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**Strategies and Limitations of Advertising Translation
from Arabic into English**

Analytic Study of a Tourism Brochure واحات الجزائر بوابة الصحراء

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Dedication

To my precious mother..To my best friend Yazid

SENOUCI Mehdi

To my parents, family, colleagues and teachers

TIDJANI Mammer

Acknowledgement

We would first like to thank our supervisor who guides us to finish this work, we thank her for making it easier for us. We also thank all the teachers who taught us during the last two years in this department. We appreciate the efforts they made to give us a better learning. We are very honored for being their students.

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General Introduction

Advertising translation should no longer be disregarded by translation studies. It is a hugely growing genre of translation that affects millions of people world-wide on a daily basis. Tourism is one of the most remarkable branches of advertising, it allows people to visit new places they did not know before and to discover new cultures and habits that can be a life experience for them, a good tourism's advertisement can change your opinion and take you to a country that you didn't even expect to go to. However, this type of advertisements needs a good and effective translation, because tourism is a world-wide concept, which deals with several people from several places with different languages.

Here relies the importance of translation and its role to convince the target audience or clients to visit a city or any place. Because the translator is also an artist, he must know a lot about the art of persuasion through words, the choice of word can make a huge effect and can also be the difference that leads him successfully to his objective or to put him away from it. Moreover, any translator must have a wide knowledge about the target audience's language, culture, thinking, and habits because some aspects in the translator's culture may not exist in the target audience's, also, the translator must find a way to deliver the message or the content in an understandable clear way.

Strategies and limitations of advertising translation are very important aspects considering tourism advertising because they help to produce effective translations for tourism brochures. These strategies determine

the convincing techniques that are going to be used in the translation of our tourism brochure about Algerian Oasis from Arabic into English.

The reasons and motivations that pushed us to choose this theme lie in the massive weakness of Algerian tourism, even though Algeria is full of beautiful touristic cities such as Biskra and Ghardaia, which can be the favorite destination for many tourists around the globe. This thesis which is entitled "Strategies and Limitations of Advertising Translation" is important because it will analyze the convincing techniques in the translation of a tourism brochure, therefore, the produced text can effect on the foreign audience's mind through the choice of words during translation, which might attract more foreign tourists to visit our beautiful large Sahara, as a result, our country's tourism will be developed and more jobs opportunities will be created and offered. Moreover, this thesis will define the difficulties that can occur during the translation of a tourism brochure and it will try to find the solutions.

The questions of our problematic are:

- What are the convincing strategies and limitations of translating tourism brochure from Arabic into English?
- What are the difficulties that face translators while translating a tourism brochure from Arabic into English? In addition, what are the solutions?

In an attempt to answer the questions raised by this study, it is hypothesized that the strategies of advertising translation are the choice of words, the ability to convince the target readers, and the degree of understanding the source text. For limitations and difficulties, some local words in the source text might be difficult to translate, moreover, some

Arabic metaphors do not have their equivalence in English. The religious and cultural expressions require a careful translation. One of the difficulties that faced us while doing this work is the lack of tourism brochures about Algerian Oasis due to the feeble consideration that is given to tourism in our country. Another difficulty is the choice of some words and expressions during translating the brochure from Arabic into English.

The first chapter (theoretical) will talk about translation and advertisement related to tourism, as they are two of the most valuable aspects in tourism industry nowadays. It will start by talking about tourism in Algeria then it will define advertising and tourism with a demonstration of the relationship between them . After, this chapter will explain the effect of advertising on consumers and it will put the light on the language used in tourism advertising because tourism requires a specialized language and style. At the end, the first chapter will define and talk about the Skopos theory which will be used in the analysis of our corpus.

The second chapter (practical) deals with an Algerian tourism brochure studies the style of language. It will analyze the corpus chosen which is an Algerian tourism brochure written originally in Arabic by the National Office of Tourism about Algerian Oasis, we will translate it into English and use some techniques and methods of translation to produce a target text that can affect the target audience's thinking, and try to convince them to visit the Algerian Oasis. Also, the second chapter will justify the choice of translation methods that we used in the translation.

We will put the light on the difficulties considering translation and choice of words and the contradiction of linguistic and meaning characteristics between the source and target language. Furthermore, we will try to answer the research questions mentioned above and propose some solutions that will maybe help in facilitating the translation of a tourist brochure from Arabic into English and to produce an affecting target text.

Chapter I
Tourism Advertising and Skopos
Theory

Introduction

The first chapter is the theoretical part of this thesis. It starts by giving an over view about tourism in Algeria. Tourism industry in Algeria is feeble due to the lack of developing tools provided by the government. The great south of Algeria can be the most-wanted place for foreign and local tourists because of its large surface and attractive nature.

The second title "Advertising and Tourism" explains the relation between advertising and tourism. Tourism is a genre of advertising which aims to convince tourists to visit a specific city or country. This type of advertising has become the main income for many countries such as Tunisia and Egypt. Tourism advertising attracts tourists through different tools like internet, tourism brochures, and television ads. The effects of advertising on consumers appears in the tools which are produced by experts in advertising, for example, some advertisers use famous football players or actors to attract the people worldwide and convince them to visit a specific country.

We chose Skopos theory because it gives the translator more freedom in producing a target text. Also, it is used for texts that have a function such as advertising texts, which function is to convince consumers who are the addressee.

I-1 An Overview of Tourism in Algeria

Tourism is a social, cultural and economic phenomenon, which entails the movement of people to countries or places outside their usual environment, for personal leisure, recreation or social purposes.

Tourism in Algeria contributes only about 1 percent of Algeria's GDP. Algeria's tourism industry lags behind that of its neighbors Morocco and Tunisia. Algeria receives only about 200,000 tourists and visitors annually. Ethnic Algerian French citizens represent the largest group of tourists, followed by Tunisians. The modest level of tourism is attributable to a combination of hotel accommodations, the perceived risk of terrorism, and visa requirements. However, the government has adopted a plan known as "Horizon 2025", which is designed to address the lack of infrastructure. (https://en.wikipedia.org/wiki/Tourism_in_Algeria)

Various hotel operators are planning to build hotels, particularly along the Mediterranean coast. Another potential opportunity involves adventure holidays in the south.

The Algerian government had set the goal of boosting the number of foreign visitors, including tourists, to 1.2 million by 2010. Algeria is also working on new target with the World Tourism Organization. The number of foreign tourists to Algeria has increased 20% annually between 2000 and 2005. (https://en.wikipedia.org/wiki/Tourism_in_Algeria)

Visited on March 18th 2017.

تمثل الصحراء جنوب الجزائر، وهي أكبر منتج سياحي في البلاد، إذ تتربع على مساحة شاسعة تقدر بـ 2 مليون كلم مربع، أي ما يربو على 80 بالمئة من المساحة الإجمالية للبلد.

وتتميز الصحراء برمالها المتناهية وجبالها الغرانيتية والبركانية، وواحاتها الخلابة المتناثرة عبر مناطقها، وبغابات النخيل وتربتها الخصبة وكثبانها الرملية. وزارة تهيئة الإقليم والبيئة والسياحة، الديوان الوطني للسياحة، "الواحات بوابة الصحراء"

<<http://www.ont-dz.org>>.

Sahara represents the south of Algeria, and it is the biggest touristic production in the country, it relies over a space of 2 million Km² which means 80% of the country's total space. The Sahara is known by its infinite sand and granitic volcanic mountains, beside the amazing oasis spread all over its areas, its palm forests, loam, and its sand.

(Our translation)

I-2 Advertising and Tourism

Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. 465 Sponsors of advertising are often businesses who wish to promote their products or services. Advertising is differentiated from public relations in that an advertiser usually pays for

and has control over the message. It is differentiated from personal selling in that the message is non-personal, i.e., not directed to a particular individual. (<https://en.wikipedia.org/wiki/Advertising>) Visited on March 18th 2017.

