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**Strategies of Translating Awareness Campaigns
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Case study: Publications of Two Welfare Associations (El Amel
and El Fedjr).**

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Dedication

I dedicate this work to the memory of my father "Rest in Peace". To my dear mother to whom I wish a good recovery and a long life. To all the members of my family who have helped me to carry on my studies.

To all my friends, and colleagues.

To my binomial Ouerdia with whom I worked with a great pleasure and her family.

Farida

I dedicate this work to my beloved parents, my brother and sisters.

To all my family and friends.

To my binomial Farida and her family.

Ouerdia

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General Introduction

Translation is a complex intellectual and linguistic process that requires creativity. It is the main factor for the growth of human knowledge throughout history. It contributes to the exchange of cultural ideas and the transmission of intellectual heritage among nations. Translation became an important civilized mean for communication at the individual and collective level among the countries speaking different languages. With the increase of scientific progress and new technologies, especially in the domain of medicine, these texts type are characterized with a special terminology different from others, then this requires the translator double efforts concerning form, style of contents and ideas which requires a great linguistic and intellectual skills.

Our dissertation entitled “Strategies of Translating Awareness Campaigns against Breast Cancer” belongs to this particular type of translation. The adopted theory in our translation is Skopos theory. In this type of text, we used medical terms, structures and formulas to render the same meaning as the source text and sensitize the receiver as much as possible.

The choice of our topic was the result of a long thinking on the extent of choosing scientific translation, which is an important one. We chose it for two reasons: Objective and subjective ones.

The objective ones that urged us to choose this topic is the fact that breast cancer is a global concern. It is a disease that is not restricted by culture, religious belief, social class or economic status. It is expanding in the world every year. In addition medical translation is one of the most interesting and critical themes in translation. Our topic can definitely help us to find answers to our main questions about the difficulties and obstacles that scientific and medical translation present. The chosen translation theory and approach to this type of subject were applied on flyers which carry a semiotic and linguistic charge in order to perform its work correctly and texts as well. To explore and enrich this medical field to identify its challenges we chose the appropriate corpus of awareness campaigns translation.

The subjective ones are related to inform the target Anglo Saxon audience about how the two associations work. To let the two associations well known all over the world and why not working in collaboration with different awareness campaigns associations internationally. We also desired and still desire to sensitize the target developing and under developing countries English speaker audience.

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This study is based on these two Algerian awareness campaigns associations. Their translation was an adventure that gives us several choices to transmit the message which made us formulate this research problem:

Does medical translation, in general, and translation dealing with breast cancer, in particular, require specific techniques? If yes, what should translator do to be faithful while rendering terms, phrases and exceptional formulas from the different flyers and books edited on that purpose? What are the main theories and strategies to be used by the translator to translate awareness campaigns? Furthermore, since medical texts on breast cancer are stuffed with pictures, are semiotic analysis and symbolism required to translating them?

To reach our objectives and answer our research problem, we set a number of hypotheses:

- Translating medical texts would appeal specific approaches and strategies to cover the various difficulties it raises.
- The emphasis on form or meaning depends on text function, the translation mode and the similarities or differences between the source and target text.
- Semiotics and symbolism may enable us to examine the tools that the translators of awareness campaigns use to sensitize and persuade the target audience.

Our corpus is about the two welfare associations El Amel and El Fedjr books entitled: "سرطان الثدي" and "100 سؤال و جواب حول سرطان الثدي" and flyers.

The motives of this research is to enrich the translation library and bring a modern look at the sensitizing and the extent of excellence and exceptional practice of being open to several areas and fields of knowledge. The fact that it is a combination of language systems where many factors intervene in the formation of the message like colors, images and icons all raging to pose a challenge to the translator , this is the meaning of our study. Our aim is to find effective solutions and procedures for the translator in such difficult cases, as well as to identify the best options and decisions in order to improve the conditions and means of sensitizing.

During this study, we faced several obstacles encountered in the completion of our dissertation, which are as follows:

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-The first one is the lack of documentation concerning awareness campaigns.

-The second obstacle is the corpus, it was so difficult to get it in Arabic. The reason which pushed us to move to El Fedjr and El Amal associations situated in Algiers to find it in Arabic and even there it was difficult, for El Fedjr, we did not find . It was until they called one of their associations in El Oued.

- The third and the last one is the fact that our corpus is centered on a scientific and medical subject at the same time that has been difficult for us to translate it. We were obliged to ask some views of specialists in medicine for guiding us to understand the meaning of some terms.

We have adopted in this research an analytical study which is noting the differences in translation and making the causes, by standing at Skopos theory and semiotic approach in order to convey the meaning and preview the two versions to deduce the strategies and alternative solutions that should be proposed when necessary.

This study is structured as follows:

The first chapter deals, in the first section, with the definitions, types and characteristics of awareness campaigns. Then in the second, we opted to their role and the specific language used to sensitize people to achieve their principle goal.

The second chapter centres on the broad theoretical framework and the methodology of this study. The first section presents the translation Skopos theory that is used to examine the translated chosen extracts. The second one discusses the issues of persuasion, symbolism and semiotics as they are critically relevant for the analysis of translated flyers.

Then the last and practical chapter presents the chosen extracts. It provides the analysis of the flyers, texts used by the two associations and identifies the different translation strategies used by us as translators. The final part of this study consists of the general conclusion, in which the findings are summarized and comments are made concerning the limitations of the study and the potential for further research and a list of the total references that we used to reflect this study.

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To achieve an appropriate and successful work, we have based our study on several and reliable references that we have selected carefully as follows:

- Gentzler, E (2001), *Contemporary Translation Theories*.
- Reiss, K. and H. Vermeer(1984), *Towards a General Theory of Translational Action*.
- Nord, C. (1997), *Translating as a Purposeful Activity Functionalist Approaches Explained*.
- Andreasen, A (1995), *Speaking of Health*.

In addition, previous contributions have been carried out in our study as:

- Translation and the Language of Argumentation by Said M. SHIYAB.
- Halte à L'épidémie Mondiale de Maladies Chroniques: Guide Pratique pour une Sensibilisation Réussie par Richard BUNTING.

CHAPTER I : Awareness Campaigns and Types

Awareness campaigns can be an effective component of a comprehensive strategy to promote change at the level of an individual, organization, community, or society.

These campaigns purposively attempt to inform or influence behaviors in large audiences within a specified time period using an organized set of communication activities and featuring an array of mediated messages in multiple channels generally to produce non-commercial benefits to individuals and society.

Awareness in all sections of the society can be spread through various general public awareness programmes. Only with collective thinking we will be able to restore balance in our environment.

This first chapter provides awareness campaigns definitions, mentions their different types and characteristics. Besides that, it explains the role and effectiveness that these campaigns play to target an audience. To be done, convincing tools are required to achieve their aim as the use of communication medias and language style which is specific to address and influence the public.

I-1- Awareness Campaigns Definitions

Awareness campaigns are one of the most popular ways to raise public interest and educate people about a specific charitable issue. They typically focus on a wider awareness day, week, or month. (www.onecause.com visited on June12th,2019 at 15:24)

In addition, Bonder have defined them too as “a comprehensive effort that includes multiple components (messaging, grassroots outreach, media relations, government affairs, budget, ...) to reach a specific goal” (www.pdfsemanticscholar.org visited on June13th,2019 at 12:22)

Besides, Lamb have defined them in French as follows:

"Une campagne de sensibilisation est un effort organisé visant des institutions et des personnes de manière à influencer sur leurs actions". (www.endvawnow.org visited on June25th, 2019 at 15:03)

An awareness campaign is an organized effort to bring public pressure to individuals so as to influence their actions. (Our translation)

Now, we would like to add the Arabic definition

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الحملة التحسيسية هي جهود مستمرة نحو مخرج محدد وهي طريقة مؤثرة للبناء الاستراتيجي لقدرة المجموعة وتجربتها في التطور، تلهم الناس لاتخاذ المزيد من الفعل ومساعدتهم على فهم عمق المشكلة.

