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College of Arts



**Department of English
Language & Literature**

A Linguistic Analysis of the Translation of Display Shop Signs in Bahrain

**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of MA
in Applied English Language Studies**

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ABSTRACT

Translation is intricately connected to various aspects of life, serving as an essential factor for the promotion of human contact and exchanging of languages, civilizations, cultures, and other forms of knowledge. Achieving efficiency in translation is important for effectively conveying the same meaning among texts in different languages. To achieve this, different translation strategies have been developed. The aim of this study is to explore the translation strategies used in translating 252 shop signs from various regions in Bahrain, both from Arabic to English and from English to Arabic, based on Newmark's (1988) classification of translation strategies. After analyzing the 252 shop signs collected randomly from several random areas of Bahrain, namely Muharraq, Busaiteen, Manama, Riffa, Isa Town, and Adliya, the results of the study showed that there are 7 of Newmark's strategies used in translating shop signs: transference, Literal translation, reduction and expansion, shifts or transposition, naturalization, modulation and word-for-word. In addition, The most common strategy employed was transference. However, the rest of Newmark's 18 strategies were not used in translating shop signs.

Keywords: Linguistic landscape, Bilingual shop signs, Source text, Target text, Macro strategies, Micro strategies.

Declaration

I declare that this work, which I submitted to the University of Bahrain, contains my own investigation. This research has not been previously accepted for any degree and is not currently considered for any other degree at any other university.

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DEDICATION

To My Beloved Parents

Who Keep Praying for Me Day and Night

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CHAPTER ONE

Introduction

CHAPTER ONE

Introduction

This chapter discusses the statement of the research problem as well as the significance of the study. It includes the research questions and its main objectives. In addition, at the end of the chapter, some of the relevant terminology definitions are introduced.

1.1. Introduction

Translation has become an increasingly prevalent human activity and a fundamental component of human life, as it is the sole means to facilitate contact between people who speak different languages. Translation is converting the meaning of a text written in one language into another. Larson (1984) asserts that translation generally conveys the same meaning as the source language's speakers using the receptor language's regular form (Larson, 1984), so that it can be used for various cultural activities that would otherwise be inaccessible to those who do not speak other languages.

The translation is regarded as an activity across languages and cultures with significant implications for developing a nation's cultures and exchanging science and knowledge between peoples. That's only if it is done correctly when translating a wide variety of materials that people use and transmit to one another, including scientific and cultural books, newspapers, novels, religious texts, shop and street signs, video games, television shows, etc. Mistranslation, however, can lead to the incorrect transfer of the original text's content to the target text, leading to misunderstandings between people with different languages and cultures.

People are moving between languages and translating more frequently than ever before, so it has become vital to grasp more about what translation entails as two languages can never be identical. The translation of one language into another is not restricted to linguistic transfer alone because no two languages share exactly the same structure and vocabulary. Therefore, no translation can be identical to the original.

Competent translators who have encyclopedic knowledge as well as linguistic understanding of both the source language and the target language are aware of how to handle the non-equivalence that exists between the two (Seguinot, 1990). This implies that the translator must comprehend and interpret the source language before transferring and reformulating it in the target language and identifying the required translation approach for the written text.

This research focuses on the translation strategies employed while translating shop signs in Bahrain. This study aims to give insight into the issue of the strategies used in translating Bahrain's shop signs based on the classification proposed by Newmark's (1988) model of translation strategies.

1.2. Statement of the Problem

Due to the diversity and numerous nationalities living and working in Bahrain, bilingual Arabic-English and English-Arabic shop signs have become pervasive throughout Bahrain. As a result, shop owners employed different translation strategies, and as a result, some mistranslations appear that give English speakers the wrong message.

Based on that, the researcher explores various translation methods utilized in translating shop signs from one language to another. This research seeks to identify the translation strategies used in translating Bahrain's shop

signs. In addition, it identifies and analyzes the common mistranslations made while translating a written text from the source language to the target language, if any.

1.3. Research Questions

This study aims to address the following questions:

- 1- What are the translation strategies used in the translation of Bahrain's shop signs?
- 2- What are the most common strategies used in the translation of Bahrain's shop signs?

1.4. Research Objectives

Based on the questions above, this research aims to:

1. Give insight into the issue of the translation methods used in Bahrain's display shop signs.
2. Investigate the diversity of translation strategies used in the external shop signs.

1.5. Significance of the Study

The significance of this study is that it seeks to explore and analyze the various common translation strategies utilized when translating bilingual shop signs from Arabic to English and vice versa. In addition, it aims to determine and analyze the mistranslation that may be found in the translation of the shop signs. Since to the best of the researcher's knowledge, this is the first study of its kind in Bahrain, the results are intended to address a knowledge gap in the field and serve as a reference for future research.

1.6. Definitions of relevant terminology

Source text and Target text

The text that is handed to a translator to be translated into another language is referred to as the source text, and the text that has been translated from the source text is referred to as the target text. According to Larson's explanation (1998), translation is a process in which the translator tries to make a text that is the same in both languages by figuring out how to make sense of the source text (ST) semantically, then reconstructing it to the target text (TT).

Linguistic Landscape

Language is everywhere in our daily lives. The streets are filled with business signs that are written in a wide variety of languages. Landry and Bourhis (1997) described linguistic landscape as visibility and salience of languages on public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings in a given territory or region.

Bilingual shop signs

Shop signs contain texts that help people know what goods and services the shop offers. These texts reflect either the culture of a particular country or a specific meaning due to the language used in writing them. Because of the multiplicity of nationalities in a specific country, shop owners are keen to produce translations of these texts. According to the findings of Mansur's (2013) study about investigating the languages used in shop signs in Amman, there are primarily two types of shop signs in terms of the languages that are employed in them. These types include signs that only use one language (monolingual signs) and signs that use two languages

(bilingual signs). In addition, the results showed that there is a strong connection between prestige and commercial goals to adopt foreign names, which makes the practice rather common.

1.7. Summary

This introductory chapter has offered a basic explanation of the topic area that will be the focus of this research. And has also included the problem statement, the primary research question, and the objectives of the study.

CHAPTER TWO

Theoretical Framework and Literature Review

CHAPTER TWO

Theoretical Framework and Literature Review

This chapter begins by providing the theoretical framework underpinning the present research field, including the linguistic landscape, translation, macro and micro strategies, and translation errors. A literature review is provided at the end of the chapter.

2.1. Theoretical Framework

2.1.1. Linguistic Landscape

An individual is able to convey a concept or many things using words, including expressing gratitude, apologizing, and other uses of language. Language may be found everywhere in the form of text. According to Gorter (2006), this can be seen on storefronts, business signs, official logos, posters, and traffic signs. The term "linguistic landscape" refers to the various signs that can be found in public places along with other signs.

Landry and Bourhis (1997), were the first to come up with the concept of linguistic landscape, which refers to the languages that are utilized on public and commercial signs in a certain region or province. Both the environment of a location and the society that inhabits it are connected to the linguistic landscape. It has been suggested by Kallen and Dhonnacha (2010) that there is a possibility that the linguistic landscape is connected to the location of the city and the community that live there. A large number of people migrate to the cities, resulting in the mixing of people of different nationalities and languages. This in turn has led to the variety of languages that are used in the signs.