Advertising is communicated through various mass media, including old media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; or new media such as search results, blogs, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement or "ad". (<https://en.wikipedia.org/wiki/Advertising>) Visited on March 18th 2017 .

The tourism industry must use advertising as the primary tool for its professional gain. The successful promotion of tourism in each country is based on cultural values, and the professionals understanding of advertising and its values. Professional advertising can be seen as a winning tool for the economic development both inside and outside of the given country. Inappropriate, insufficient, inadequate advertising can be waste of money and energy.

The advertiser is required to identify the target audience which will increase tourism, investments and other positive behavior dependent on the volume of the advertising aimed to attract the tourists. Discussion and results in tourism advertising, in print, television and radio stations, each stage has a specific effect on tourism industry. Each country's tourism industry can generally be measured by its ability and plan and after reviewing the country's interest and need for the industry; then strategies

can be planned and improve the development of the industry (Ketabchi and Mohammad, 2004).

I-3 Effects of Advertising on Consumers

Advertising bridges the gap between companies and their target, it creates platform that provides an opportunity to introduce a new product or remind consumers about existing products. Consumers often judge the product according to the satisfaction derived from using it.

The consumer's point of view, the purpose of advertising is to obtain information about goods and services that are available for sale (Warmke et al. 1977: 66).

Consumers take the careful decision to patronize products and services based on several reasons they consider as important. We can see obviously the impact advertising has on the consumer's decision to purchase a product or a service such as tourism. Despite the key role of advertising on consumer buying decision, other factors such as product packaging, quality, the choice of words in tourism brochures, can be the details that lead a consumer to take action toward a service or product.

It is important to the seller for advertising to establish a trade name, slogan or product image (Warmke et al. 1977: 66). Companies employ the advertising function to convince people to develop interest and patronize it. The major role of this function is realized in brand positioning.

According to Sabruto Senupta, a celebrated Indian author as cited by Jethwaney and Jain (2006: 86-87), advertising involves the perception it

brings about in the mind of the target consumer. This is what can result in the consumer's action of patronizing the product or service.

I-4 Language Used in Tourism Advertising

Before considering the research in this area, it is important to define and explain some terms used in linguistics. Figures of speech are employed in advertising to catch the consumer's attention (Leech, 1966; Ustinova and Bhatia, 2005). They communicate to the reader through rule breaking. Metaphors and puns are ambiguous and are able to express several meanings in one sentence.

Alliteration does not mean to change any meanings but can make the message more memorable due to initial consonant repetition (McQuarrie and Mick, 1996). For example, the message 'Sun, sand and sea' could be recalled easier than the message 'Sun, beach and fun'. Many advertisers employ figures of speech to form advertisements (Leigh, 1994). This has been investigated in a number of academic studies.

The language of tourism and related linguistics has not been extensively researched. Dann's work (1996) on the language of tourism remains one of the fundamental studies of this genre. He argues that tourism is a language of social control. Tourism, in the act of promotion as well as in the accounts of its clients, has a discourse of its own. According to Dann (1996), through pictures, brochures and other media, the language of tourism attempts to persuade people to become tourists and subsequently to control their attitudes and behavior. Tourists, in turn, contribute to this language through the communication of their experiences.

As part of the broader tourism language, Dann (1996) investigates how the advertising message is communicated. Some recent studies have explored language use in advertising. Among them are Phillips and McQuarrie (2002; 2004), Ang and Lim (2006), McQuarrie and Mick (1999). McQuarrie and Mick (1999), analyzing the perception of consumers to the visual element in advertising, find that visual elements produce more mental expansion and lead to a more positive outlook towards advertisements.

According to McQuarrie and Mick (1999), only in recent years have consumer researchers begun to treat visual imagery in advertising as something other than an unimportant sign or a simple means of affect transfer. Limited research has been undertaken to understand the way the language of tourism is used in advertising.

The majority of tourism research explores the images represented visually, for the very good reason that the visual plays a vital part in the understanding of the tourism industry (Jarowski and Pritchard, 2005).

On the other hand, less attention is paid to verbal expression, the text in this context although it also has a strong visual element expressed in words.

There appears to be little research in the area of linguistics in the context of tourism advertising. This study applies a functional approach to explore tourism advertising. Linguistics is able to provide a profound understanding of tourism images as presented through in the text. "The tourism image" is defined here as a perceptual image recognized by an individual, rather than a visual image.

To interpret the processing work of the selected figures of speech, Relevance Theory, a pragmatic approach, is applicable in this study. Relevance theory developed relatively recently by Wilson and Sperber (1981), is an appropriate approach for the interpretation of the ambiguous meanings expressed through figures of speech within the context of advertising. Previous work has explored the process of puns interpretations in advertising (Tanaka, 1994; Djafarova, 2008). It showed that despite an additional processing effort required to understand ambiguity of the pun, it is still the most economical way to achieve advertising objectives.

I-5 The Skopos Theory

Skopos theory is a theory of translation developed by the German translator Vermeer in 1978. In this theory, the process of translation is determined by the function of the product. This function is specified by the addressee. This theory is one of the functionalist approaches whose aim is to dethrone the source text (ST).

This is done by emphasizing the role of the translator as a creator of the target text (TT) and giving priority to purpose (skopos) of producing TT. Functionalism is a major shift from a linguistic equivalence to functional appropriateness. Thus, translation is considered primarily as a process of intercultural communication whose end product is a text which has the ability to function appropriately in specific situations and context of use (Schaffner,1998a:3).

Out of the introduction above, we can recognize that Skopos is a technical term for the aim or purpose of a piece of translation. In

Vermeer's theory, there is a distinction between the terms aim and purpose. This is further explained by Nord (ibid:28-29). The gist of Vermeer's discussion is that aim is considered as the final result which an agent tries to achieve via an action; whereas purpose is a provisional stage in the process of achieving an aim.

Function is yet another term that refers to what a text means. The meaning of the text is viewed by the receiver. Another related term to Skopos is intention which is regarded as an aim- oriented plan of action on the part of both the sender and the receiver.

In order to remove the ambiguity resulting from the difference between intention and function, Nord (1991:47f) has proposed a distinction between intention and function. The sender is responsible for specifying intention and by using a text he tries to achieve a purpose. The receiver uses the text with a certain function, depending on his/her own expectations, needs, previous knowledge and situational conditions.

This distinction is important to the field of translation as the sender and receiver belongs to different cultural and situational settings. Some say that translation is translating cultures. So, intention and function can be analyzed from two different angles. The former is viewed from the sender's point of view while the latter is seen from the receiver's. Skopos theory claims to be general or universal model of translation. The main idea of Skopos theory could be paraphrased as the translation purpose justifies the translation procedures. NORD, C, (1996) *Translating as a Purposeful Activity. Functionalist Approaches Explained.* - Manchester: St. Jerome (forth.com).

The translation brief, a term brought into focus by Skopos theory, limits the job of the translator. This is because the instructions received do not let the translator to follow up his job as he wants. If the translation brief requires a translation whose communicative aims are incompatible with the author's opinion, the Skopos rule can be interpreted as 'the end justifies the means', and there would be no restriction to the range of possible ends. Skopos theory focuses on translation as an activity with an aim or purpose, and on the intended addressee or audience of the translation. To translate means to produce a target text in a target setting for a target purpose and target addressees in target circumstances.

In Skopos theory, the status of the source text is lower than it is in equivalence-based theories of translation. The source is an "offer of information", which the translator turns into an "offer of information" for the target audience. Paul Kussmaul writes about this theory: "the functional approach has a great affinity with Skopos theory. The function of a translation depends on the knowledge, expectations, values and norms of the target readers, who are again influenced by the situation they are in and by the culture. These factors determine whether the function of the source text or passages in the source text can be preserved or have to be modified or even changed.