(www.ar.trainings.350.org visited on June15th, 2019 at 10: 56)

Awareness campaign is an ongoing effort towards a specific goal, and an effective way to build the strategic capacity of the group and its experience in evolution. It inspires people to take more action and helps them understand the depth of the problem. (Our translation)

I-2- Types of Awareness Campaigns

In this chapter, we will introduce the different types of awareness campaigns and their objectives:

I-2-1-Advertising Campaigns

An advertising campaign is a specifically designed strategy that is carried out across different mediums in order to both achieve results and to increase brand awareness, sales and communication within a specific market. Advertising campaigns appeal to audiences, attempt to evoke positive feelings surrounding product/service being sold. Most of advertising is intended to be persuasive in order to boost patronage of idea, product or service. They can be single ad or a series of ads that resolve around a single idea.

The keys of advertising campaigns are mentioned as follows:

I-2-1-1- Campaign's Goal

There are many advertising elements and goals to focus on, the most common include: Selling the product, acquiring new clients, promoting current products, launching new products, creating an advertising campaign designed to improve brand awareness or to help **associate a certain brand with certain feelings or emotions.**

I-2-1-2- Target an Audience

When it comes to advertising your business, a part of a campaign's success is measured in this fundamental step of your strategy. It is imperative that you know your target audience to reach as many people as possible.

A target audience is a specific group of people with shared characteristics who are

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most likely to be interested in a product or service.

If this target audience is well-defined, it becomes much more feasible to accomplish the goals. Defining those who you want to reach will be essential in establishing the following points for your advertising campaign strategy: Age, sex, social class, marital status, education level, habits, likes and hobbies can all be helpful in correctly identifying your target audience.

I-2-1-3- Means of Advertising

There are many tools that can help to transmit a campaign's message to the target audience: Texts, copies, pictures, videos, segmentations, advertising channels, Social medias, e-mail marketing, communication and design, etc.... These are all concepts commonly associated with an advertising campaign. These campaigns are understood to be a group of creations and ideas made with the aim of selling a product or a service. (<https://www.cyberclick.es> visited on June 15th,2019 at 16:20)

I-2-2- Social and Charitable Campaigns

These types of campaigns focus on non-profit, social, information campaigns developed by government or non- governmental organizations fighting for human rights and environmental issues against poverty and violence or encouraging public health and security.

Social and charity campaigns are a large-scale attempt to communicate ideas and practices through mass media and interpersonal communication. They aim to increase visibility and support for an organization as well as raising funds, and able to support specific policies: A health charity, for example, might campaign to improve certain aspects of health care. (www.mahku.nl visited on June 17th at 13:53)

I-2-3- Political Campaigns

An awareness campaign is an organized effort which seeks to influence the decision making process within a specific group. Political campaigns often refer to electoral campaigns, wherein representatives are chosen or referendums are decided (www.definitions.net visited on June15th,2019 at 16:20). Most of political campaigns are focused on general elections and candidates for head of state or government, often a president or prime minister.

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The goal of a political campaign get those who agree with their ideas to support them when running for a political position. The message often consists of several talking points about policy issues. The points summarize the main ideas of the campaign and have to be repeated frequently in order to create a lasting impression with the voters. Another campaign's objective is to maximize the expected number of seats won and the probability of winning a majority of the seats.

Politicians have to find a way to tie their campaign message to the core values of their voters and make it clear that they understand the problems they face every day.

I-2-4- Marketing Campaigns

A marketing campaign is a series of activities carried out by a company for informing, reminding or persuading its target audience about its product or service. (www.mbaskool.com visited on June16th,2019 at 14:41)

A marketing campaign is also a method of establishing a dialogue with the consumer, gaining customer loyalty and thus building brand equity through increased awareness of the product or service. However, most of the times, this kind of campaigns is planned and executed with a certain marketing objective in mind, which can be one of the followings:

A. Communicating how a new product launched by the company meets a need which is unsatisfied till now

B. Increasing brand awareness, so that consumers recall the brand when making a purchase in a product category.

C. Showing how a product solves a problem. (www.mbaskool.com visited on june17th, 2019 at 18:40)

These activities are well-planned and coordinated, being executed through various mediums like: Television, radio, print, and online platforms. To promote any product, these campaigns are not solely reliant on advertising but they can include demonstrations: Video conferencing and other interactive techniques. Marketing campaigns help businesses operate in highly competitive markets. (www.blog.hubspot.com visited on june19th, 2019 at 20:44)

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I-2-5- Health Campaigns

A health campaign is a type of media campaign designed to promote and influence a population to maintain or improve its health status by making new health interventions and preventing the spread of dangerous health risks. To accomplish this, campaign developers must understand the link between behavior and health status for the population of interest. These campaigns are generally designed both to increase awareness of health threats and to move target audiences to action in support of public health.

Health campaigns' programs have applied the marketing concept of segmentation.

This latter is defined as the process of partitioning a heterogeneous population into sub groups or segments of people with similar needs, experiences and other characteristics.

Segmentation assumes that audiences that perceive a message as relevant to their interests, concerns, and problems are more likely to pay attention to the message to process it deeply and to remember and act on it. (www.encyclopedia.com visited on june17th, 2019 at 11:55)

In addition, Coffman (an American politician and businessman) (2002) described two general types of awareness campaigns which have different goals: Individual behavior change and public will.

Individual Behavior Change Campaigns

This type of campaigns strive to encourage people to modify a specific behavior, generally from a less socially desired behavior to a more socially desired one.

Public Will Campaigns (or Public Engagement Campaigns)

They strive to promote policy change by providing people with an opportunity to respond to a call for policy change. These campaigns mobilize people to engage in processes that change broader organizations or systems.

The use of public will campaigns has recently increased, but they are less researched and less understood than individual behavior change campaigns.

I-3- Characteristics of awareness campaigns

As mentioned above, awareness campaigns are a series of activities that are planned in advance and related to a specific goal. Ultimately, awareness campaigns have different

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characteristics: developing campaign, identifying an objective, finding the message that will help to achieve that objective and communicating that message to the appropriate audience. Then the most specific tool which characterizes awareness campaigns is the use of mass media. In addition, there are many other features that play an important role in the successful of a campaign as: Organization's grant and funding, identify partners and networks, promote campaign, monitor and evaluate campaign and other planning considerations.

I-3-1- Develop Campaign

Any new campaign will need a theme that you will want people to recall, share and act upon. A campaign's development is the overarching message that underpins all elements of a campaign in order to resonate with the target audience.

The goal is to develop an idea that is joined up and integrated with all relevant channels, rather than a series of separate executions that have a tenuous relationship with one another. This will put you in a stronger position to engage consumers meaningfully in the places that matter.

The campaign creation is not a straightforward task but it involves multiple stages and stakeholders. To illustrate its development, some of the key steps to follow are needed:

1. Start with a clear brief/challenge

The big idea starts with the definition of the challenge and the creation of a clear brief for everyone involved. If you're working with an agency, or group of agencies, then the brief is a critical step as it will help ensure that there is clarity around what you're looking to achieve. During the briefing stage there are two key areas of focus:

A- What are you looking to achieve?

Be clear about what you ultimately want to achieve by the end of the campaign so there is total clarity and focus. New campaigns want to do more than just simply introduce the brand. Instead, they want to make a statement by creating buzz and engagement, generate trial and sales.