The linguistic landscape has an effect on all individuals and the languages they speak. According to Lu, Li, and Xu (2020), the linguistic landscape, in addition to being a semiotic study that examines signs such as icons and symbols, also tends to explore language and society. This is due to the fact that it influences people's languages as well as tourism in the community that is hosting it.

2.1.2. Translation

Today, as a result of the growth in communication between people from different parts of the world, translation has evolved into a fundamental and essential component for exchanging information in various languages for various purposes. Translation, according to Steiner (1998), is "the transfer of meaning between languages". Catford (1965, p. 1) believes translation is "a process of substituting a text in one language for a text in another."

Translating a text word-for-word without adhering to specific steps in the translation process and without considering the linguistic characteristics of the original text and the demands of the target language will not result in an accurate translation. However, despite the fact that translation may be correct from a grammatical standpoint, it may lack the meaning that was contained in the original text. To ensure accurate and professional transfer of meaning between languages and achieve equivalence, translators must acquire certain skills. These skills are commonly known as translation strategies.

2.1.3. Translation Equivalence

The pursuit of excellence and precision is something that people in every field strive for. When it comes to translation, translators do their best to attain a level of translation in which the ST is equivalent to the TT.

Considering the fact that it is connected to both the theoretical and practical aspects of translation, the idea of equivalency has been of great interest to translation scholars. According to Pym (2010), equivalence is an important term in the role and definition of translation, as it is used as a promising and important basis for measuring the quality of translation.

When it comes to the concept of equivalence in translation and the many sorts of equivalence, academics have different opinions on how to comprehend and accomplish equivalence in translation. Based on the research conducted by Vinay and Darbelnet (1958), the concept of equivalence refers to a procedure that entails restating the same scenario in a manner that is distinct from the original text. The essential need for source-target text similarity, as stated by House (1997), is that the original and translated texts must be functionally equivalent to one another.

During his translation of the Bible, Nida (1964) presented his views on equivalence, identifying two types of equivalence (dynamic and formal). Dynamic equivalence refers to freer translation methods in which the translator attempts to naturally convey the source text message in the target language. On the other hand, in order to achieve formal equivalence, it is necessary for the target text to closely coincide with the source text in terms of all aspects, including content and form. Furthermore, formal equivalence is associated with a more sophisticated and professional translation method. However, Nida supports the usage of dynamic equivalence as it is a more efficient translation method.

On the other hand, Newmark (1981) argued that semantic and communicative translation were more appropriate than Nida's terms (formal and dynamic equivalence). Semantic translation is an approach that focuses on the meaning and the author of the source text and tends to be

complicated. However, communicative translation focuses on the addressees and their needs and attempts to serve a wide readership by minimizing translation complexity to enhance readability.

Nevertheless, regardless of the various translation approaches and types of equivalence suggested by scholars, the translator cannot attain absolute equivalence between the source and target text. According to Pym (2010), achieving complete equivalence between the source text and the target text is not conceivable, but there is an assumed equivalence. There are multiple reasons for this, which include the variations of vocabulary and grammar structures of different languages. According to Jakobson (1959), it is not possible for two words to have a level of meaning that is completely equivalent to one another. At some point during the translation process, this difference may have an impact on the meaning, which may result in a slight loss of meaning. Sarikas (2006) recommended that translators avoid translating a meaning that does not have an equivalent in the target language in order to prevent the occurrence of findings that were misleading or lexically ambiguous.

Another reason to consider is the cultural differences between languages. Accordingly, in order to be able to translate and transfer meaning from one language to another in a manner that is both professional and does not result in any loss of meaning, the translator needs to have a grasp of the culture of both the source language and the target language. In order to understand the source language and the target language Newmark (1988) mentioned the dynamics of translation.

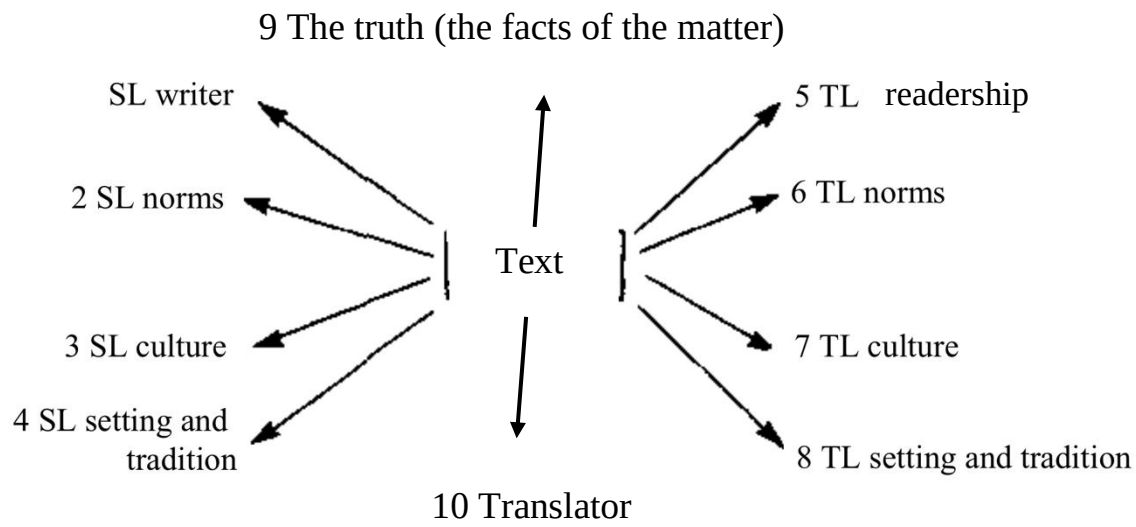


Figure 1. Newmark's Dynamics of Translation.

In The figure below, the translator plays a significant part in the translation process. In order to properly transfer the author's intended meaning from ST to TT, the translator must have an understanding of and familiarity with both the source language and the target language.

2.1.4. Translation Strategies

When encountering difficulties in translating text from one language to another, the translator employs strategies for translation. Lörscher (1991), described translation strategies as "a potentially conscious procedure for the solution of a problem which an individual is faced with when translating a text segment from one language to another". Academics have diverged in the study and description of translation strategies, with each academic presenting a distinct perspective.

Vinay and Darbelnet (1958, 2000) and Newmark (1988) described global and local strategies as "translation methods" and "translation procedures." Vinay, Darbelnet, and Newmark all hold viewpoints that are

comparable to one another; however, Newmark's classification of translation methods and procedures is one that is more comprehensive than that of Vinay and Darbelnet. When it comes to translating whole texts, Newmark (1988) asserts that translation methods are utilized, whereas translation procedures are utilized for translating phrases and smaller units.

2.1.5. Macro and Micro Strategies

The translation skills utilized offer a clear indication of the distinctions between professional and non-professional translators. In order to be successful in translation, the translator needs to master a wide range of skills. One's level of professionalism is directly proportional to the quantity of skills they have gained. However, both professional and non-professional translators will continue to face challenges in the translation process that will require them to employ translation strategies in order to accomplish their goals. For this reason, it is necessary to determine the strategies that are utilized by professional translators as well as those that are utilized by translators who are not professionals.

The translation strategies that professional and non-professional translators utilize were categorized by Jääskeläinen (1993). These were referred to as macrostrategies and microstrategies. Moreover, Chesterman (1997) (cited in Basma, 2022, p. 15) "agreeing with Jääskeläinen (1993), stated that global strategies are referred to as macrostrategies and local strategies as microstrategies". Macrostrategies are those that professional translators use to affect the whole text. Microstrategies, on the other hand, are used by non-professional translators and focus on how the translation is actually done.