The translator is "the" expert in translational action. He is responsible for the performance of the commissioned task, for the final translation, Insofar as the duly specified Skopos is defined from the translator's point of view, the source text is a constituent of the commission, and as such

the basis for all the hierarchically ordered relevant factors which ultimately determine the translation.

The advertising translation for commercial or touristic texts is a functionalist translation which has an aim. In such texts, the translator must focus more on the target text rather than the source text, as mentioned previously, because the target text is the production of the translator's creativity, and this target text will have a function in its domain. The success or failure of the target text in achieving its aim in a specific domain is the scale that determines whether the Skopos is achieved or not.

Conclusion:

The first chapter showed the tourism situation in Algeria with stats and facts. It mentioned some of the government plans to increase tourism industry in our country during the coming years. It also explained the relation between tourism and advertising. Tourism is a genre of advertising which requires convincing tools to attract and to take the attention of consumers. Consumers here are tourists, and the advertised product is the country or city.

Moreover, we saw the effects of advertising on consumers, and how can a commercial ad effect on consumer and make him/her change decision. This effect is done by using many tools, such as language style. Advertising has a specific language which addresses the consumers in an attempt to change their behavior toward a product. Finally, this chapter defined Skopos theory and demonstrated its relation to our study.

Chapter Two

Analysis and Results

Introduction

This chapter represents the practical part of our dissertation. It defines brochures in general and their characteristics. It also explains tourism brochures and the language style they have. The tourism text has a special language which aim is to attract and take the readers' attention. The second chapter presents the corpus of our dissertation, which is a tourism brochure written originally in Arabic. The tools used in the analysis of this brochure are translation techniques (equivalence, direct, and adaptation), understanding the ambiguities of the source text, and the selection of the linguistic difficulties. This analysis explains the strategies and limitations of advertising translation, and it suggests solutions for the problematic of this thesis at the end.

II-1 Definition of Brochures

A brochure is an informative paper document (often also used for advertising), that can be folded into a template, pamphlet or leaflet. Brochures are promotional documents, primarily used to introduce a company, organization, products or services and inform prospective customers or members of the public of the benefits, Muzaffer Uysal Daniel Fesenmaier ; (12 November 2012)

Brochures are distributed inside newspapers, handed out personally or placed in brochure racks in high traffic locations. They may be considered as grey literature. They are usually present near tourist attractions.

II-1-2 Characteristics of Brochures

Brochures are now available in electronic format and are called e-brochures. They have the added benefit of having unlimited distribution and cost savings when compared to traditional paper brochures. Muzaffer Uysal; Daniel Fesenmaier (12 November 2012) The most common types of single-sheet brochures are the bi-fold (a single sheet printed on both sides and folded into halves) and the tri-fold (the same, but folded into thirds). A bi-fold brochure results in four panels (two panels on each side), while a tri-fold results in six panels (three panels on each side).

Other brochure fold arrangements are possible: the accordion or "z-fold" method, the "c-fold" method, etc. Larger sheets, such as those with detailed maps or expansive photo spreads, are folded into four, five, or

six panels. When two card fascia are affixed to the outer panels of the z-folded brochure. Booklet brochures are made of multiple sheets most often saddle-stitched, stapled on the creased edge, or perfect bound like a paperback book, and result in eight or more panels. Muzaffer Uysal; Daniel Fesenmaier (12 November 2012)

Brochures are often printed using four-color process on thick, glossy paper to give an initial impression of quality. Businesses may print small quantities of brochures on a computer printer or on a digital printer, but offset printing turns out higher quantities for less cost. Compared with a flyer, a brochure usually uses higher-quality paper, more color, and is folded. (www.ebrochuresforeveryone.co.uk.)

II-1-3 Tourism Brochures

Tourism brochure is a special kind of text containing many technical data used for advertising purposes. Tourist brochures have many features such as graphical design, pictures or different fonts. Texts in these documents are not continuous but rather separated into sentences or paragraphs placed variously in the page.

Pictures, graphics, tables can follow individual paragraphs or expressions. The graphical structure of booklets establishes the meaning of the text. This should be taken into account while translating. Translations of such texts differ from translations of coherent texts. The main purpose of tourist brochure is to catch reader's attention, inform and attract. All these three aspects form the message of the text. Tourist brochures can be classified as communicative acts, a term proposed by

van Leeuwen (2004) to replace speech act, which is limited to only spoken language. In the case of tourist brochures, the communicative intent is to provide tourists with the essential information for helping them to decide what places to visit and which tours to book. (Cumhuriyet University Faculty of Science Science Journal (CSJ), Vol. 36, No: 3 Special Issue (2015) ISSN: 1300-1949)

Therefore, successful tourist brochures must be both informative and persuasive, and they rely heavily on the use of words and images to achieve this aim.

Holloway (2004) believes that it is the reliance on brochures as a principal marketing tool that distinguishes tourism from any other form of business. Due to the intangible and heterogeneous nature of tourism products, tourist brochures have a distinctive function in that they can act as a substitute for a product that cannot be physically seen or inspected prior to purchase (Holloway, 2004). To maximize their persuasive power, tourism brochures are found to be loaded with language and images. Cumhuriyet University Faculty of Science Science Journal (CSJ), Vol. 36, No: 3 Special Issue (2015) ISSN: 1300-1949

II-1-4 Type of Language in Tourism Brochures

Weightman (1987) believes that the language of travel brochures becomes a self-fulfilling prophecy as the tour brochure directs expectations, influences perceptions and thereby provides a preconceived landscape for the tourist to discover (1987:). As consumers' cognition is likely to be influenced by the linguistic and visual means employed in

travel brochures, it would be of interest not only to linguists but also to marketing professionals to investigate how the words and images contribute to the persuasive power of promotional materials. (Janice Yui Ling Ip The University of Hong Kong iyl_117@yahoo.com.hk)

Bühler (1990) attempted to show the extent to which tourism language is comparable to other languages by examining four principal properties: functions, structure, tense, and magic. Dann (2001) adds four additional characteristics of the language of tourism, which distinguish the language of tourism from other forms of communication: lack of sender identification, monologue, euphoria, tautology. (Janice Yui Ling Ip The University of Hong Kong) .

These are equally important for the translator as for the writer of the tourism text. Language of tourism is language-like in its properties; it is structured, it follows certain grammar rules, it has a specialized vocabulary and a semantic content, it conveys messages and operates through a conventional system of symbols and codes; moreover, it adopts a special register (Dann, 2001).

Therefore, tourist brochures have to appeal to the tourists, firstly by form and pictures, and secondly by addressing the tourist in spotless English. The language should meet the criteria of accuracy and fluency, and be effective in terms of the communicative situation of a tourism text. (Cumhuriyet University Faculty of Science Science Journal (CSJ), Vol. 36, No: 3 Special Issue (2015) ISSN: 1300-1949)

II-2 Presentation of the Corpus

The corpus that we chose for our thesis is a tourism brochure which is entitled " **واحات الجزائر بوابة الصحراء** ", this brochure is written originally in Arabic About the Algerian Oases by the Algerian Ministry of Tourism, and published by the National Office of Tourism in Algiers (Office Nationale de Tourisme Alger O.N.T).

This brochure was difficult to find, but thanks to the help of some workers in the Algerian Ministry of Tourism, we could find this brochure. It illustrates and describes briefly seven Algerian cities situated in the oases region of our big Sahara : Bousaada, Biskra, El ouad, Touggart, Ouergla, Ghardaia, and Laghouat.