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B- Who is your audience?

It's important to paint a clear picture of who you're looking to target with your campaign.

2- Uncover a compelling insight

This task is to uncover a piece of sharp, compelling insight that encapsulates a real truth and problem to solve for the consumer by making extensive research in relation to both the target audience and the overall product/ service category related to the campaign.

3. Find the brand connection

The insight discovered in the previous stage enables a brand to start brainstorming ideas and solutions to challenge the consumer problem or need.

4. Articulate the idea clearly and succinctly

The test of how well a big idea will resonate and translate across channels is whether the connection between the insight and brand connection and the proposed execution can be distilled clearly and succinctly on one page.

I-3-2- Specify an Objective

All types of awareness campaigns will have a clear objective, develop a comprehensive campaign plan, including the clearly defined short-term, long-term and smart objectives. This would guarantee to establish initial realistic goals and to develop each promotional activity in a well-paced manner that would work towards the achievement of the objectives. When setting objectives, it is recommended to develop a corporate identity. It would ease the recognition of a campaign and consistency of its disseminations activities. (www.eli net.eu visited on June21st,2019 at 21:17)

I-3-3- Deliver a Message

Awareness campaigns require a clear message for the organization to communicate. A good rule of thumb is to make the message as clear and concise as possible without losing precision or risking ambiguity. Ideally the message will not just inform the audience of a particular fact or view point but will spur them into taking a particular action.

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I-3-4- Target an Audience

Awareness campaigns occasionally target the entire population but usually need to target a specific group. This should be the group most likely to respond as desired to the message. (www.smallbusiness-chrom-com visited on june20th,2019 at 12:10)

This step emphasizes the importance of exploratory research when developing an awareness campaign. It helps to properly identify needs of the target group, select the most relevant approach to reach, influence the actual and perceived social norms to change actual skills and confidence in skills(self efficacy), all these are assumed to change a behavior .

Surround the target audience. Get to them from every possible angle. Someone will need different messages for different groups, knowing who that audience is, makes it possible to plan a communication logically.

This will need different channels and methods to reach each of those groups, using the ads grant, running ads on Facebook, Instagram, Twitter, YouTube, Google Display Network, depending on where your audience spends their internet-time. Post on all social channels, and do not forget e-mails. The audience's email is already loyal and vital. So they are likely to be the first ones to take part in the campaign.

There are many different ways to think about the audience and the ways they could best be contacted. First, there is the question of what group(s) you will focus on. You can group people according to a number of characteristics:

I-3-4-1- Demographics

Demographics are simply basic statistical information about people, such as gender, age, ethnic and racial background, income, etc.

I-3-4-2- Geography

You might want to focus on a whole town or region, on one or more neighborhoods, or on people who live near a particular geographic feature.

I-3-4-3- Employment

You may be interested in people in a particular line of work, or in people who are unemployed.

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I-3-4-4- Health

Your concern might be with people at risk for or experiencing a particular condition – high blood pressure, perhaps, or diabetes – or you might be leveling a health promotion effort – “Eat healthy, exercise regularly” – at the whole community.

I-3-4-5- Behavior

You may be targeting your message to smokers, for example, or to youth engaged in violence.

I-3-4-6- Attitudes

Are you trying to change people’s minds, or bring them to the next level of understanding?

Another aspect of the audience to consider is whether you should direct your communication to those whose behavior, knowledge, or condition you hope to affect, or whether your communication needs to be indirect. Sometimes, in order to influence a population, you have to aim your message at those to whom they listen – clergy, community leaders, politicians, etc. (www.ctb.ku.edu visited on june17th, 2019 at 19:48)

I-3-5- Campaigns Modalities

Awareness campaign messaging should grab an individual’s attention and ignite a strong emotion. It is crucial to know what does the intended audience read, listen to, watch, engage in? To reach it, someone has to place the message where it will be seen for that many forms of media are used to promote specific messages: traditional and modern modalities.

The traditional ones include radio, magazines, newspapers and television which can both carry straightforward messages – ads and Public Service Announcements (PSAs) – as they present news and entertainment programs that deal with the issue or the profile of an organization.

Promotional materials: Items such as caps, T-shirts, and mugs can serve as effective channels for the message.

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Flyers and brochures which can be more compelling in places where the issue is already in people's minds (doctors' offices for health issues, supermarkets for nutrition, private schools, etc).

Presentations at local events, local and national conferences, fairs, and other gatherings, press releases and press conferences, billboards, posters and educational flyers, community outreach, public demonstrations, word of mouth, music.

Exhibits and public art - The AIDS quilt, a huge quilt with squares made by thousands of people, commemorating victims of the HIV epidemic, is a prime example.

Movies - Since the beginnings of the film industry, movies have carried messages about race, the status of women, adult literacy, homosexuality, mental illness, AIDS, and numerous other social issues.

Theater and interactive theater - A play or skit, especially one written by people who have experienced what it illustrates, can be a powerful way to present an issue, or to underline the need for services or change, for example several interactive theater groups draw audiences into performances dramatizing real incidents in the lives of the actors by stopping the action and inviting questions and comments, all of them are staff members.

Beyond these traditional modalities, awareness campaigns are becoming more sophisticated by using the Internet sites. In addition to the organizations websites, interactive and social media sites like Facebook, Twitter, and YouTube are effective mediums for communication.

I-3-6- Organization's Grant and Funding

Governments play an important role in creating public awareness campaigns. They aim at developing public knowledge and skills to protect people. These campaigns are often sponsored by the government, sometimes in collaboration with private advocacy, professional organizations, or by national advocacy or professional organizations alone. Associations are included in the awareness programme as well and financial assistance was provided by the state.

In this step the importance of identification of multiple sources of funding and pooling of resources to reduce costs is emphasised. The latter one optimises campaign and programme outcomes in terms of promotion and awareness raising of each other, reduced costs, avoiding

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the repetition of efforts and reducing the proliferation of disjointed initiatives with limited potential of impact. While multiple funding sources strengthen financial sustainability of the campaign. Also, sponsors usually want to highlight their participation in the campaign. In this way greater promotion of the activity may be achieved.

I-3-7- Identify Partners and networks

Campaign developers are advised to pick suitable partners with well-established sectoral networks within their field of competence so that they could act as an efficient multiplier and complement each other when implementing campaign activities. It is also recommended that stakeholders engage professionals in the campaign, because they have already worked with the target groups and are familiar with their needs and requirements and are therefore more likely to develop relevant activities for the target group. Also, campaign developers are encouraged to directly empower various stakeholders to act as active advocates of the campaign. This would help to spread the message of the campaign and increase its visibility. Additionally, appointing social ambassadors during the campaign can help to ensure that the life of the activity is extended and builds links with local communities. As empowering teachers to directly reach out to learners and act as ambassadors in community organizations, libraries and cultural centres would also give credibility to learning programs.

When identifying partners and networks, campaign developers are also advised to use role models, who could help to make a program pertinent. Finally, another piece of advice for the campaign developers is to leverage the Corporate Social Responsibility arm of bigger organizations.

I-3-9- Promote Campaign

Campaign developers are called to put an emphasis on the development of innovative new interventions to get social community involved in the issue. However, this search for innovation should not be limited only to the initiatives, because the common activity presented in an innovative way can also receive attention. Thus, campaign developers should focus on measuring all the outcomes and collect evidence on what activities have impact on people and when. During the campaign, its promoters should also fully use internal networks, contacts and informal channels of communication as it can be useful in promoting the debate and attention to specific issues. Additionally, those concerned should also be involved in promotional activities. The sharing of first-hand experience would help to strengthen

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campaign's success, because they would share their experience with others. Finally, for awareness campaigns, it is important to build lasting relationships with the media. This supports successful advocacy on different issues and could help to gain the attention of decision makers and publicise the local activities related to the campaign.