Within the context of macrostrategies, translators work with the bigger units of discourse and consider them to be their aim and focus. They

concentrate on the structure as well as the substance of the ST. Moreover, macrostrategies consider TL and SL culture when translating. The term macrostrategies has been given a wide variety of alternative titles by various scholars. The table that follows provides a variety of examples, including:

Table 1. Macrostrategies

	Predominantly SL-Orientation	Predominantly TL-Orientation
Vinay and Darbelnet	Direct translation	Oblique translation
Eugene Nida	Formal equivalence	Dynamic equivalence
Peter Newmark	Semantic translation	Communicative translation
Gideon Toury	Adequate translation	Acceptable translation
Laurence Venuti	Foreignizing translation	Domesticating translation
Christiane Nord	Documentary translation	Instrumental translation

Source: Schjoldager (2008), cited in Jensen (2009).

Microstrategies, on the other hand, work on a smaller level. According to Jäskeläinen (1993), cited in Yang (2010, p. 29), "local strategies are specific procedures which relate to lexical elements." Through the use of microstrategies, the translator is able to concentrate on the impact of the source text. Because these strategies have a somewhat narrow emphasis, they are typically utilized by translators who are not professionals in the field. The table below provides Schjoldager's 'Taxonomy of microstrategies'.

Table 2. Taxonomy of microstrategies.

Direct transfer	Transfers something unchanged.
Calque	Transfers the structure or makes a very close translation.
Direct translation	Translates in a word-for-word procedure.
Oblique translation	Translates in a sense-for-sense procedure.
Explicitation	Makes implicit information explicit.
Paraphrase	Translates rather freely.
Condensation	Translates in a shorter way, which may involve implication (making explicit information implicit).
Adaptation	Recreates the effect, entirely or partially.
Addition	Adds a unit of meaning.
Substitution	Changes the meaning.
Deletion	Leaves out a unit of meaning.
Permutation	Translates in a different place.

Source: Schjoldager (2008), cited in Holst (2010).

This research will focus on analyzing shop signs that include translations of short sentences or small units. Consequently, the translation strategies proposed by Newmark will be elucidated below. In his work, Newmark (1988) identified a total of 25 strategies, divided into 8 methods and 17 procedures:

Methods

1. Word-for-word translation: Word-for-word translation involves directly translating the text from the source language to the target language, preserving the original word order, and without taking into account the target language grammar or the content of the source text.

2. Literal translation: Unlike word-for-word translation, literal translation considers the grammatical structures by utilizing the nearest equivalent of the grammatical structures of the source language within the target language. Furthermore, in literal translation words are translated individually, out of context.
3. Faithful translation: Faithful translation is based on a balance between the literal meaning of the source language and the syntactic structure of the target language.
4. Semantic translation: Semantic translation involves transferring text from one language to another while considering the meaning and content. Furthermore, semantic translation relies on the author's ideas, prioritizes the original text, and endeavors to maintain its features to the greatest extent.
5. Communicative translation: Unlike semantic translation, communicative translation pays attention to the needs of the addressees by conveying the message of the source text to the target text in a way that makes the translation smoother and easier to read and understand.
6. Adaptation: Adaptation is used to translate plays by transferring the culture of the source language to the target language and rewriting the text by an established dramatist or poet. Newmark called it the freest form of translation.
7. Free translation: A free translation, according to Newmark (1988, p. 46), is not considered to be a translation because its “reproduces the matter without the manner, or the content without the form of the original”.

8. Idiomatic translation: According to Newmark (1988), when translating idiomatically, the message of the original is preserved, but the intricacies of meaning are altered by the use of slang and idioms in places where they are not present in the original.

Procedures

1. Transference: "Transference (emprunt, loan word, transcription) is the process of transferring an SL word to a TL text as a translation procedure" (Newmark, 1988, p. 81). In spite of this, it is impossible to transfer every single word from the source language into the target text. He asserts that in order for a translator to successfully transfer a word from the source language to the target language text, the translator must only transmit cultural items that have a reference that is unique to the culture of the source language or concepts that are associated with a specific group or sect. There are many words transferred from English to Arabic, such as كاميرا (camera), إنترنت (Internet), and from Arabic to English, such as the Holy Quran (القران الكريم).
2. Naturalization: this procedure is utilized to "adapt the SL word first to the normal pronunciation, then to the normal morphology (word-forms) of the TL" (Newmark, 1988, p. 82). For example, converting Democracy to ديموقراطية).
3. Cultural equivalent: "This is an approximate translation where an SL cultural word is translated by a TL cultural word" (Newmark, 1988, p. 82). For example: Romeo and Juliet is translated into (قيس و ليلى), Little Red Riding Hood into (ليلى و الذئب), and The Three Little Pigs into (الخراف الثلاثة).

4. Functional equivalent: This procedure involves analyzing the function of a word in order to translate a word in SL into a word in TL that serves the same function. According to Newmark (1988, p. 83), "This common procedure, applied to cultural words, requires the use of a culture-free word, sometimes with a new specific term; it therefore neutralises or generalises the SL word". For example, السلام عليكم ورحمة الله وبركاته (hello).
5. Descriptive equivalent: This procedure looks at the meaning of the word in order to determine its description and explain it in several words. According to Newmark (1988, p. 83), "In translation, description sometimes has to be weighed against function," and he mentioned the example of the machete, its description (Latin American broad, heavy instrument) and its function (cutting or aggression), Both its description and its function are incorporated into the word (knife).
6. Synonym: according to Newmark (1988), it is a TL word nearly equal to a word in SL in a context. He asserts that this procedure is utilized by the translator in situations where the word in question is not significant in the text, such as (adjectives and adverbs), and he or she is unable to find an equivalent for the source word in the target language. He cited the French example *personne gentille* with its translation into English (kind) person.
7. Through-translation: according to Newmark (1988, p. 84), through-translation is "the literal translation of common collocations, names of organisations, the components of compounds". He cited the Superman word and its translation in German (*Übermensch*), and for

phrases, the phrase (compliments de fa saison) in French and its translation (compliments of the season) in English.

8. Shifts or transpositions: Newmark (1988, p. 55) defined this procedure as "a translation procedure involving a change in the grammar from SL to TL". Moreover, he mentioned four types of shifts or transpositions:

- Change from singular to plural.
- The shift procedure is utilized by the translator in situations where a grammatical structure from the source language does not exist in the target language, such as using an infinitive instead of the verb or transforming the verb into a noun. Moreover, to achieve coherence, we make use of pronouns rather than verbs that are repeated inside a single sentence.
- The use of 'shift' that is grammatically correct in literal translation. However, this would be at odds with the common usage in the TL.
- A grammatical structure is used instead of a virtual lexical gap.