The Corpus



الجزائر بلد متعدد الألوان والأشكال هو بالإضافة إلى ذلك بلد أصيل تتباين نفائسه تباينا يبعث على الدهشة والذهول. تبعد الجزائر، بوابة إفريقيا، عن كبرى المدن الأوروبية بمعدل 90 دقيقة بالطائرة ما يجعلها قبلة سياحية تحسد عليها لا سيما أنها تزخر بجم من المنتجات السياحية كلها على القدر ذاته من الثراء والتنوع.

تفوق مساحة الجزائر 2 مليون كم2 حيث تمثل الصحراء فيه الثلثين. الصحاري الجزائرية من أفسح صحاري العالم وأجملها تتميز بواحاتها الجزيلة التي تتخللها بحار من الكثبان الرملية تتراءى للأعيان مترامية الأطراف إلى ما لا نهاية. إنها ثروة الجزائر الطبيعية اللامتناهية فقد كانت مهدا لعدة حضارات ابتداء من حضارة ما قبل التاريخ. خلقت تلك الحضارات إرثا أثريا، تاريخيا وثقافيا رائعا ومن أجل ذلك صنفت اليونسكو جزء كبيرا من التراث الجزائري ضمن التراث العالمي.

Tourism Algeria

Oases of Algeria, the gate of Sahara

Algeria is a multi-colorful country, also a genuine country which precious things vary in an astonishing way. Algeria, Africa's gate is 90 minutes away from the biggest European cities by plain that makes it an enviable touristic destination especially that it has plenty of touristic products which all have the same level of variation and richness.

Algeria's total area is more than 2 million km² and the desert represents 2/3 of that area. The Algerian deserts are one of the widest and beautiful deserts in the world; they are special with their great oases which are crossed by wide sand dunes that look infinitively sprawling.

It is the natural infinite wealth of Algeria; it was the cradle of many civilisations starting by pre-history civilisation. These civilisations created an archaeological, historical, wonderful, and cultural heritage that is why UNESCO has classified a large part of Algerian heritage as international heritage.



بوسعادة مدينة السعادة هي بوابة الصحراء الأشهر من نار على علم، و الواحة الصحراوية الأقرب من الجزائر العاصمة. تزخر بمناظر خلابة تفر بها كل أعين مسافر يعتريه الحنين الى وطنه الأم، كما أنها تحتضن عدة مواقع و نصب تاريخية مثل المدينة العريقة و القصر العتيق الشاهدين على ماض أخذ.

نقوش بوسعادة الصخرية تشهد على وجود حضارة تعود الى حقبة ما قبل التاريخ مثلما هو الحال في تمنراست و جانت. كما تشهد لوحات اتيان ديني على افتتاح الناس و الفنانين بتلك الواحة الساحرة. صورت كذلك في بوسعادة بعض مشاهد الفيلم الأمريكي "شمشون و دليلة" و أيضا الفيلم الفرنسي "من رجل ال رجل".

و لئن كانت مناظر بوسعادة ساحرة الى هذا الحد فكذلك الأمر بالنسبة الى الموسيقى و الرقص النايليين اللذين يطرب لهما فؤاد كل واحد. فعلى أنغام تلك الموسيقى التقليدية تستقبل بوسعادة سياحها و زوارها في أجواء أخاذة و أصيلة.

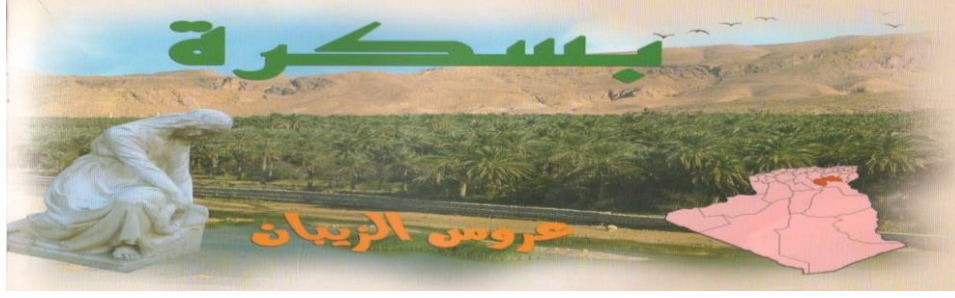
Bousaada

The City of Happiness

Bousaada, the city of happiness, is the most famous gate of Sahara, and the closest oasis to Algiers. It abounds with magnificent views, which are enjoyed by the eyes of every visitor who misses his original country; it also includes many historical sites and statues like the old city and the ancient palace, which both witnessed an attractive past.

The rock inscriptions of Bousaada witness the existence of pre-history civilisation as in Tamanrasset and Djanet. Moreover, Etienne Dinet's paintings are a proof about people and artists' fascination for that charming oasis. In addition, some scenes of an American movie called « Samson and Delilah » was filmed in Bousaada and also the French movie « From Man to Man ».

Eventhough the views of Bousaada are that charming, it is the same thing for the Nayli music and dance which make anyone's heart drown in melodies. On the melodies of that traditional music, Bousaada welcomes its tourists and visitors in attractive and genuine atmospheres.



تعد بسكرة من المدن الصحراوية الأشد احتضانا للزائرين بفضل ارثها السياحي ومناظرها المتمثلة في عدد كبير من الواحات والنخيل لاسيما طولقة حيث توجد اجود أنواع التمور.

بسكرة مدينة سياحية بحق فهي توفر أسباب الراحة والتطيب بفضل محطاتها ومنابعها الحارة المعروفة عالميا. تتوفر مياه حماماتها على فوائد علاجية مشهودة لها على غيار مياه حمام الصالحين الذي يعود تاريخه إلى الحقبة الرومانية وعلى أطلال تلك المدينة العتيقة الملقبة فيسرا أنشئت بسكرة. أقام فيها عقبة بن نافع في سبيل نشر الإسلام قبل ان يفارق فيها الحياة بيد انه سجل تاريخ تلك المدينة بأحرف من ذهب إلى الأبد. ضريحه موجود في مسجد بالمدينة.

تعرف بسكرة بخوانق القنطرة وأسواقها المزدانة بالتوابل وصناعاتها الحرفية وحرفيها كما تعرف أيضا بالحصن التركي الذي يطل على منظر مترام الأطراف على المدينة ونخيلها الوفير.

Biskra

Aarous Azeeban

Biskra is considered as one of the most embracing desert cities for tourists, thanks to its touristic heritage and its views which represent a big number of oases and palm trees especially Tolga, where there is the best types of dates.

Biskra is truly a touristic city, it provides the conditions of comfort and well-being thanks to its stations and hot springs which are known all over the world. It's bath's water has therapeutic testified benefits such as « Hammam Al Salhin » which exists since the Roman era. On the ruins of that old city called « Fisra » Biskra was established, Okba Ibn Nafeea stayed in it for the purpose of spreading Islam where he also died. However, he marked the history of that city with golden letters forever. His grave is inside a mosque in the city.

Biskra is known for its Qantara's passages, the souks decorated with spices, its craft industries and its craftsmen. Also, it is known for the Turkish fort which overlooks on an infinite view for the city and its numerous palm trees.



تلقب الواد بمدينة ألف قبة بسبب الاعداد الكبيرة من القباب التي تزين سقوف البيوت. هي مدينة يخالها المرء منبعثة من عالم غير عالمنا وزمن غير زماننا. تعج بمنازل ذات بياض ساطع يعكس النور الساطع الذي يغمرها، نخيلها ماثوث في أمكنتها الرحبة ومنبتق هنا وهناك مما يضفي المدينة سحرا وجمالا، فيجد فيها الزائر مستراحا، فيجد فيها الزائر مستراحا تستكين فيه نفسه وهي أيضا بمنزلة بحر عريض من الكثبان الرملية يطغى عليها من اللون الذهبي في العرق الشرقي الكبير.