I-3-10- Monitor and Evaluate Campaign

Campaign policy developers are advised to monitor national research. This would help to identify the existing needs of the target groups and, consequently, develop relevant activities. Also, this would help to identify the research gaps and to concentrate original research on these gaps. Additionally, before launching a campaign, campaign developers are advised to pilot programmes. This would help to identify and verify the approaches, channels and activities prepared for the target group and select the best ones. Besides, support for external evaluation with internal monitoring should be provided. Such combination would help to prepare a comprehensive evaluation encompassing all emerging trends and tendencies on campaign and, respectively, develop specific recommendations for actors in charge of implementing the programme. Finally, to strengthen a campaign's success collection of best practice examples is advised. This would contribute to the creation of a community of learning exchange and might be a great assistance for others who start developing similar activities.

I-3-11- Other Planning Considerations

A campaign's success can be furthered by ensuring that it is not a stand-alone initiative, i.e. by integrating it within broader initiatives. Also, campaigns with a wide geographical reach should be adapted to meet needs across different areas. At the same time, the one identity of the campaign should remain. Additionally, to be sustainable and successful, the campaign should include an aspect of capacity building, i.e. participants and disseminators should be well aware of its aim and have to feel a sense of ownership regarding the outcomes of the campaign. Also, they have to ensure that all stakeholders involved with the campaign have the same understanding of what they are working towards. Finally, campaign developers should take a long-term view and ensure that the program runs.

I-4- Role and Effectiveness of Awareness Campaigns

Campaign designers perform a situational analysis and set objectives leading to development of a coherent set of strategies and implement the campaign by creating

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informational and persuasive messages. (www.sk.sagepub.com visited on June18th,2019 at 13:30)

There are different direct and indirect tools intended to promote and reinforce positive changes in social attitudes, among the most important ones: awareness campaigns . These latter play an important role in society and they can influence it in a positive way. Awareness campaigns are important to increase enthusiasm and support , stimulate self-mobilization and action ,and mobilize local knowledge and resources.

Awareness campaigns requires strategies of effective communication to reach the desired outcome. The aim of awareness campaigns most often differs between contexts but generally includes an increase concern, informing, promoting and attracting the target audience by using different means of communication (mass media), creating positive image, and attempts to change their behaviour.

The ultimate target of all campaigns is to achieve long-term lasting behavioral changes, address the knowledge of individuals and organizations .They aim to ensure that all relevant regional and sub-regional bodies understand the impacts of, and take action to respond to some of them.. (www.climatenortheast.com visited on June3rd at 14:12)

Campaigns should focus on tangible issues that are most relevant on the lives of community members , and should help them to understand better their rights or an action that they can take to claim their rights.

Awareness campaigns intend to provide direct education for those people who are expected to adopt or change to a healthier behavior. They seek to affect large audiences and bring substantial to the task (sometimes monetary, sometimes voluntary, sometimes through collaboration with other institutions). They also inform and educate the public by setting an agenda for debate of different topics, thereby modifying the climate of opinion surrounding it. Campaigns also encourage local and national policy changes so as to create a supportive environment within which people are more able to change their behaviour.

Campaigns attempt to influence adoption of recommended behaviors by influencing what consumers know and believe about them, by influencing actual or perceived social norms, or by changing actual skills and confidence in skills (self-efficacy), all of which are assumed to influence behaviour.

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Outreach work in different community organizations as schools, religious institutions and civil organizations.

Awareness campaigns are important because when we have a better understanding of ourselves, we are able to experience as unique and separate individuals. We are then empowered to make changes and to build on our areas of strength as well as identifying areas where we would like to make improvements.

Campaigns are often a component of broader social programmes. These programmes are ideas and applications to help solve social and health problems (Andreasen, 1995: 83). Social programmes complement communication efforts with other intervention components. For example, a social marketing campaign to encourage childhood vaccination might complement a public communication effort to promote vaccination uptake with a subsidy in the price of vaccines and an easier system for obtaining vaccines, or even a change in the rules about what vaccines can be given together.

Even more broadly, many campaigns complement efforts to directly influence populations with efforts to affect public policy (taxes, regulation) as well as to change other aspects of the environment and the marketplace, including changes in the ways that other social institutions act. These complementary efforts would be expected to influence populations indirectly. These multilevel social change programmes might include grassroots organizing, political and media advocacy, partnerships with private institutions, the design and the offering of new products. They recognize the importance of system and environmental constraints that support or impede the desired behaviour changes.

I-5- Language and Messaging used in Awareness Campaigns

When an organization, agency or group decides to implement awareness campaign, it is important to consider not only the type of campaign and the modality, but also the kind of language necessary to induce behaviour change.

The kind of a message presents facts about the key issue as a mean of educating the individual, community, or society.

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While creating a message, consider content, mood, design and language:

a- Content

You should craft your message with your audience in mind; planning the content of your message is necessary to make it effective.

b- Mood

Consider what emotions you want to appeal to. The mood of your message will do a good deal to determine how people react to it. In general, if the mood is too extreme – too negative, too frightening, people won't pay much attention to it. So, keeping your tone positive will usually reach more people than evoking negative feelings such as fear or anger.

c- Design

This is one of the most important parts of conceiving a campaign, as it is at this stage that decisions are made about several issues: the target audience(s), the campaign type, the sort of messages to be used etc. At this stage it is important to keep the campaign objectives firmly in mind. The way a message is shown is crucial.

I-5-1- Language

The language must be clear, simple without ambiguity to change broad social norms and behaviour. Once awareness campaigns organizers carefully define their target audience, it is important to use principles of advertising to craft their message and capture the audience for this reason awareness campaigns are most effective when their messaging is creative, catchy, and interesting.

When crafting a message, the following six general principles that make messages more sticky or more likely to be remembered can be helpful, including: simplicity, unexpectedness, concreteness, credibility, emotions and stories. Simple, clear messages involving a basic slogan or idea tend to have more impact. Similarly, pairing new information (or old information delivered in an unexpected way) with concrete messages from credible sources can increase a message's stickiness. by appealing to the audience's emotions with easily remembered slogan , the message is more likely to impact audience members.

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The kind of language to choose and use is very important too, it can be formal or informal, simple or complex, referring to popular figures and ideas or to obscure ones according to the audience you target.

You can address the language people speak by presenting any printed material in both the official language and the language(s) of the population(s) you are hoping to reach, and by providing translation for spoken or broadcast messages.

The language issue is more complicated. If your message is too informal, your audience might feel you're talking down to them, or, worse, that you're making an insincere attempt to get close to them by communicating in that way. If your message is too formal, your audience might feel you're not really talking to them at all. The language should be plain, straightforward, expresses the idea simply and clearly.

I-5-2- Messaging

Messaging campaigns should be associated with a campaign logo or a consistent image, sustained over times and should form part of a larger coordinated strategy. Awareness campaigns may include events, poster campaigns, websites, documentaries, newspaper, articles, radio, TV, or theater programmed creative, innovative ways of sharing information with the community can increase the success of awareness raising efforts.

I-5-2-1-Characteristics of a Good Message

There are a number of criteria that make up a strong message.

a- A message must be short

people have very little patience for listening or reading long messages so to gain their attention, messages have to be concise and precise.

b- A message must be truthful and credible

The message needs to come from the values, practices, policies and history. In addition, the message should be believable. Campaigners who make unrealistic promises simply add to audiences apathy. They must believe what you say, both about you as a campaigner and about what you will do (What you say must be true).