9. Modulation: when there is a difference in perspective between the source language and the target language a modulation procedure is used to recreate the message that is contained inside the ST with a message that is in accordance with the standards of the TL. According to Hardin and Picot (1990), modulation is a "change in the point of view that allows us to express the same phenomenon in a different way". For example, “كن صادقاً” could be translated to “don’t lie” instead of “be honest”. Moreover, “يرحمكم الله” is translated as “bless you” instead of “may Allah have mercy on you”, due to the difference in the perspective of the English language from the perspective of the

Arabic language. Modulation is divided into several other types, such as:

- Reversal of terms
- Cause – effect
- Concrete – abstract or abstract – concrete
- Change of symbols
- Passive – active
- Time – space or space – time
- Exchange of intervals for limits in time and space
- Part – whole, part – part or whole – part

10. Recognised translation: according to Newmark (1988, p. 89), in this procedure the translator utilizes "the official or the generally accepted translation of any institutional term". For example, The International Atomic Energy Agency is translated to (الوكالة الدولية للطاقة الذرية).
11. Translation label: according to Newmark (1988, p. 90), translation label is "a provisional translation, usually of a new institutional term, which should be made in inverted commas, which can later be discreetly withdrawn". For example, in Kamal Abu Deeb's translation of Edward Said's book "الثقافة والامبريالية" in 1997, Kamal Abu Deeb translated the word "gender" to الجنوسة instead of الجنس.
12. Compensation: according to Newmark (1988), by this procedure, the translator offsets the loss of meaning, sound effect, metaphor, or pragmatic effect in one segment of the sentence by incorporating it into another segment.
13. Componential analysis: according to Newmark (1988, p. 90), it "is the splitting up of a lexical unit into its sense components." For example, (to re-build) translated into (يعيد بناء).

14. Reduction and expansion: according to Newmark (1988, p. 90), "these are rather imprecise translation procedures, which you practise intuitively in some cases, and consciously in others". There are two options when translating by using this procedure: either shorten the translation by reducing the meaning of the SL in the TT or lengthen the translation by expanding the meaning of the SL in the TT.
15. Paraphrase: within the context of this procedure, the translator will either amplify or explain the meaning of part of the text. According to Newmark (1988, p. 90), "It is used in an 'anonymous' text when it is poorly written, or has important implications and omissions".
16. Couplets: according to Newmark (1988), this procedure refers to the act of resolving a singular issue by using more than one procedure at the same time.
17. Notes: In accordance with Newmark (1988), notes are supplementary pieces of information that the translator incorporates into his translation in the form of footnotes in a particular manner. This is done for various reasons, including considering the cultural differences between the culture of the source language and the culture of the target language. This is accomplished by providing readers with clarification and explanation of cultural information that is mentioned in the text. Additional information may also be linguistic in nature and provide an explanation for the inappropriate use of words that are referenced in the text. According to Nida (1964), footnotes are utilized to either provide additional information within the original text or to clarify any discrepancies that may exist within the text.

In addition, Newmark discussed other procedures in his book that were stated by Vinay and Darbelnet such as equivalence, which is approximate

equivalence for the source language. According to Newmark (1988, p. 90), "accounting for the same situation in different terms." Also, adaptation, according to Newmark (1988, p. 91) is the "use of a recognised equivalent between two situations".

2.1.6. Translation Errors

The translation process extends beyond the sheer transfer of meaning between two languages. It encompasses numerous aspects that translators must carefully consider while translating a text. During the process of translation, it is necessary to take into consideration a variety of aspects, such as the cultural differences of both the source and target languages, the linguistic disparities between them, and other aspects that, if the translator neglects them, will lead to translation errors. According to Baker (1992), translation errors may occur when there is a lack of equivalence between SL and TL. Errors in translation are regularly made by translators, whether they are professionals or not. However, professional translators who are familiar with all aspects of translation, and have appropriate expertise and skills can deal with the translation errors and correct them.

2.2. Review of Literature

The linguistic landscape and language usage within it have garnered significant scholarly attention as researchers seek to comprehend the role of language in commercial signage and its connection to other aspects, including culture, religion, society, politics, and more. Based on my research and analysis of various studies, I have discovered numerous scholarly articles that explore the linguistic landscape within the context of translation. These studies delve into topics such as the utilization of language in the linguistic landscape, the variables that influence language usage, and

translation errors. However, based on my knowledge, I have not found a substantial amount of research that specifically examines the translation strategies employed in shop signs. This section focuses on the reviewed studies that examined the language and translation used on shop signs and the factors that influence it.

In terms of the translation errors that can be found on shop signs, a study conducted by Aladdin, Bakri, and Marwan (2008) examined and classified the translation errors seen on shop signs in various cities across Jordan. The research highlights linguistic and extra-linguistic factors. The research findings indicate that linguistic elements, such as word order, incorrect word selection, and reductionist strategies, are the cause of information distortion. Consequently, this distortion results in a serious notable conceptual-semantic problem. Moreover, the study revealed that the way shop signs are verbalized is greatly influenced by external factors such as society, culture, and promotion.

Chinese-English translation of public signs for tourism was investigated by Leong Ko (2010), who examined the issues related to Chinese public signs at tourist attractions and their translation into English. Upon examining samples gathered from three different regions, it was found that in tourist destinations, Chinese public signs tend to use a language style that is descriptive and figurative in order to deliver a straightforward message. Moreover, Leong Ko indicates that literal translation, semi-literal and semi-adaptive translation, and free adaptation are the translation strategies employed in translating public signs. Notably, literal translation is the most frequently employed strategy. At the end of the study, he proposed conducting additional research in a number of different areas in order to

determine which strategy or strategies are most effective for translating public signs in tourist regions and what compromises ought to be made.

A sociolinguistic study by Riyad, Muhammad, and Ahmed (2014) studied the language of shop signs in Amman. The research examined 680 signs from three different regions in Amman, Jordan, using a sociolinguistic questionnaire and a survey of shops. The study focused on the language used in the signs and the factors that influenced their choice of language. The results showed that shop signs are divided into monolingual and bilingual signs. Moreover, findings revealed that the process of selecting a language is influenced by many factors, such as commercial aims, the type of product, the global impact of foreign cultures, the educational and economic level of customers, and foreign names. In particular, the use of foreign names on shop signs is significant due to the fact that they are intriguing, distinctive, and prestigious.

Moreover, Anwar (2014) conducted a study that analyzed and classified the translation errors discovered on shop signs in the streets of Sanaa. The study analyzed a total of 398 signs and revealed that 130 of them contained translation errors. Based on the researcher's classification, most of these errors are lexical, while the remaining errors are either spelling or grammatical. Furthermore, the study indicated that the causes of these errors might be attributed to the translator's linguistic lack, lack of interest and the differences in social and cultural aspects between the English and Arabic languages.

In their study, Guo and Li (2017) conducted an analysis of 147 shop signs in Wuhan. They specifically focused on the language used in shop signs along Han Street and investigated the factors that influenced the choice of language. The findings showed that multilingualism in Wuhan can be

attributed to multiple factors, such as the influence of the Chinese language policy at that time, the global dissemination of the English language, and commercial motives.

Ahmadreza and Firoozkahi (2019), focused on the linguistic errors observed in English language usage within the linguistic landscape of Tehran. The sample comprised total of 400 signs including bilingual signs (Persian and English) and multilingual signs (Persian, English, and Arabic). The findings of the study revealed 101 errors, which were classified into the following categories: translation, word choice, spelling, phonetic and grammatical translation, and the impact of the first language. However, the majority of errors were spelling errors and incorrect translations. Furthermore, the findings of the study demonstrated that errors in top-down signs are significantly more prevalent than errors in bottom-up signs.