El Oued

The one thousand dome city

Eloued is called « the one thousand dome city » because of the big number of domes which decorate the houses 'ceilings. A visitor would think that it is a city from a different place and time. Its houses are full of a bright white which reflects the bright light that overwhelms them, its palm trees are spread all over its large places which leaves a magic and a beauty on the city, therefore, the visitor will find a rest where his soul gets satisfied. It is also like a large sea of sand dunes overwhelmed by a golden color in the big eastern side.



توقرت هي أكبر مدينة في منطقة وادي ريغ، وهي بلدية تابعة لولاية ورقلة، بالرغم من أنها مدينة صحراوية فإنها تزخر بسلسلة من الواحات المخضرة المحاطة بعدة بحيرات تحط بها عدة أصناف من الطيور المهاجرة. بحيرة لمقارين وتماسين هما أكثر تميزا بفضل امتدادهما الواسع والمناظر الموجودة فيهما ولكن اذ كانت هذه المناطق الرطبة تشكل مجذبا سياحيا لا يستهان به فإنها تضل هشة مادامت المياه الجوفية التي تسقيها رهينة بمغناثية تزداد ندرة يوما بعد يوم بسبب الاحتباس الحراري.

غير ان هناك أماكن جذب سياحي في توقرت مثل ساحة ستروين في وسط المدينة ، متاحفها و قصورها العتيقة بالإضافة الى دار الحرف التقليدية الضاربة في أعماق الزمن التي لا تزال قائمة بسبب تمسك السكان بأصولهم و عاداتهم و تقاليدهم.

Touggourt

The city of Sand Flower

It is the largest city in the valley of Righ, a municipality of Ouargla, although it is a desert city. It is rich of a series of green oases surrounded by lakes with several species of migratory birds. The lake of Mgarine and Tmasine are more distinctive because of their wide stretch and the wetlands. Nevertheless, as these wetlands are a significant tourist attraction, they are fragile as long as the groundwater they water is held hostage by a meager, increasingly rare, climate change. However, there are tourist attractions such as the Citroen Square in the center of the city, its museums and ancient palaces, as well as the deep rooted traditional artisan's house, which still exists because of the people's adherence to their traditions, customs and traditions.



ورقلة هي مقر لولاية كبيرة بجنوب البلد و هي كذلك من اغنى الولايات بما أن

منطقة حاسي مسعود تنتج الجزء الأكبر من النفط الجزائري.

تتضمن ورقلة أزيد من مليون و نصف من أشجار النخيل و تمتاز بمجموعة كبيرة

من الواحات و حدائق النخيل التي تعم الولاية. جناتها الخضراء تتخللها غالبا

مناطق صحراوية شطوط و سبخات و كثبان رملية مترامية الأطراف.

تتمتع ورقلة بعدة بحيرات مأهولة بالطيور المهاجرة و هذا ما يصنع ثراءها و

فخرها، و كذلك تستمد ورقلة فخرها من تراثها المتضمن لعدة قصور و آثار مثل

سدرة المدينة الاباضية الرائعة الدفينة أو زوايا القادرية و التجانية.

Ouargla

The Great South Gate, it is the seat of a large state in the south of the country and it is also one of the richest wilayas since Hassi Massoud produces the bulk of Algerian oil. It contains more than one million and a half palm trees and has a wide range of oases and palm gardens. Its green hills are often interspersed with desert areas of shattoos, sabkhat and sand dunes. Ouargla has several lakes inhabited by migratory birds, which makes its richness and pride, Ouargla's pride is also derived from its heritage, including several palaces and monuments such as Sedratah, the city of Ibadi, the magnificent Dafina, or the corners of Kadiriyah and Tijaniah.



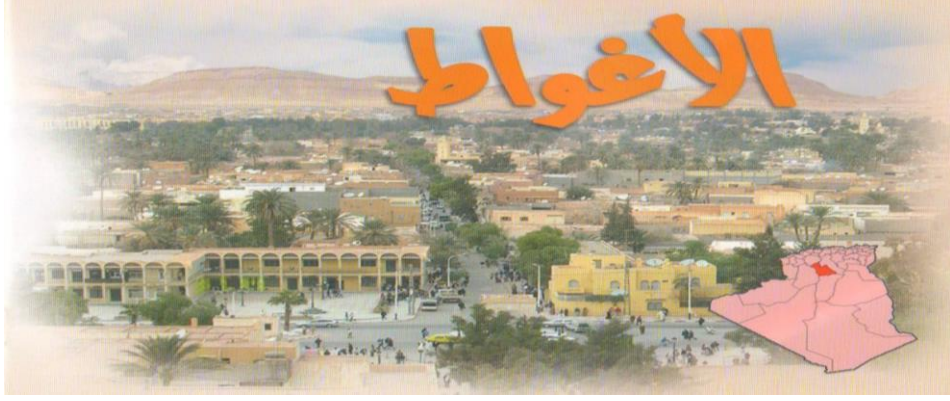
غرداية هي عاصمة وادي مزاب، وصفها يقتضي وصف الوادي كله الذي صنفته اليونسكو من التراث العالمي و ذلك للقيمة المعمارية الفريدة للبتابوليس التي تمثل تجمع خمسة مدن شيدت قبل عدة قرون بالإضافة الى واحات النخيل التي تحضى بعناية فائقة و التي تسقى وفقا لنظام بارع و هو الفقارة الذي يؤدي إلى توزيع المياه توزيعا عادلا.

يزخر وادي مزاب بعدد كبير من المواقع السياحية مثل القصور العتيقة، المساجد المتواضعة و أيضا ساحات السوق حيث الجدران المغطاة بالكامل بزراب تقليدية و هذا ما يخلق فسيفساء من الألوان و الأشكال الهندسية الخاصة بالمزابيين.

في كل ربيع يجري الاحتفال بعيد الزربية بغية تثمين هذه المهنة العريقة و تبيان ارتباط المجتمع الإباضي بعباداته و تقاليد المبنية على التآزر و القواعد الأخلاقية التي وضعها صفوة من رجال الدين قبل عدة قرون بغية ضمان وحدة الجماعة عبر العصور و من هنا ظهر في المنطقة نموذج اجتماعي فريد و أخذ.

Ghardaia : Wadi Mzab

Ghardaia is the capital of the Mezab valley, describing it as a description of the whole valley, which UNESCO has designated as a world heritage, for the unique architectural value of the Bettapolis, a collection of five centuries-old cities; it is the vertebrate that leads to equitable distribution of water. Wadi Mzab has a large number of tourist sites such as ancient palaces, modest mosques and market squares where the walls are covered with a traditional mantle. This creates a mosaic of the colors and geometric shapes of the mazabeen. Every spring, the feast is celebrated in order to value this ancient profession and to show the connection of the Ebadi society with its customs and traditions based on the synergy and ethical rules developed by the elite of the clergy several centuries ago in order to ensure the unity of the community through the ages, from here, a unique and attractive sociological example has appeared in the area.