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c- A message must be persuasive and important to audiences

You must talk about topics that are important to your target audience. These topics will often be problems that people face every day in their lives. People are more likely to support campaigns that talk to them about healthcare, jobs, the children's education, economic development, social security, people's welfare, etc. Remember you are trying to sensitize, convince and persuade people to do something to reach your goal.

d- A message must be clear and speak to the heart

Your message must be delivered in language the audiences use and understand easily and creating a visual image in the minds of people is much better.

e- A message must be targeted

Your campaign must determine what persuaded messages are and address your message to your likely audience.

f- A message must be repeated again and again

Once your campaign determines what message will persuade your target audience, you must repeat that same message at every opportunity. People are not paying attention to your campaign. Just because you say something once this does not mean they are listening or will remember what you said. For your message to be registered, it has to be heard many times in many different ways. (www.iknowpolitics.org visited on June18th,2019 at 15:33)

After giving the definitions of awareness campaigns; their different types and characteristics, we specified their role and effectiveness after that we underlined the type of language used to clarify them. An appropriate theory for this type of study is found and will be in the second theoretical chapter.

Chapter II: Skopos Theory and Semiotic Approach

German functionalism is a trend of translation, formulated in Germany. It focuses on the function(s) of translation, includes Katharina Reiss's functional category of translation criticism, Hans J. Vermeer's Skopostheorie, Justa Holz-Mattari's theory of translational action, and Christiane Nord's functionalist methodology in translating or training. Although Skopos theory has played a major role in the development of this trend, it is just one of the four approaches of the German school of functionalist translation theory. Therefore, it cannot be used as a substitute for the super ordinate concept of German functionalism. Functionalism is a major shift from 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 a specific situations and context of use (Schaffner, 1998: 3).

In this second theoretical chapter we will focus on the Skopos's definition and its origin, the most important elements which define this theory, the text function and equivalence, purpose equivalence, public expectations and translating persuasive text, the semiotic approach as well.

I- Definition and Origin

In the history of translation studies, while assessing the quality of a translation, 'equivalence' or 'faithfulness' is used to the source text as the most authoritative criterion to judge whether the translation is successful or not.

This kind of translation evaluation is systematic and over-simplified. Although this way plays a positive role in translation, other factors should be taken into consideration as culture and religion because linguistics alone could not solve all the translation problems. Translation is a complex activity and study, so it must be put in a broader human context, embedding the theory of translation in a theory of human action or activity. From that, there was the advent of functionalism which 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 (Ibid). The theory adopts a prospective attitude to translation, opposed to the retrospective attitude adopted in theories which focus on prescriptions derived from the source text. Under this situation, the Skopos theory, by viewing translation as an action with purpose, tries to open up a new perspective on such aspects as the status of the source text and the target text, their relationship, the concept of translation, the

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role of the translator, translation standards and strategies. In addition to its purpose, any action has an outcome. The outcome of translational action is a *translatum* (Vermeer 1979:174; *translat* in Reiss and Vermeer 1984:25), a particular variety of target text.

Skopos theory is the core of the functionalist translation theory developed in Germany by Hans J. Vermeer in the 1970s. This is a new perspective of looking at translation, which is no longer limited by conventional source-text oriented views. Translation is thus also a type of human action. Vermeer finds that according to action theory, he defines human action as intentional, purposeful behavior in a given situation (Vermeer, 1983:49). The purpose of translational action is to transfer messages across culture and language barriers by means of message transmitters produced by experts. (Nord, 1997:13). Every action has a purpose, and, since translation is an action, it must have a purpose too. The purpose is assigned to every translation by means of commission.

Skopos is the Greek word for “aim” or “purpose” that was introduced into translation theory as a technical term for the purpose of translation and the action of translating. Vermeer believes that the purpose of a text determines the translation strategies. He was against the traditional equivalence-based theories, where the source text is absolutely the yardstick and equivalence is the top principle, decisive factor in translation and raises the Skopos of the translation action to the centre i.e it is not the source text that determines the translation process, but the prospective function or Skopos and the effects of the target text.

Vermeer names his theory Skopos, a theory of purposeful action, which says that a translational action is determined by its Skopos; that is, ‘the end justifies the means’ (Reiss and Vermeer, 1984:101). The reader is one of the most important factors determining the purpose of a translation. Vermeer thinks that to translate means to produce a text in a target setting for a target purpose and target addressees in target circumstances. Skopos theory focuses on the purpose of the translation, which determines the translation methods and strategies that are to be employed in order to produce a functionally adequate result, this result is the target text which Vermeer calls the translation. Therefore, in Skopos theory, knowing why a source text is to be translated and what the function of the target text will be crucial for the translation.

This theory takes seriously factors which have always been stressed in action theory, and which were taken into account with the growing need in the latter half of the twentieth century for the translation of non literary text types. In the translation of scientific and

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academic papers, instructions for use, tourist guides, contracts, etc. The contextual factors surrounding the translation cannot be ignored. These factors include the culture of the intended readers of the target text and the client who has commissioned it, and, in particular, the function which the text is to perform in that culture for those readers. Skopos is directly oriented towards this function. A text is viewed as an offer of information made by a producer to a recipient. Translation is then characterized as offering information to members of one culture in their language (the target language and culture) about information originally offered in another language within another culture (the source language and culture). A translation is a secondary offer of information, initiating a primary offer of information. Or, to be more precise, the translator offers information about certain aspects of the source text in situation according to the target text skopos specified by the initiator (Reiss and Vermeer 1984:76). Neither the selection made from the information offered in the source text, nor the specification of the skopos happens at random, rather, they are determined by the needs, expectations, etc of the target text receivers. Translation is by definition interlingual and intercultural, it involves both linguistic and cultural transfer; in other words, it is a culture transcending process (Vermeer, 1992:40).

The process of translation in this theory is determined by the function of the product. This function is specified by the addressees. 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 target text. The translator can or should produce a text that is at least likely to be meaningful to target-culture receivers. The target text should conform to the standard of 'intratextual coherence' concept where the translation is coherent within the receiver's situation. Besides, another important concept is the Intertextual coherence or "fidelity" which refers to the source and target text relationship.

In Vermeer's theory, there is a distinction between the term aim and purpose. This is further explained by (Nord, 1997: 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.

The two most important shifts in theoretical developments in translation theory over the past two decades have been the shift from source-text oriented theories to target-text oriented theories and the shift to include cultural factors as well as linguistic elements in the translation

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training models. Those advocating functionalist approaches have been action carried out by a person who has a specific communication goal, which Reiss and Vermeer refer to as the text's skopos (Greek for 'the intent, the goal, the function'; Reiss & Vermeer, 1984: 96). Because the appropriateness of the form of communication always relates to the accomplishment of the intended goal, the target culture takes a crucial importance. Vermeer writes "The Skopos rule thus reads as follows: translate/interpret/speak/write in a way that enables your text/translation to function in the situation in which it is used and with the people who wants to use it and precisely in the way they want it to function"(Vermeer, 1989:20; qtd. And trans.Nord, 1997:29).

II- Text Functions and Equivalence

II-1- Text Function

According to the classification of text types, (Bühler, 1990: 35) drew an organon model, in which representation, expression and appeal are presented as the three basic functions of a linguistic sign, we propose three basic functions of texts which are determined by the author's communicative intention Reiss (2000) and which we have used as a basis for the classification of three different text types. However, it does not make sense to apply Bühler's model of sign functions directly to entire texts. On the one hand, some scholars as Jakobson have identified additional functions, such as the phatic and the poetic function, which seems to operate at a different level; on the other hand, texts are more than (and different from) just the sum of individual signs. What is valid for a sign of a lower level, e.g. a word, cannot simply be transferred to signs of a higher level (e.g. a text); similarly, we have to distinguish between word, sentence and text semantics, which have both similar and distinctive features.