A study carried out by Tiba (2020), the focus is on the language choice of shop signs in Baghdad and the factors that influence the language preference for naming these signs. The study conducted an analysis of the names of 200 shop signs by administering a pilot study to 30 shop owners in order to build the main sociolinguistic questionnaire. The findings demonstrated that shop signs can be categorized into monolingual signs, which are only in either Arabic or a foreign language, and bilingual signs, which display both Arabic and a foreign language. Additionally, the findings indicated that shop owners commonly employ foreign names to attract clients and enhance the marketability of their products. This practice stems from the significant association between the prestige factor and commercial interests in the utilization of foreign names in shop signs. Finally, regarding the Arabic language, which is inherently the official language in Baghdad,

the study findings indicate that the Arabic language is used for shop signs in order to distinguish shop signs from each other.

In Wafa and Ahoud's study (2022) entitled “Linguistic Landscape of Bilingual Shop Signs in Saudi Arabia”, the focus was on bottom-up bilingual shop signs. A comprehensive analysis was conducted on a total of 184 signs, focusing on their relative size, information, and quality of translation or transliteration from English to Arabic and vice versa. The findings indicated that 83.3% of the signs were bilingual, and there was little difference in terms of their relative size and the information, 66.7% of signs have letters of equal size, and 64.8% convey the same information. In addition, the findings revealed that there was a percentage of 9.3% of transliterations and spellings that were inconsistent and wrong. As a result, recommendations were produced in order to remedy this issue.

Jalal (2023) conducted a study titled "Foreign Language Influence: A Case Study of English on Shop Signs in Taif City of Saudi Arabia." The study investigated the prevalence of English language usage as a commerce language on shop signs in Taif and explored the impact and knowledge of English on the business sector. Jalal analyzed the linguistic utilization of shop signs in Taif Market. This involved examining a linguistic landscape of 162 photos of shop signs and conducting interviews with seven shop owners. The findings showed that English is employed as a significant language to entice clients. Furthermore, the research revealed the need for the development and execution of a policy for the lexical assimilation of borrowed terms from the English language.

The present study differs from previous studies by focusing solely on the identification of translation strategies employed in translating shop signs in Bahrain, as well as identifying any translation errors, if any. Out of the

studies that were previously reviewed, only one specifically examined the translation strategies employed in translating shop signs. The remaining studies explored either the language choice and the external factors that contribute to identifying the language used in shop signs or the translation errors and the external factors that caused them. To the best of my knowledge, no research has been undertaken to examine the translation strategies employed in translating shop signs in Bahrain. This makes it the first of its kind in Bahrain environment. This study will fill a knowledge gap and serves as a source for further studies in this domain.

2.3. Summary

This chapter is divided into two sections: theoretical framework and literature review. The first section provided an overview of the significant concepts related to the topic of the research, such as the linguistic landscape, translation, its macro and micro strategies, and translation errors, along with an explanation of each of these concepts. The second section examined previous studies conducted in the same field and concluded by explaining how this study differs from the other studies reviewed in this chapter and how it can be used as a reference for future research since it is the first of its kind in Bahrain.

CHAPTER THREE

Methodology

CHAPTER THREE

Methodology

This chapter provides a detailed description of the study's methodology. This includes study methods and procedures, data collection and organization, and sample information.

3.1. Research Methods and Procedures

To provide precise and reliable outcomes, the study included both quantitative and qualitative analysis methods to examine the gathered data. The study conducted a sample that comprised 252 shop signs. Newmark's (1988) 25 strategies (transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, synonym, through-translation, shifts or transpositions, modulation, recognised translation, translation label, compensation, componential analysis, reduction and expansion, paraphrase, couplets, notes, word-for-word translation, literal translation, faithful translation, semantic translation, communicative translation, adaptation, free translation, and idiomatic translation) were utilized to analyze and determine the strategies employed in the translation of shop signs.

In addition, mistranslated signs, if any, will be calculated and analyzed. Subsequently, will categorized the entirety of the gathered data in tables form in terms of the frequencies, and percentages.

3.2. Sample of The Study

The study will examine a sample of 252 bilingual Arabic-English and English-Arabic commercial shop signs that will be collected randomly via a digital camera from different areas in Bahrain, namely, Muharraq,

Busaiteen, Manama, Riffa, Isa Town and Adliya. These areas were chosen because they are the main areas in the Kingdom of Bahrain and have a lot of commercial diversity, including many shops and various services. The avenues in these areas were chosen at random namely (2811 and 105) in Busaiteen, (Sh Khalifa Bin Salman, Sh Isa, Al Khalifa and Abdulrahman Al Fadhel) in Muharraq, (Sh Ahmed bin Salman and Sh Isa) in Riffa, (Al Doha and 77) in Isa Town, (Government and Sh Hamad) in Manama and (Osama bin Zaid) in Adliya. These avenues are filled with various shops.

In addition, shop signs were likewise gathered at random from these avenues. The main focus of this specific research effort is on the primary texts (the main shop signs). These shops represent a diverse range of services, institutions, and facilities such as: restaurants, supermarkets, clothing stores, cafes, shops for selling and repairing various appliances, women's beauty shops, shops selling international and local foodstuffs, jewelry shops, furniture and household appliances shops, pharmacies, flower shops, sports equipment shops, optical shops, fishing and boating equipment shops and wedding supplies shops. The research did not focus on a particular type of store that offers specialized services. This is due to its being the first of its kind in Bahrain, as it is expected to cover a variety of stores and a diverse range of services.

3.3. Summary

This chapter provided a comprehensive explanation of the applied research methods, including detailed information about the research sample and the process of collecting it.

CHAPTER FOUR

Research Results and Discussion

CHAPTER FOUR

Research Results and Discussion

The chapter begins by presenting the results of the comparison between the uses of the English and Arabic languages in writing shop signs. Subsequently, the study presents and discusses the statistical and relative findings derived from the analysis of the research sample pertaining to the utilization of translation strategies by shop owners in translating the shop signs. Furthermore, it presents the translation errors that were identified during the analysis of the research sample.

4.1. Results and Discussion

In bilingual shop signs, the primary language is displayed at the top, while the secondary language is displayed below it. Since the study focuses only on bilingual signs i.e Arabic into English and vice versa, accordingly, the following table shows the percentage of English or Arabic language used in the signs as the main language:

Table 3. The use of the English or Arabic languages as the main language.

	English Language	Arabic Language	E-A Languages	Total
Frequency	18	156	78	252
Percentage	7.14%	61.90%	30.95%	100%

The data presented in table (3) indicates that Arabic is the most commonly used as a primary language in the bilingual shop signs, accounting for 61.90% of the total. Signs that utilize both English and

Arabic equally come in second place with a percentage of 30.95%. English, on the other hand, ranks third with a percentage of 7.14%.

Most of the investigated bilingual signs used Arabic as the main language by placing it above the translated English text, such as:



Figure 2. Abayat Oliva

The prevalence of Arabic as the primary language in Bahrain is attributed to the fact that it is the main language spoken in the country. On the other hand, out of a total of 252 shop signs, 18 used English first in terms of language order as shown in the following example:



Figure 3. Ramzana Jewellers

This was done by placing the English text above the corresponding Arabic translation.

Several bilingual shop signs highlight the significance of linguistic equality, as both languages are shown in an equitable manner with matching fonts and arrangement, such as:



Figure 4. Malabar

However, this uniformity poses challenges throughout the analysis process as it becomes difficult to distinguish between the original text and its translation. Nevertheless, the primary emphasis was placed on the Arabic text serving as the source text (ST) and the English text serving as the translated text (TT) since Arabic is the official language of the kingdom of Bahrain.