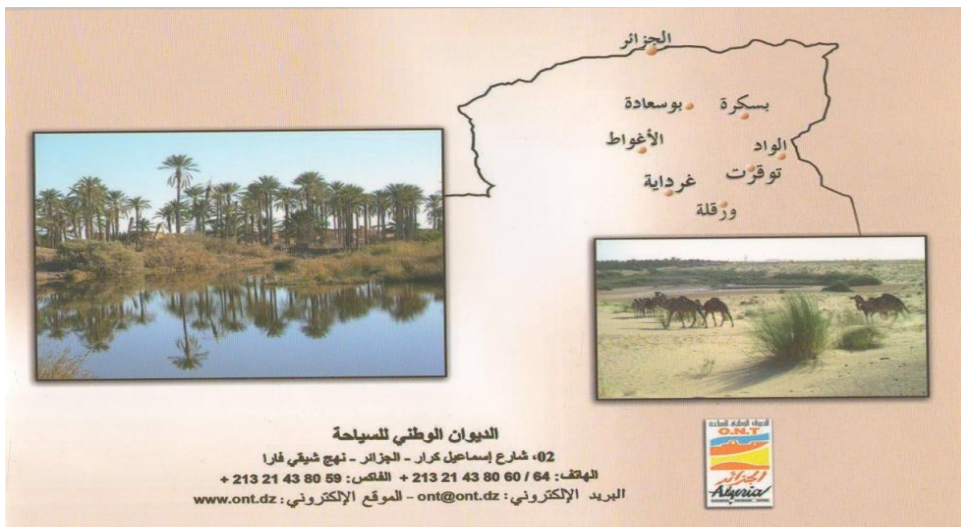


الأغواط أو "مدينة الحدائق" هي مدينة صحراوية واقعة على بعد 400 كم عن الجزائر العاصمة. تشهد عدة مواقع أثرية من العصر الحجري الحديث و محطات النقوش الصخرية بعين فسفسة، الغيشة و حاصبيا عن وجود حضارة ما قبل التاريخ قبل آلاف السنين في المنطقة. نشأت الأغواط على يد البربر و مرت بها قبائل بني هلال الذين أطلقوا عليها تسمية الأغواط التي تعني بيوت محفوفة بالحدائق.

تتميز الأغواط اليوم بعدة مواقع و نصب تاريخية سياحية مثل المساجد القديمة و القصور العتيقة مثل قصر زجاج الحجاج، حصن موران و بكارن و قصر كوردان بالإضافة الى مقر الزاوية التجاتية بعين ماضي التي تظل من أكبر المدارس الصوفية العالمية المتضمنة لأعداد كبيرة من المرتادين المحليين و الأفارقة.

Laghouat

Laghouat or "Garden City" is a desert city located 400 km far from Algiers. It has several archeological sites from the Neolithic period and the rock-relief stations Ain Phosphas, Gheisha and Hasbaya witness the existence of prehistoric civilization thousands of years ago in the region. Laghouat grew up by the Berbers and passed through the tribes of Beni Hilal, who called it Laghouat, which means houses with gardens. Laghouat today features a number of sites and tourist historical monuments such as the old mosques and old palaces such as the Glass of pilgrims, Fort Moran, Biskarn and Kordan Palace, as well as the headquarters of the corner of the Taj Mahal, which remains one of the largest Sufi schools in the world.



II-2-1 Methodology of Analysis

In the practical part of this thesis, we will make an analytic study of some examples from the corpus. We will choose eight examples from the touristic brochure that talks about the Algerian Oases to work on.

Moreover, we will underline some words which aim is to convince and affect the target readers, then we will define them by English-Arabic and Arabic-Arabic dictionaries. In addition, we will demonstrate the difference in meaning and context between the two languages English, Arabic, to understand the source text and target text, also to have a meaningful translation.

In the translation of the corpus, we used equivalent and adaptation because the original text included some religious and local cultural words that don't exist in the target language. We used the direct translation for the rest of the corpus.

We have read the brochure carefully, and then we typed it by Arabic directly on the computer using the "Word Office" system. Then we scanned the images included within the original brochure and we added them to the thesis.

II- 2-2 The Analysis

إنها ثروة الجزائر الطبيعية اللامتناهية فقد كانت مهدا لعدة حضارات ابتداء من حضارة ما قبل التاريخ. خلقت تلك الحضارات إرثا أثريا، تاريخيا و ثقافيا رائعا و من أجل ذلك صنفت اليونسكو جزء كبيرا من التراث الجزائري ضمن التراث العالمي.

(Page 25 from the corpus)

It is the natural infinite wealth of Algeria; it was the cradle of many civilisations starting by pre-history civilisation. These civilisations created an archaeological, historical, wonderful, and cultural heritage that is why UNESCO has classified a large part of Algerian heritage as international heritage.

What we notice first in the original paragraph is the use of the word اللامتناهية which means “infinite” in English, and in the Arabic dictionary قاموس المعجم الوسيط it is defined as following : ما لا يمكن أن تكون له نهاية

It was used in the original text as a metaphor to describe the multiple natural and touristic places in Algeria. When the tourist reads this word, he will have a feeling of curiosity to discover these places. In the target paragraph, we used direct translation because the words in the original paragraph were simple and precised, as well as the style used which was direct and clear.

بوسعادة مدينة السعادة هي بوابة الصحراء الأشهر من نار على علم، و الواحة
الصحراوية الأقرب من الجزائر العاصمة. تزخر بمناظر خلابة تقر بها كل أعين
مسافر يعتريه الحنين الى وطنه الأم، كما أنها تحتضن عدة مواقع و نصب
تاريخية مثل المدينة العريقة و القصر العتيق الشاهدين على ماض أخذ.

(Page 27 from the corpus)

Bousaada, the city of happiness, is the most famous gate of sahara, and
the closest oasis to Algiers. It abounds with magnificent views which are
enjoyed by the eyes of every visitor who misses his original country, it
also includes many historical sites and statues like the old city and the
ancient palace which both witnessed an attractive past.

The original text describes Bousaada, the use of metaphors and
adjectives is obvious in an attempt to convince the readers, for example:
the expression علم من نار على علم is an Arabic metaphor that means:

تعني كلمة علم هنا الجبل، حيث يقال أن العرب قديماً كانوا يشعلون النار على
الجبال القريبة من مساكنهم كي تهدي عابري السبيل ليلاً وكي تكون دلالة على أن
المنطقة مسكونة وكانت هي أشهر شيء يمكن التعرف عليه عند الذهاب إلى
منطقة لا تعرف بها أحداً. (موقع ثقافة اونلاين)

This metaphor was used to say that this city is strongly famous. In the translation of this sentence, we could not use the direct translation because it will lead to false meaning, therefore, we applied adaptation and we translated the meaning into English by saying “the most famous” because we think that superlative form will have the same effect on the foreign readers, so we adapted the original text with the target readers’ culture.

تعد بسكرة من المدن الصحراوية الأشد احتضانا للزائرين بفضل ارثها السياحي
ومناظرها المتمثلة في عدد كبير من الواحات والنخيل لاسيما طولقة حيث توجد
أجود أنواع التمور.

(Page 29 from the corpus)

Biskra is considered as one of the most embracing desert cities for tourists, thanks to its touristic heritage and its views which represent a big number of oases and palm trees, especially Tolga(Tolga is a place in Biskra which is full of palm trees, it is famous for its dates), where there are the best types of dates.

What we notice in the original text is the use of superlative form in Arabic to create a strong effect on reader's mind.

Here relies the convincing element, for instance, the word الأشد
سواداً من : which means “the most” in English, and in Arabic it means :

(الجامع معجم المعاني) هو أشدّ الغرابِ : شديدُ السّوادِ It is a superlative that

was used to describe the touristic value of Biskra in attracting tourists. Also, we have another superlative which is the word أجود , which means in Arabic (معجم لمعاني الجامع) النَّاسِ : مِنْ أَكْرَمِهِمْ هُوَ مِنْ أَجْوَدِ :

It has the meaning of “the best” in the context of the original text. After understanding the original text, we tried to give the correct translation through the careful choice of words to maintain the same effect of convincing, we chose the superlatives "the most" and "the best" for the two Arabic superlatives mentioned above, therefore, the strength of the original meaning didn't change after the translation.

غير أن هناك أماكن جذب سياحي في توقرت مثل ساحة ستروين في وسط المدينة، متاحفها وقصورها العتيقة بالإضافة إلى دار الحرف التقليدية الضاربة في أعماق الزمن التي لا تزال قائمة بسبب تمسك السكان بأصولهم وعاداتهم وتقاليدهم.