In addition, Reiss introduces another type, audio-media type, to cover the rising of translation and separate this kind of translation besides sticking the conventional three based on Bühler's functions of the linguistic sign.

Function is also a term used by Reiss in a more specific sense, it is linked to aspects of genre and text type. The source text can be assigned to a text type and to a genre, in making this assignment, the translator can decide on the hierarchy of postulates which has to be observed during target text production (Reiss and Vermeer, 1991: 196).

Reiss and Vermeer's text typology based on Bühler (1934), includes the informative, the expressive and the operative text types which derive from the descriptive, the expressive and

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the appellative functions of language respectively. Such a typology is helpful mainly where functional constancy is required between source and target texts. However, both Vermeer (1989) and Reiss (1988) have expressed reservations about the role of genre: the source text does not determine the genre of the target text, nor does the genre determine the form of the target text, indeed, the skopos of the translation that determines the appropriate genre for a translation, and the genre is a consequence of the skopos and then a secondary to it (Vermeer 1989a: 187).

II-2- Equivalence

Past theories of Translation Studies typically aimed to translate literary texts and worked on the presupposition that the source texts and the target texts would share the same functions or purposes. These translation approaches consider two qualities - ‘equivalence’ and ‘faithfulness’. According to them, equivalence is defined as: a static, result-oriented concept describing a relationship of equal communicative value between two texts or, on lower ranks, between words, phrases, sentences, syntactic structures and so on.

Translation leads from a source-language text to a target-language text which is as close an equivalent as possible and presupposes an understanding of the content and style of the original. (Wilss 1977:70).

Equivalence-based linguistic approaches focused on the source text, the features of which had to be preserved in the target text. This is a normative statement. It declares any target text that is not equivalent (“as far as possible”) to the corresponding source text to be a nontranslation.

Many theorists still adhere to this view, although some have had to recognize that there may be cases of non-equivalence in translation caused by the pragmatic differences between source and target cultures. We can see this in some of Koller’s more recent work:

Ad-hoc cases of adaptation have to be regarded as text-producing elements in the translation process; they may be appropriate, or even inevitable, in order to make the translation reach its audience, i.e. from the point of view of pragmatic equivalence. (Koller, 1992:235)

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For Koller, such adaptations do not mean that the requirement of equivalence between the source and target texts has been abandoned. The equivalence approach lacks consistency: some scholars praise literalism as the optimum procedure in translation (Newmark 1984/85:16); others, such as Koller, allow a certain number of adaptive procedures, paraphrases or other non-literal procedures in specific cases.

With the more pragmatic reorientation at the beginning of the 1970s, the focus shifted from the word or phrase to the text as a unit of translation, but the fundamental linguistic trend was not broken. The theorists of equivalence tend to accept non-literal translation procedures more readily in the translation of pragmatic texts (instructions for use, advertisements) than in literary translation.

Different or even contradictory standards for the selection of transfer procedures are thus set up for different text-types. This makes the equivalence approach rather confusing. Summing up the theorizing of translation over the centuries, Kelly states:

A translator moulds his image of translation by the function he assigns to language ... Thus those who translate merely for objective information have defined translation differently from those for whom the source text has a life of its own. (Kelly, 1979:4)

Although still firmly within equivalence-based theory, (Reiss, 1983: 163) makes a distinction between the concept of equivalence used in comparative linguistics (which studies languages or language system) and the notion of textual equivalence used in translation studies (which focuses on parole or speech acts).

Taking equivalence as her basis, Reiss develops a model of translation criticism based on the functional relationship between source and target texts. According to Reiss, the ideal translation would be one

in which the aim in the target language is equivalence as regards the conceptual content, linguistic form and communicative function of a source-language text. (Reiss, 1989:112)

Her objective approach to translation criticism (cf. Nord, 1996) thus accounts for certain exceptions from the equivalence requirement. These exceptions are due to the specifications

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of what we will be referring to as the ‘translation brief’. One exception is when the target text is intended to achieve a purpose or function other than that of the original. A further exception is when the target text addresses an audience different from the intended readership of the original. In such the functional perspective takes precedence over the normal standards of equivalence. The translation critic can no longer rely on features derived from source-text analysis but has to judge whether the target text is functional in terms of the translation context.

In Reiss and Vermeer (1984), Katharina Reiss presents her idea of correlating text type and translation method as a ‘specific theory’ to be fitted into the framework of Vermeer’s general theory of translation. Since functional equivalence is no longer regarded as the normal aim of, the analysis of text types can no longer provide the decisive criteria for methodological choices.

In skopos theory; equivalence means adequacy to a skopos that requires that the target text serve the same communicative function or functions as the source text, thus preserving invariance of function between source and target text (cf. Reiss and Vermeer 1984:140). For Reiss, the generic concept is adequacy, not equivalence. For her equivalence may be one possible aim when translating but it is not held to be a translation principle. The concept of equivalence then, is reduced to functional equivalence on the text level of what Reiss refers to as “communicative translation” (Reiss, 1989: 166).

III- Purpose Principle and Public expectations

III-1- Purpose Principle

Skopos theory is closely related to the importance of translation purposes which is always oriented to the target readers, especially their response. The difference in focus here is that the ST is the point of departure and the skopos refers to knowing why a ST is to be translated and what the function of the TT will be. Skopos theory focuses on the purpose of the translation, which determines the methods and strategies of translating, which are employed to produce functionally adequate result (Munday, 2001: 79).

An additional consideration is the purpose for which the translation is intended. Particularly in the case of culture-bound texts, the degree of intervention by the translator will

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often depend on consumers and their needs. This matter is not to be underestimated and may in certain cases even override ST communicative intentions.

We can distinguish between three possible kinds of purpose in the field of translation: the general purpose aimed at by the translator in the translation process, the communicative purpose aimed at by the target text in the target situation, and the purpose aimed at by a particular translation strategy or procedure (Vermeer, 1989a, p.100, cited in Nord 2001). Nevertheless, the term Skopos usually refers to the purpose of the target text. The translator offers this new audience a target text whose composition is guided by the translator's assumptions about their need, expectations, previous knowledge, and so on.

III-2- Public Expectations

The intended target-text receiver is the addressee of the translation and is thus a decisive factor in the production of the target text (Holz-Mänttari 1984:111). The target-text receiver should be part of the translation brief. We may make a distinction between addressee and receiver. The addressee is the prospective receiver seen from the text producer's standpoint; the receiver is the person, group or institution that actually reads or listens to the text after it has been produced.

As it is pointed out in Reiss and Vermeer (1984:101), information about the target-text addressee (with regard to sociocultural background, expectations, sensitivity or world knowledge) is of crucial importance for the translator, who should insist on receiving as many details as possible from the commissioner (Nord, 1991:9) because the public is cosmopolitan so expectations are not the same from one person to another. Everyone is seeking to achieve his/her targets as looking for: distraction, knowledge, culture, new technologies, literature, politics, business, etc by taking into consideration the audience to whom the translation is destined (child, elder person, a boss, a man, a woman, ...) each one claims something different from another. All of them compose the targeted public and the translation should be adapted to their expectations. So, it is up to the translator to choose or find an appropriate way to satisfy them.

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IV- Translating Persuasive Text

Before composing a text, an author will choose one of the basic communicative forms, which are probably common to all culture communities and which is why text types may be described as universal phenomena.