An analysis was conducted on the research sample to explore the strategies employed in translating the text on shop signs, using Newmark's (1988) translation strategies as a framework. However, The results showed that most shop signs include more than one strategy. Consequently, the signs were examined and the following results were obtained.

Table 4. Comparison of the translation strategies employed in translating shop signs

Strategies	Percentage	Frequencies
Transference	90.47%	228
Literal Translation	59.92%	151
Word For Word	1.19%	3
Shifts or Transposition	8.33%	21
Modulation	3.17%	8
Naturalization	3.17%	8
Reduction and Expansion	11.11%	28

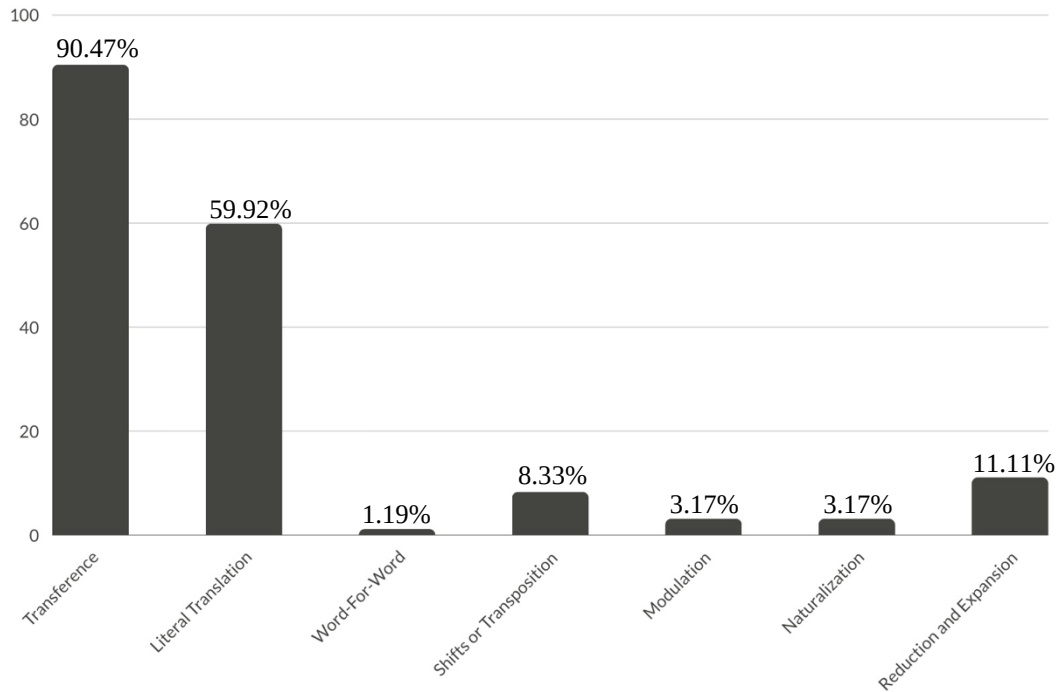


Figure 5. Comparison of the translation strategies employed in translating shop signs.

Upon analysis of the sample, it was found that two of Newmark's strategies were extensively and explicitly used in the translation of shop signs. Specifically, the strategy of Transference was utilized with a percentage of 90.47%, ranking it as the most common strategy. This is in contrast to the study of Leong Ko (2010), whose results confirmed that

literal translation is the most frequently used strategy in the Chinese-English translation of public signs. Following closely behind was the strategy of literal translation, which was used with a percentage of 59.92%. In the third and fourth place there was a slight difference between reduction and expansion with a percentage of 11.11%, and shifts or transposition with a percentage of 8.33%. Subsequently, both naturalization and modulation had an equal percentage of 3.17%.

Word-for-word strategy was used with a percentage of 1.19%. Lastly, the findings indicated that a variety of translation strategies were not utilized when translating shop signs. These strategies included semantic translation, componential analysis, synonym, adaptation, free translation, communicative translation, faithful translation, idiomatic translation, cultural equivalent, functional equivalent, descriptive equivalent, through-translation, recognized translation, translation label, compensation, paraphrase, couplets, and notes.

4.1.1. Transference

Some strategies, such as transference, rely on direct translation and prioritize the inclusion of all components of the original text, regardless of whether the reader understands them or not. As mentioned in the second chapter, in accordance with Newmark (1988), the transference strategy is employed when dealing with terms that belong to a particular culture or a group of individuals that own their own unique terminology that is absent in another language. The findings revealed numerous instances of translations that employed the transference strategy, which, according to the results, is regarded as one of the most common strategies in Arabic-English and

English- Arabic translation. The findings indicated that 228 out of 252 shop signs contained transference translations, as shown in the examples below:

a) المسبار ذ.م.م

Almisbar w.l.l

b) مركز السرور التجاري

Alsoroor

c) عبايات أوليفا

Abayat Oliva

In example (a), the term “Almisbar” was transferred from the source language (Arabic) to the target text (English), by transferring the alphabet or transliteration of the word “المسبار” to the target text without any change. “المسبار” is an Arabic term meaning a tool used for examination or testing. It has several forms, being used in medicine, agriculture, or minerals. Its synonym is the word “مقياس” which means (gauge) in English. Moreover, words such as “مسبار” or “مقياس” have several equivalents in the English language, such as (gauge, probe, plumb-line and etc.), and the correct equivalent is determined depending on the context of the sentence. Similarly, the word “السرور” in example (b) is an Arabic word meaning joy and delight. It was transferred to the English language, taking into account the transfer of the same letters and the same pronunciation instead of translating it to joy or pleasure.

In example (c), the word “عبايات” was transferred to Abayat. The word abayat comes from the Arabic language; it is the plural of the word “abaya”, which is a wide robe that a Muslim woman wears over her clothes to cover her body and head when leaving the house. The source of the word abaya

relates to the Islamic community, therefore, there is no equivalent in the English language that carries the same meaning because of the difference in culture and religion between Western and Arab society. On the other hand, Oliva is a Latin word meaning olive tree and is used in naming girls, due to its association with and representation of the values of wisdom, strength and peace. In the example, Oliva word was transferred to the English with the same pronunciation of the Arabic word “أوليفاً”.

The use of transference strategy in translating the shop sign instead of translating it into its English equivalent as in Examples (a) and (b) is to add the Arabic character and distinguish the shop sign with a special sign. Moreover, certain given names, such as “يوسف” possess an identical equivalent in the English language due to their historical diffusion across multiple languages and cultures. Names devoid of historical significance, such as Oliva in example (c), are transmitted from one language to another in their exact form, retaining the same sounds and exhibiting only a slight variation in pronunciation, if any. Similarly, terms that relate to a specific culture or society are translated phonetically and converted into the alphabets of the target language, such as the transferred word “Abayat” in example (c).