(Page 33 from the corpus)

However, there are tourist attractions in Touggourt such as the Citroen Square in the center of the city, its museums and ancient palaces, as well as the deep rooted traditional artisan's house, which still exists because of the people's adherence to their origins, customs and traditions.

The original text talks about Touggourt city, it mentions the most famous touristic places in this city. We observed the use of the metaphor

الضاربة في أعماق الزمن which is used in Arabic language to describe the elderly of something. Here relies the aspect of convincing, because such expressions can have a strong effect on readers.

Since Arabic language is rich of metaphors, the translation into English must be much precised and the target meaning should be the same (or very close) as the original one.

We used adaptation because the meaning of that Metaphor does not exist literally in the English culture, That is why we translated that Arabic metaphor by "the deep rooted", which we think is the simplest and closest translation to the ST.

تتمتع ورقلة بعدة بحيرات مأهولة بالطيور المهاجرة و هذا ما يصنع ثراءها و
فخرها، و كذلك تستمد ورقلة فخرها من تراثها المتضمن لعدة قصور و آثار مثل
سدراتة المدينة الاباضية الرائعة الدفينة أو زوايا القادرية و التجانية.

(Page 35 from the corpus)

Ouargla has several lakes inhabited by migratory birds, which makes its richness and pride, Ouargla's pride is also derived from its heritage, including several palaces and monuments such as Sedratah, the wonderful deep city of Ibadi, or the old Islamic schools of Qadiriya and Tijaniah.

The source text describes Ouargla, which is one of the most famous southern cities in Algeria. It describes the things that Ouargla is known

for such as palaces and monuments. We notice the use of adjectives in the source text such as الرائعة which means “wonderful” , and الدفينة which is an Arabic metaphor that means “deep and ancient” : (الجامع) (معجم لمعاني) ُالدَّفِينَةَ مَا يُدْفَن

We faced some difficulty during the translation of زوايا , because the literal translation of this word is “corners” and that is not the true meaning, therefore, the foreign reader will have ambiguity while reading this translation. We used equivalence to translate the meaning and to deliver it correctly to the target language. In Arabic, the meaning of زاوية is the old Islamic schools which are specialized in teaching the Islam’s holy book “Quran”, so we translated it by “the old Islamic schools” to avoid any kind of ambiguity in the target text.

في كل ربيع يجري الاحتفال بعيد الزربية بغية تثمين هذه المهنة العريقة و تبيان ارتباط المجتمع الاباضي بعباداته و تقاليد المبنية على التآزر و القواعد الأخلاقية التي وضعها صفوة من رجال الدين قبل عدة قرون بغية ضمان وحدة الجماعة عبر العصور و من هنا ظهر في المنطقة نموذج اجتماعي فريد و أخذ.

(Page 37 from the corpus)

Every spring, the carpets festival is celebrated in order to value this ancient profession and to show the connection of the Abadi society with

its customs and traditions based on the synergy and ethical rules developed by the elite of the clergy several centuries ago in order to ensure the unity of the community through the ages. From here, a unique and attractive sociological example has been emerged.

The source text talks mainly about the sociological aspects in Ghardaia, It describes the life style and the habits of people who are living there. The use of different adjectives to make a strong effect on readers was obvious, for example, the word العريقة which is an Arabic adjective that means “ancient” (قاموس المورد عربي / انجليزي), it is stronger than “old” because the equivalent of “old” in Arabic is قديم , it has less effect on readers. Moreover, we notice the adjective فريد in the last sentence which means “unique” and that is one of the adjectives that have immediate effect on readers, therefore, a sense of curiosity will grow within the target audience’s minds while reading this word. In addition, the adjective أخذ which means captivating in (عربي / انجليزي) قاموس المورد) has come to complete the description of Ghardaia society, we translated it by “attractive” because we think that in the context given it serves the meaning better than captivating.

تتميز الأغواط اليوم بعدة مواقع و نصب تاريخية سياحية مثل المساجد القديمة و القصور العتيقة مثل قصر زجاج الحجاج، حصن موران و بسكارن و قصر

كوردان بالإضافة الى مقر الزاوية التجاتية بعين ماضي التي تظل من أكبر
المدارس الصوفية العالمية المتضمنة لأعداد كبيرة من المرتادين المحليين و
الأفارقة.

(Page 39 from the corpus)

Today, Laghouat is known for a number of touristic, historical sites and monuments such as the old mosques and the ancient palaces like the Glass of pilgrims, Fort Moran, Biskarn and Kordan Palace, as well as the headquarters of the Tidjani's Islamic school in Ain Madee, which remains one of the largest Sufi schools in the world that attracts big number of local and African visitors.

The original text talks about the most famous touristic places in Laghouat, it mentioned the monuments and palaces that are widely known in this city. The writer used a number of adjectives to decorate the text and to have a clear convincing message. As instance, we notice the Arabic adjectives *القديمة* and *العتيقة* which both have almost the same meaning, but due to our previous knowledge about Arabic language, we know that *العتيقة* which means ancient (قاموس المورد عربي/ انجليزي) has a stronger meaning than *القديمة* that means old, antique (المورد عربي/ انجليزي), we cannot translate them both by "old". It is the same thing with "old" and "ancient" where the last one has a stronger meaning, that is why we translated *القديمة* by "old" and *العتيقة* by "ancient".

الجزائر بلد متعدد الألوان و الأشكال هو بالإضافة إلى ذلك بلد أصيل تتباين نفائسه تباينا يبعث على الدهشة و الدهول. تبعد الجزائر، بوابة إفريقيا، عن كبرى المدن الأوروبية بمعدل 90 دقيقة بالطائرة ما يجعلها قبلة سياحية تحسد عليها لا سيما أنها تزخر بجم من المنتجات السياحية كلها على القدر ذاته من الثراء و التنوع.

Algeria is a multi-colorful country, also a genuine country which precious things vary in an astonishing way. Algeria, Africa's gate is 90 minutes away from the biggest European cities by plain that makes it an enviable touristic destination especially that it has plenty of touristic products which all have the same level of variation and richness.

The original text represents the introduction of the corpus, it gives a general idea about Algeria and its strategic place. The last word in the first sentence is the Arabic word *الدهول* which means astonishment (قاموس المورد عربي/ انجليزي). This word could be translated into "stunning" which means the same thing as astonishing, but to keep the same effect of the original word on readers, we chose the translation that is used in the dictionary. The word *الدهول* can have other meanings in Arabic dictionaries, such as to forget or to be confused, but in the context of the original text, this word has the meaning of astonishing or stunning in an attempt to convince the readers that Algeria's touristic places deserve to be visited.

II- 2-3 Difficulties of Corpus Analysis

We found difficulties considering the translation of some words from the original brochure, the translation of some Arabic words does not exist in English dictionaries, therefore, we had to improvise and to find substitutions to solve this problem. The tourism text differs from other technical texts, such as economic and scientific texts. This kind of texts is about advertising. The translator should focus more on the meaning of the content and how to deliver it in the appropriate manner to the foreign readers to keep the same degree of convincing. Understanding the meaning of such texts is not something mastered by every translator, it takes a wide culture and a large knowledge from the translator to deal with such texts.

The translator in this case should have a wide knowledge about the original language's culture especially if it was his native language, moreover, he should know a lot about the target audiences' culture and way of thinking, if not, he needs to make studies and researches about that in order to find the appropriate way to translate his text and to deliver it correctly.

One of the phrases that was difficult to translate is : الأشهر من نار

على علم

this is an Arabic metaphor that has the meaning of very famous, the direct translation of this sentence will lead to a false meaning and the

foreign reader will misunderstand the exact meaning of this sentence.