These basic communicative types can be described as follows:

If an author wants the information offer to convey content, i.e. if the text has been composed with the intention of passing on news, knowledge, views, etc. The author's purpose, in this style of writing, is to inform or explain the subject to the reader without giving opinions. He gives information, explains in a detailed way usually in a logical order and sequence. It includes definitions, instructions, directions, and other basic comparisons and clarifications. Here we speak of an informative or expository text type. If the author wants the information offer to convey artistically organized content, consciously verbalizing the content according to aesthetic criteria, we speak of an expressive text type. If an author wants the information offer to convey persuasively organized content in order to encourage the recipient to act in accordance with the intentions of the text sender, which can be assigned to the appellative function of language, we speak of an operative or persuasive text type. In other words: these types are 'encoded' at different levels. The first one is encoded at the level of content; the second, at the level of content and aesthetic organization; whereas the third is encoded at the level of content and persuasion.

To these text types mentioned above, we add narrative and descriptive text writings. In the former, the author tells a story from a defined point of view, there is feeling as well as sensory details provided to get the reader involved in the story. The story could be fact or fiction, while in the latter, he uses the five senses to paint a picture for the reader. This writing incorporates imagery and specific details. The author visualizes what s/he sees, hears, tastes, smells and feels.

These text types do not always occur in a pure form. Sometimes, texts pursue two or more intentions or (longer) texts that include sections or paragraphs belonging to different text types. This is called a hybrid form. It combines two types in general for example: in the final speech of a defence lawyer in court, who wants to obtain the least heavy sentence or even an acquittal for the accused. Its dominating function classifies the speech as a text of the operative type, which requires appellative language and persuasive strategies of verbalization.

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However, such a speech will usually also include passages describing the situation in a purely informative way.

Persuasive writing is a type of writing style where the purpose is to influence someone into believing or doing something. As the word “persuasive” suggests – your goal is to persuade someone’s actions or thoughts to align with your own goals as the writer.

Persuasive writing’s main purpose is to convince. Unlike expository, narrative or even descriptive writings, persuasive writing contains the opinions and biases of the author. The author takes a stand or a position FOR or AGAINST an issue and attempts to influence and convince the reader to agree with his point of view, believe, do, or at least consider changing an opinion about something and also should attempt to make an emotional connection to the desired audience as well. Persuasive is equipped with reasons, arguments, and justifications. It often asks for readers to do something about the situation (this is called a call-to-action).

- **Here are some tips for writing persuasively and successfully:**

- Include information, data, and facts to back up your argument.
- Cite your sources and give readers access to additional information.
- Appeal to your readers on an emotional level – how will siding with your opinion connect with them and make them feel?
- Take into consideration your reader’s needs, wants, and desires and how your message will help your reader achieve these. (<https://owlcation.com> retrieved on September 15th, 2019 at 22h:42)

The above listed points have to be applied on the following types of writing which are persuasive writing: Editorial & opinion pieces in newspapers, magazines and reviews (of books, movie, music, etc), essays on a specific belief or topic, letters written to request an action or file a complaint, advertisements and commercials (Convincing someone to buy something), copywriting, company and awareness campaigns brochures, business proposals, political speeches, affiliate marketing pitches, cover letters.

According to K. Reiss, the appropriate method of translating an operative text is the adaptive method in which all means are taken to achieve equivalent effect, i.e. satisfying and persuading the target audience. The target text therefore should focus on this appellative focus

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to elicit the desired response. The language dimension is dialogic, as evident in the source target also.

V- What should a translator do to render the persuasive text from one language to another?

The translator should respect the translation brief, the will and the desire of the commissioner. He is commissioned and is loyal to his client as he must be visible too. A client needs a text for a particular purpose and calls upon the translator for a translation, thus acting as the initiator of the translation process (Nord, 1997:30). The initiator is the person who initiates the process of translation because he wants the Source Text (ST) to be translated. The purpose of such translation is to know what to do, the time span specified for the whole work, the quality of the work and so on. In an ideal case which is suggested by Nord (ibid), the client would give as many details as possible about the purpose, explaining the addressees, time, place, occasion and medium of the intended for a given text. This information would constitute an explicit translation brief. This information is important as it is needed by the translator to accomplish his/her task. A translator receives the basic information and instructions. The commissions which are represented by the brief, specify the goal or purpose of a piece of translation. In sort, the Skopos of translating a given text is decided by the client and translator.

Then the translator has the right to choose whether to be free or faithful to the source text according to the brief given to him. "Translators may choose to be faithful to the source text's spirit, or they may choose a word-for-word strategy, or they may add, delete, or change information as they see fit depending upon the cultural conditions and the needs of the audience/consumer"(Gentzler, 2001:71). They are also aware of the fact that the norms of the target language will not necessarily go in line with those of the source language. That is why a kind of accommodation (adjustment) in the target text is needed so as to arrive at a solution for the problem (Backer, 1992: 243).

In persuasive texts both content and form are subordinate to the extralinguistic effect that the text is designed to achieve. The translating of operative texts into operative texts should be guided by the overall aim of bringing about the same reaction in the audience, although this might involve changing the content or stylistic features of the original. What the translator does is to offer another kind of information in another form.

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The Skopos of a particular translation task may require a 'free' or 'faithful' translation. Making a decision depends on the purpose for which the translation is intended. Christiane Nord summarizes the Skopos rule as "the ends justify the means" (1997:29). Without insisting upon one perfect translation as a goal, or on any one particular strategy, functionalists pragmatically ask only that translators strive for optimal solutions within actual existing conditions. Accordingly, the role of translators is essential especially in making the purpose of translating a text clear. Translators are in a position to produce a text that is meaningful to target culture receivers. However, skopos theory and functionalism give the translator more freedom and simultaneously more responsibility.

It is up to the translator as an expert to decide what is the role of the source text in translation action, and the source text is just one constituent of the commission given to him. He is required to act consciously in accordance with the skopos, he should know what point of translation is and that it has some goals but any given goal is only one among many possible goals.

VI- Semiotics and Translation

Semiotics is a study of signs. This sign as well is anything that can be interpreted. It must be physically and mentally perceptible. Language is only one of many systems of signs

For the purpose of translating persuasive advertisements and sensitizing , the various signs, their meaning and significance as well as their intertextual relationships (text and context) have to be examined in order to establish their significance and their role when translated into another language and culture.

Theories of the two most prominent leaders in the field, De Saussure and Peirce, will be discussed in light of their relevance to translation theory and the transfer of cultural elements.

De Saussure was language-oriented, thereby subordinating the nonverbal to the verbal, whereas Pierce gave equal epistemological status to verbal and nonverbal signs and sign systems.

In order to establish the role of semiotics in translation, one has to look at the concepts of (1) translation, and (2) semiotics. Translation addresses aspects of communication and is

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concerned with the use, interpretation and manipulation of messages, that is of signs; semiotics does exactly the same (Gorlée 1994: 11).

In the past, translation was based mainly on the linguistic aspects in advertisements, but now the semiotic aspects of a discourse such as advertising and sensitizing should be incorporated to make cultural transfer possible. The substitution is not done or transmitted at random in the target language, but the use of symbols in the target language will create the same effect and have the same impact and meaning on the target receivers as they had on the source receivers. Semiotics studies the production, transmission, exchange and interpretation of messages consisting in one or more signs.