4.1.2. Literal Translation

Literal translation is an easy strategy where the translator translate each word from the source text to the target text, while considering the grammar of the target language. This strategy is especially suitable and highly effective for translating languages that share similar roots and characteristics, such as Arabic and Hebrew. Moreover, Newmark (1988), says that “literal translation is correct and must not be avoided, if it secures

referential and pragmatic equivalence to the original”. This means that translation succeeds using literal translation when the source text and target text carry the same concept. Here are several examples where a literal translation was employed in the translation of signs:

d) الرؤية الواضحة

Clear vision

e) Blue eyes phones w.l.l

العيون الزرقاء للهواتف ذ.م.م

f) مدينة الذهب

Gold city

In the previous examples, the words were translated word for word, but the grammatical rules of the target language were applied in the translated text, such as example (d), where “الرؤية” word was translated to “vision” and “الواضحة” to “clear”, but the grammatical rules were changed so that in the source text (Arabic) the sentence begins with a noun while in the target text (English), the sentence begins with an adjective. Similarly, in example (e) the original text begins with the adjective “blue” and the target text begins with noun “العيون”, while in the example (f) in the Arabic and English text, the sentence begins with nouns “مدينة” and “gold.” However, they have different meanings, since in the translated text the place of the two words has been replaced in order to match the grammatical structure of the target language. If it is translated without taking into account the grammatical structures of the target language, the strategy used here becomes a word-for-word strategy. This leads to different meanings and presents an odd sentence to the target audience.

4.1.3. Word-For-Word Translation

Contrary to literal translation, word-for-word translation ignores the target's text, audience, and grammar rules. Instead, it focuses only on translating the text word for word in the same words order of the target text. It also translates terms according to their common or general meaning, without considering their relevance to the text's content. This strategy is only appropriate for preliminary translation and not for the translation of real texts. According to Newmark (1988), word-for-word strategy is utilized as a pre-translation process in order to comprehend the mechanics of the source language or to analyze a text that is difficult to understand before translation. The findings indicated that only three signs were translated by this strategy, as in the following example:

g) Apple sandwiches

التفاحة سندويشات

In the preceding example, the translation was done by translating each word individually and maintaining the same word order as in the source text, without considering the sentence structure and grammar of the target language. As a result the translation became odd and unclear. In addition, the meaning in the target text differed from the meaning in the source text.

4.1.4. Shift or Transposition

Shift or transposition strategy changes the grammatical category from the source text to the target text without changing in the meaning. Newmark (1988), mentioned that there are several types, such as changing the singular into the plural, use shift strategy when the grammatical structure of the

original language does not exist in the target language, and a grammatical structure is used instead of a virtual lexical gap. The findings showed that 20 signs used shift strategy from plural to singular and vice versa, such as:

- h) الاختيار المميز للهواتف
Special choice phone
- i) صندوق جواهر للتجارة
Jewel box trading
- j) Cattleya perfume
كتاليا للعطور

In the first example, the plural “هواتف” in the original text was shifted into the singular “phone” in the target text. The same in the second example, “جواهر” which is the plural of jewel in the Arabic language, was shifted into the singular “jewel” In the target text. Moreover, in the third example, the singular “perfume” in the original text was shifted to the plural “عطور” in the target text.

4.1.5. Modulation

Modulation involves utilizing a different text that conveys a similar meaning to the original text, but suitable to the particular situation, timeframe, or cultural context of the intended audience. The findings indicated that there were a total of 8 signs that employed modulation, as in the following example:

- k) جورجينا للتجميل ذ.م.م
Georgina cosmetics w.l.l

In the preceding example, a modulation method was employed to convert the source text into the target text by translating from a whole to a part. The term “التجميل” in the source text is a broad term including any purpose or procedure linked to woman's beauty and adornment. However, in the translated version, it was rendered as "cosmetics," which has a more limited meaning.

4.1.6. Naturalization

Similar to transference and borrowing, naturalization strategy involves transferring a word from the source language to the target language. However, this process also involves adapting the word to fit the features and letters pronunciation of the target language. Below an example of the study findings:

l) Z phone mobile accessories

زد فون لإكسسوارات الموبايل

In the previous example, the word “accessories” was transferred from the source language to the target text, but by changing the form of the word and changing the end of the word to what matches the form of plural words in the Arabic language, so it became “إكسسوارات.”

4.1.7. Reduction and Expansion

This strategy either reduces or expands the meaning of the source text in the target text. This can be achieved by either removing or adding words in the target text. As Nida and Taber (1969) have demonstrated, expansion is brought about by the spread of semantic components across several words.

This is to enhance and maintain the intended meaning, while reduction is the process of translating a number of words from the source language into a smaller number of words in the target language such as repeated words. Here are some examples of both expansion and reduction from the findings:

- Expansion

m) Seven

سفن فون

n) Big mart

شركة بيج مارت

- Reduction

o) شركة أزياء ديفيا ذ.م.م

Divya fashions w.l.l

p) قصر الشباب

Shabab

In the first two examples, the expansion strategy was used, so that in example (m), one word from the source text was translated into two words in the target text, by adding the word “phone” to further clarify the purpose and meaning of the sign. The same goes for example (n), in which the source text consisting of two words (Big Mart) was translated into three words in the target text “شركة بيج مارت”. The word “شركة” was added in the target text to make it clear to the target audience (Arabic speaking reader) who may have no idea that the shop name is a company.

On the other hand, reduction was used in example (o), so that the word “شركة” was removed in the target text because it is a repetition of W.L.L (company With Limited Liability) in the target text. In Example (p), the

word “قصر” which means “palace” was removed in the target text; this is an unjustified reduction because it led to a lack of meaning and thus translation has become ambiguous and incomplete for the target audience.

Finally, the results showed that there were no mistranslations in the shop signs. This reflects the extent of Bahraini society’s proficiency and interest in the English language and displaying it correctly in shop signs. This contrasts with previous studies, which focus on translation errors resulting from translating shop signs from one language to another. The findings of Aladdin, Bakri, and Marwan's (2008) study showed that linguistic elements, such as word order, incorrect word selection, and reductionist strategies, cause information distortion. Moreover, Anwar's (2014) study indicated that 130 signs contained translation errors (lexical, spelling, and grammatical errors). In addition, the findings of Ahmedreza and Firoozkahi (2019) revealed 101 errors such as translation, word choice, spelling, phonetic and grammatical translation, and the impact of the first language.

4.2. Summary

This chapter provided a comprehensive analysis of collected shop signs to answer the research questions related to Newmark’s (1988) strategies used in translating shop signs.

CHAPTER FIVE

Conclusion, Limitations and Recommendations

CHAPTER FIVE

Conclusion

A comprehensive review of the study is provided in this chapter. This includes a brief overview of the research statement, significance, methodology, and findings. In conclusion, the chapter discusses limitations, and provides recommendations and suggestions for additional studies.

5.1. Conclusion

Translation is an essential part of communication between people and the transmission of civilizations, cultures, and others. It is closely connected to the linguistic landscape, and this is reflected in multilingual shop signs, public road signs, advertising billboards, street names, place names, etc. The significance of translation lies in accurately transmitting the message of the source text into the target text, particularly in the context of shop signs. This study attempted to answer questions regarding the translation strategies employed in the translation of shop signs.

The present research aimed to explore the translation strategies employed in translating 252 shop signs from different areas in the Kingdom of Bahrain, including Muharraq, Busaiteen, Manama, Riffa, Isa Town, and Adliya, based on Newmark's (1988) classification of translation strategies. The objective of the research is to determine the type and frequency of strategies employed in translating signs.

Based on the previous discussion and data analysis, it is noted that 7 of Newmark strategies are used in translating shop signs. However, the rest of Newmark's strategies mentioned and specified in the research i.e 18 strategies, were not used in translating shop signs.