Another difficult word that we faced during the translation was : زوايا

One of the most important aspects that any translator must take into consideration while translating any text is meaning. The coherence that is resulted from the meaning produced by translator is the scale that determines how correct the target text is. In our corpus, we had to deal with the meaning translation more than literal translation, because in many cases we found ourselves looking for the right equivalent in the target language to produce a coherent and meaningful target text.

Some Arabic expressions in our corpus were difficult to translate into English because the meaning they have does not exist in the target readers' culture or way of life, therefore, we had to go deeper in understanding the source text in order to produce a coherent target text.

One of these cases is the Arabic expression : بلاد أصيل تتباين نفائسه تباينا

يبعث على الدهشة و الدهول

This expression is full of description and adjectives that are connected in a complicated way. If we follow the same grammatical structure used in Arabic and we apply it while translating into English. We will have a completely meaningless target text, therefore, we need to understand the source text perfectly and try to express it in more than one way in English in order to produce a meaningful translation. The convincing element is very strong in the Arabic expression, and maintaining the

same effect in the target text using a different language can be difficult, because the readers are different and the grammar rules of the target language are different as well.

Another difficult case was the expression: ذات بياض ساطع يعكس النور

الساطع الذي يغمرها

This expression is describing the beauty of houses in a very attractive way because Arabic is full of adjectives and metaphors. The literal translation will not produce a close perfect target text because in this expression, we have to take semantics into consideration more than terminology, keeping the same words order is not an important thing to focus on while translating, but keeping the same meaning in the target language is important. Even dictionaries cannot be the solution for the translation of such expressions, here we need to rely on our linguistic and semantic competence in both Arabic and English in order to produce the most correct and effective target text.

Conclusion

In this chapter, we defined the concept of tourism brochures and we mentioned its types. Then, we presented our corpus and we explained how we wrote it. For the analysis of the corpus, we chose some examples from the tourism brochure of Algerian Oases, we studied them and analysed them. We showed the convincing aspects in the analysis, and we selected the difficulties that faced us during the translation and the analysis. Finally, we answered the questions of the problematic, and we proposed some solutions that we think may be useful and effective for the domain that we worked on.

We selected the difficulties that occurred during the translation of the brochure, and after answering the questions of the problematic, we tried to propose some solutions that may help in solving the problems of translating tourism brochures from Arabic into English specifically, and that may develop new ways to achieve a better tourism industry generally.

We think that making researches and studies by the translator about the city or country that he will talk about in his translation may be an effective solution. In this way he will understand the material that he is going to translate; therefore, he will avoid any kind of ambiguity in understanding the source text- stage. Moreover, this pre-research will provide the translator with a good back ground about the culture and habits of the country or city that he is dealing with. With his previous linguistic skills, he will not find difficulties in translating the complicated

expressions or terminologies that may not exist in the target language. The translator is an artist after all, and he must be creative in his translations.

Another solution that may help in developing our country's tourism is to create a translation service in the ministry of tourism. Unfortunately, this service does not exist in the Algerian Ministry of Tourism because tourism industry does not have a great importance. A translation service in the Ministry of Tourism would be a new tool to attract tourists from foreign countries to let them know about our amazing and beautiful country.

Moreover, this will be a motivation for the translators all over the country to work harder in order to join this service and be a part of developing our tourism industry which is, as always, very poor.

General Conclusion

Advertising translation has become a very important genre of translation, it comes in different shapes such as translation of commercial products and tourism texts. We wanted to emphasize on tourism in our country because this domain is very weak comparing to other domains on one hand, and because it is related to our field of study on another. This thesis is an attempt to explain tourism brochures and to analyse them using the translation techniques and the language skills that we learned in our academic years in university.

Eventually, our study has answered the questions of our problematic. It has shown the strategies, limitations, and difficulties in the translation of a tourism brochure from Arabic into English. Firstly, For the strategies:

- The choice of words according to their degree of convincing and affecting on readers is a very important step in order to achieve the wanted translation. Advertising translation is mainly about how to convince the foreign readers, the translator must make the target reader forget that he is reading a translated text. Moreover, the convincing element lies mostly in the words chosen. The powerful language has the powerful effect on reader's mind, therefore, the terminology of translation must be chosen carefully.
- Another step is to make a research about the source text to avoid any ambiguity during the translation. Understanding all the details of source text is very important to produce a correct and meaningful translation.
- The translation techniques that must be adopted in translating a tourism

text, in addition to the direct translation, are equivalence and adaptation. These two translation techniques must be used to translate the religious and cultural expressions in the source text that might not exist in the target text, especially if we are translating for over-seas readers with different religions and thinking.

- The translator must be specialized in tourism texts, or at least, must have a wide knowledge about this field.

Secondly, for the limitations and difficulties:

- Some Arabic metaphors and words do not have their equivalent in English, especially those words that refer to the local cultural aspects of a city.
- We faced some difficulties in translating the meaning of Arabic metaphors to English due to the language mistakes found in the original text. Moreover, the foreign readers in the case of a literal translation do not understand some Arabic metaphors.

Tourism translation is important nowadays in developing any country's tourism industry. This industry deals with citizens from all over the world, with different languages and ways of thinking, therefore, tourism translation is the cultural bridge between the local country and the foreign tourists. A good tourism translation can be the main reason that makes a foreign citizen visit the wanted country.

Overall, this study has been conducted to prove that advertising translation is an important genre of translation, and that its inclusion in translation studies is essential. Guidelines have to be set for advertising

translation. More material has to be discussed and written on the subject in order for it to be given the attention it truly deserves. Mistranslations in politics can cause war, and mistranslations in advertising can cause millions, deface companies, and help to destroy a language.

Appendix 1

English/Arabic glossary

A	
Advertising	اعلان
Academic	أكاديمي
Aim	هدف
Alliteration	جناس
B	
Booklet	كتيب
Brochure	مطوية
C	
Consumer	مستهلك
Convince	إقناع
Culture	ثقافة
F	
Foreign	أجنبي

I	
Investment	استثمار
L	
Language	لغة
M	
Message	رسالة
Metaphor	استعارة
P	
Panel	لوحة
Promotion	ترويج
Product	منتج
Purpose	غرض
Q	
Quality	جودة
S	
Specialized	متخصص
Strategy	إستراتيجية

T	
Technical	تقني
Terminology	علم مصطلح
Theory	نظرية
Tourism	سياحة

Appendix 2:

مسرد المصطلحات عربي / إنجليزي

أ	
Genuine	أصيل
Archaeological	أثري
ب	
Gate	بوابة
Country	بلد
ت	
Historical	تاريخي
Traditional	تقليدي
Heritage	تراث
ف	
Mosaic	فسيفساء
Unique	فريد
Hotel	فندق
م	
Local	محلي
View	منظر

ن	
Sculpture	نحت
Model	نموذج
Picnic	نزهة
و	
Oasis	واحة

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Summary

This dissertation which is entitled "Strategies and Limitations of Advertising Translation" was made to demonstrate the importance of advertising translation, especially in tourism industry. Tourism texts have a special type of language which is mainly about how to attract and persuade readers. The translation of such texts involves some strategies, limitations, and difficulties. The understanding of these aspects is the key to have a successful and meaningful target text. The aim of our study is to demonstrate these aspects, understand them, and find the solutions.

ملخص

يعرض عنوان البحث "استراتيجيات وقيود الترجمة الاشهارية" أهمية ترجمة النص الاشهاري ذي الطابع السياحي ،و الذي يحتوي على لغة خاصة تعبر عن كيفية اقناع وجذب القارئ او السائح. تحتوي ترجمة النص الاشهاري على استراتيجيات، قيود، وصعوبات ، لذا ففهم هذه المظاهر هو السبيل الى نص هدف سليم و مفهوم. يهدف هذا النوع من الدراسات الى ابراز هذه المظاهر وايجاد الحلول المرجوة.