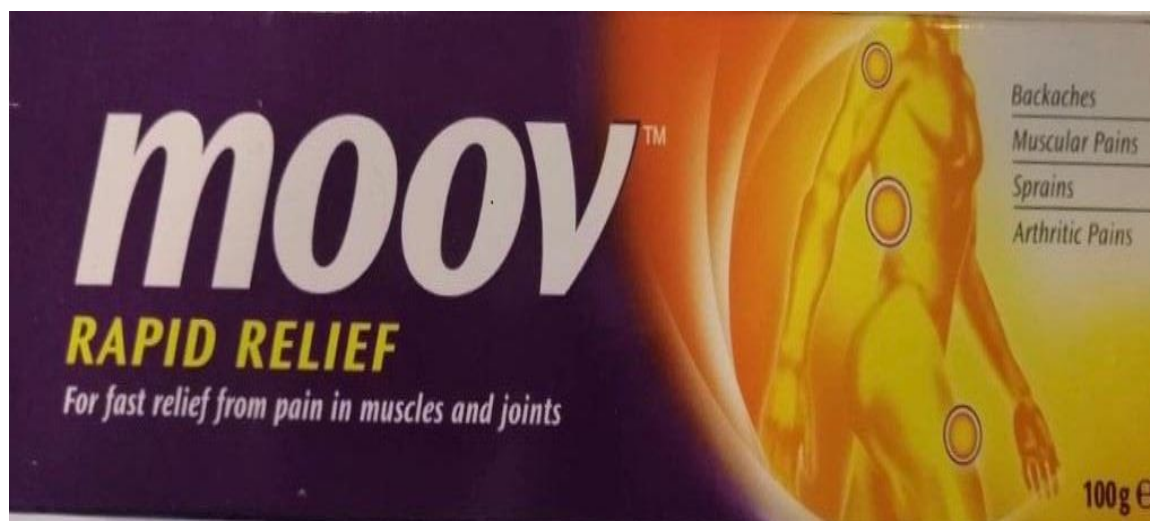
List of Products' Labels
Advil COLD & SINUS
Advil LIQUI. GELS
AERIUS
ASPIRIN PROTECT 100mg
AZI-Once
B-White
Bepanthen
Clean & Clear
Cyclo 3 Fort
CYS-CONTROL
Decadron
DIADERM LOTION
DILITUS SYRUP
FERROTRON
Flex3
ITRAZOL 100mg
L-Cet
Librax
Mebo
Moov
More Folic acid 600mcg
Nose Strips
NYDA
OCTATRON
OMEGAL
Orchazid

Ortibaby
Pantogar
Polyfresh
Prospan
Rennie
Restropinal
Salibet
SEACOD
Sincode
Strepsils
TOTcare
VapoRub
Veet
Venofer
Vibrocil
Voltaren
Colgate
Collomak
Fenistil Gel
GARNIER
Lipo Sic
L'Oréal Paris
OLAY Natural Whilte
OrthoCal-DK
Stresstabs WITH ZINC

APPENDIX III
SAMPLES OF THE SELECTED PRODUCTS' LABELS FROM THE STUDY
CORPUS







MA thesis

ORIJINALLIK RAPORU

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