The results showed that two of Newmark's strategies were extensively and explicitly used in the translation of shop signs, namely transference (90.47%) and literal translation (59.92%). They are followed by the reduction and expansion strategy with a percentage of 11.11% then the shifts or transposition strategy with a percentage of 8.33%. Both naturalization and modulation have an equal percentage with a percentage of 3.17%. Word-for-word occupies last place with a percentage of 1.19%.

In contrast, the results of the data showed that 18 strategies by Newmark (1988) were not used in translating shop signs: semantic translation, componential analysis, synonym, adaptation, free translation, communicative translation, faithful translation, idiomatic translation, cultural equivalent, functional equivalent, descriptive equivalent, through-translation, recognized translation, translation label, compensation, paraphrase, couplets, and notes.

The research findings indicate that the transference strategy was widely employed in translating signs, as a result of the common use of words related to a particular culture, language, or society. Furthermore, the findings indicated that employing word-for-word strategy in translating shop signs resulted in odd and unclear translations. However, the analysis revealed that certain translation strategies, such as Shift or transposition, Modulation, and naturalization, effectively served the interests of both the source and target languages, and were of great benefit in transferring meaning from the source text to the target text in a way that fits the target language. Moreover, the analysis revealed that the utilization of the reduction and expansion approach in translating some of shop signs is clearly justified and helpful, but certain translations lack justification.

Furthermore, due to the large number of people with different nationalities in Bahrain, this entails the use of English as a common language for communication, as it is a global language. The study findings showed a lack of translation errors in shop signs, highlighting Bahraini society's profound level of interest in the English language and displaying it correctly and in an organized manner on shop signs.

5.2. Limitations and Recommendations

The outcomes of this research would fill a knowledge gap and serve as a reference for future research. However, there maybe four possible limitations to the study. The first one is that the study has examined a certain number of shop signs only. The second limitation is that it has not covered all regions of Bahrain. The third limitation is that the study has focused on the street shops only. The fourth limitation is that the study has focused on the bilingual signs only. Therefore, it is recommended that further studies are conducted to cover all regions and streets of Bahrain, involve a greater number of shop signs such as public road signs, advertising billboards, street names, place names, etc, and examine monolingual and multilingual shop signs.

5.3. Summary

This chapter presented a summary of the research's context, significance, and objectives. A brief view was given on the findings of the research and data analysis. Furthermore, the chapter discussed limitations and offered recommendations for further studies.

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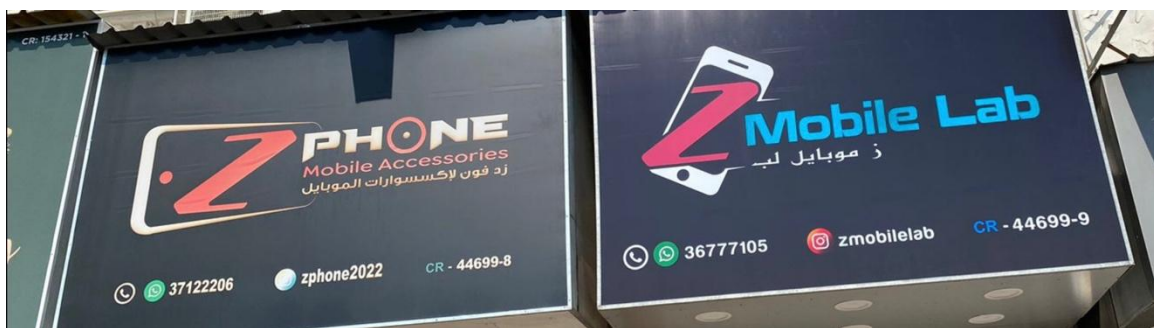
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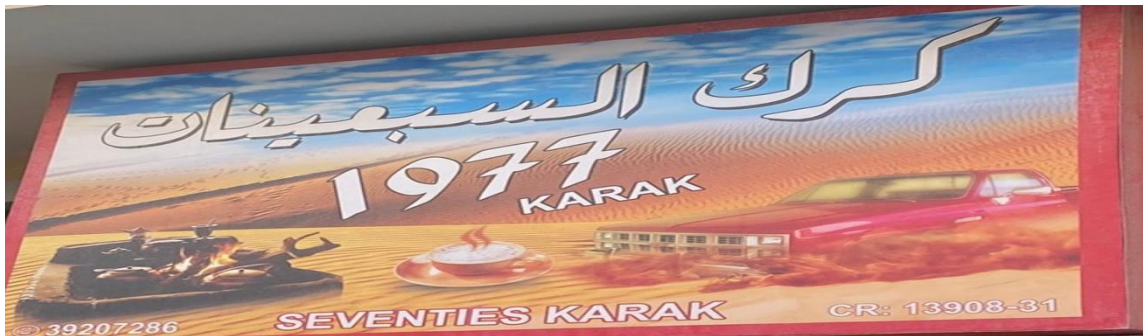
APPENDIX

Examples of the shop signs from the research sample:

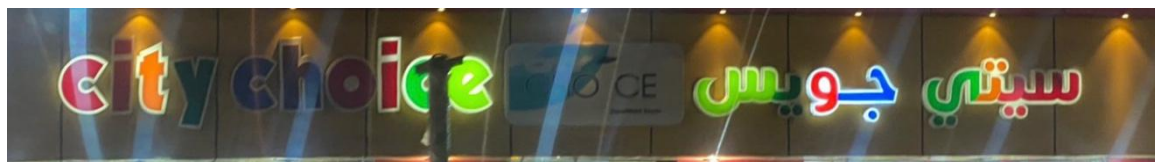




























المستخلص

ترتبط الترجمة بشكل معقد بمختلف قطاعات الحياة، وهي بمثابة عامل أساسي لتعزيز التواصل بين الناس وتبادل اللغات والحضارات والثقافات وأشكال المعرفة الأخرى. يعد تحقيق الكفاءة في الترجمة أمراً مهماً لنقل المعنى ذاته بشكل صحيح بين النصوص بلغات مختلفة. ولتحقيق ذلك تم تطوير استراتيجيات ترجمة متنوعة ومختلفة.

تهدف هذه الدراسة إلى استكشاف استراتيجيات الترجمة المستخدمة في ترجمة 252 لافتة متجر من مناطق مختلفة في البحرين، سواء من العربية إلى الإنجليزية ومن الإنجليزية إلى العربية بناءً على تصنيف نيومارك (1988) لاستراتيجيات الترجمة.

وبعد تحليل 252 لافتة متجر تم جمعها عشوائياً من عدة مناطق عشوائية في البحرين وهي المحرق، البسيتين، المنامة، الرفاع، مدينة عيسى، والعدلية، أظهرت نتائج الدراسة أن هناك 7 من استراتيجيات نيومارك المستخدمة في ترجمة لافتات المتاجر وهي : النقل والترجمة الحرفية والقصر أو الزيادة والتحويل أو التبديل والتجنس والتعديل والترجمة كلمة بكلمة. وقد أظهرت النتائج أيضاً أن إستراتيجية النقل هي الأكثر إستعمالاً في هذه الترجمات. بينما لم يتم استخدام بقية استراتيجيات نيومارك الـ 18 في ترجمة لافتات المتاجر.

جامعة البحرين



قسم اللغة الإنجليزية وآدابها

كلية الآداب

تحليل لغوي لترجمة لافتات المحلات في البحرين

بحث تكميلي مقدم لنيل درجة الماجستير في الدراسات التطبيقية في اللغة الانجليزية

إعداد

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إشراف

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مملكة البحرين

مايو 2024