VI-1- Semiotic basis for translation

The use of semiotics in the translation of persuasive advertisements should be because translation is not only language-based but sign-based: it deals with the transference of signs systems: verbal and nonverbal. Since, even words represent signs, because they can generate meaning. This view was supported Gorlée:

Point of departure of semiotic linguistics is the Saussure-based claim that all language is a system, a coherent semiotic structure, and that consequently, all text can be described and analyzed semiotically. (Gorlée, 1994: 13)

VI-2- Translation theory and semiotics

VI-2-1-Translation of signs

Jakobson (cited in Toury 1980:14) states that the meaning of any linguistic sign is its translation into an alternative sign "in which it is more fully developed".

A verbal sign can be interpreted in three different ways: it can be translated into other signs of the same language, into another language, or into another, verbal system of symbols.

These three kinds of translation are also called:

VI-2-2- Intralingual translation or rewording

This is an interpretation of the verbal signs by means of other signs of the same language. One could say similes are used.

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VI-2-3- Interlingual translation or translation proper

This is an interpretation of verbal signs by means of another language.

VI-2-4- Intersemiotic translation or transmutation

This is an interpretation of the verbal signs by means of signs of nonverbal systems.

In the case of translating persuasive advertisements, interlingual and intersemiotic translation methods will be used. This means that the advertisement and sensitizing will have to be translated into another language and culture by means of language, which creates its own signs and nonverbal signs in the target text.

Incorporating semiotics in sensitizing translation has been made to transmit a message via signs, which generates certain meanings in the source language and culture to achieve a certain effect or goal; the relationships between the different signs are unique and cannot be identically reproduced during the translation process.

After giving Skopos definition and origin, we emphasized on function and equivalence of this theory then, we stressed on purpose principle and public expectation as the most important elements on which this theory is structured. In addition, the persuasive text and what should the translator do in order to accomplish his/her mission. We conclude this chapter with the semiotic approach and its role in translation.

The third and the last chapter will be the practical part where the selected associations extracts will be commented and analyzed.

Chapter III: Commented Translation of the Selected Associations Extracts

This last chapter represents the practical part of our dissertation. In it, we will comment our translation by adopting Skopos theory and the translation techniques to translate awareness campaigns text and flyers taken from the two Algerian associations El Amel and El Fedjr focused on awareness against breast cancer.

We will present the corpus which is about awareness campaigns originally written in Arabic then translated into English. After that, we will present the history of the two associations and objectives. Then, we will justify and comment our translation.

III- 1- Presentation of the corpus

The corpus that we chose is as mentioned above about the two Algerian associations El Amel and El Fedjr awareness campaigns books entitled:

"سرطان الثدي"، "100 سؤال و جواب حول سرطان الثدي" and their different flyers. The associations aims are to sensitize, advise and inform all people in general and women in particular of all ages from different regions, cultures and even religions and no matter of their social statue (rich or poor), all women are concerned.

Before starting our comments , we will first give the history and the main objectives of the two associations.

III-1-1- El Amel Association

3,rue BOUZNAD Salem, Place du 1er Mai-Alger, Tel/Fax: 021 23 82 37?e-mail:elamelcpmc@yahoo.fr, N° Compte CPA Hassiba Benbouali 116 418 11265 1/14

CCP N° 359398 clè 25 / www.elamel-cpmc.com

El-Amel Association for helping cancer patients was established on March,1994 by the workers and the staff of the National Cancer Center Pierre Marie Curie in order to help patients with this malignant disease, especially the destitute ones .

They seek to provide psychological and social support to cancer patients in general and breast cancer patients in particular, with the aim of helping patients cope with their condition and accept the medical treatment.

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El Amel association's role is to help all patients with cancer coming from different places to the Pierre Marie Curie Center for treatment. Their help is based on the following fields:

1- Medications

The association office is equipped with a pharmacy that contains the various medications that the cancer patients need during their treatment.

2- Transportation expenses

Pierre Marie Curie Center is the national center for fighting against cancer. So that patients come from different places of Algeria for their treatment. It is difficult for the destitute ones to come, some of them give up. For this reason, the association provides financial assistance to facilitate the mobility of patients to continue their treatment.

3- Radiology

El-Amel association helps the needy patients to perform radiology that is not available in the center to accomplish their treatments.

Patients Accommodation

The association hosts and covers all the patients expenses coming from the other places to the center for treatment in Dar El Amel () equipped to provide patients with comfort and rehabilitation atmosphere.

4- Patients and Occasions

4-1- In Fast Month

For patients living in Pierre Marie Curie Center, the association organizes special meals in order to create a family atmosphere among the patients in this holy month.

4-2- El Mouwlid El Nabaoui (Birth of the Prophet)

The association celebrates the birthday of the Prophet Mohammad with patients, especially children to create a family atmosphere.

Outings and Excursions

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The association organizes outings for Pierre Marie Curie Center patients to the forest or the beach as it organizes also educational outings for children with cancer.

5- The library

El-Amel association is equipped with a library for children with cancer, where there are all kinds of books, games, electronic games, ... and all what helps the child to study. Playing and learning at the same time.

6- Media role for El Amel association

The association organizes seminars and study days on Cancer and its prevention. It makes leaflets and books on cancer which they distribute for people to reduce the spread of this malignant disease. They also do not miss the international scientific dates such as: International Women's Day, where it organizes an information day on media about breast cancer and cervical cancer and how to prevent them.

7- Pink October

It is the international month for fighting against breast cancer, where the association organizes awareness campaigns to reduce its spread.

III-1-2- El Fedjr Association

27, rue Mohamed Felleh, Kouba-Alger, 1rue,Ahmed Zabana, Bt 01- Alger, Tel: 021 28 97 55, Tel/Fax: 023 78 24 36 , e-mail: el-fedjrtbn@gmail.com, site web: www.elfedjr-cancer.dz, CPA N° 4100007326-33

This association is subdivided into different existing committees: Blida, Tizi Ouzou, Mascara, El Oued, Sour ek Ghozlane (Bouira), Oum el Bouaghi, Aokas(Béjaia), Saida, Sidi Bel Abbes, Ain Timouchent, Tipaza, Jijel.

El Fedjr Association helps people with cancer. It was established on January,1989 in a general assembly by a hundred of people met in Pierre and Marie Curie Center.

El Fedjr Association is a humanitarian association, non-profit, governed by the article n° 87-15 of July 21, 1987, modified by the article n° 90-31 of December 04, 1990, approved by the Interior Ministry on September 2nd, 1989 under the n° 47 DRC.

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Its fundamental objective is the moral and material assistance in the different illness phases to fight against cancer; these main objectives are:

- Express the needs of people with cancer and defend their material and moral interests.
- To sensitize public authorities and public opinion on the difficulties faced by patients.
- To help bring a better life quality to people with cancer.
- To help the sick during medical treatment.
- To gather volunteer teams to create solidarity chains in all the national territory.

- **The association's Contribution**

The association daily work is to mitigate any inadequacies as it supports the patient's expenses like: imagery (especially scanners and expensive MRI), medical analyzes, expensive medications (metastasized patients and those who have undergone a bone marrow transplant), colostomy bags that are not found in pharmacies which are very expensive and even providing them with transport.

- Appointments in hospitals .
- Home care.
- The payment of direct financial assistance.
- Moral and psychological support in hospitals, within the association and at home.

From 1990 to 2005, the association supported thousands of assistance surgeries that affected about 1,500 poor patients during their treatments and controls. Since 1991, it provided with many small equipments to hospitals: TVs, beds with gallows bowls for children, bedpans, dining tables, air conditioners, Phantom for mammograms, pairs of crutches, wheelchairs, anti-decubitus mattresses, walkers, gallows, two-step stools.

The association appeal is urgent so that actions are undertaken by all those who would like to help these persons with cancer.

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III- 2- Corpus Translation, Comments and Analysis

In the practical part of this dissertation, we will comment and analyze the selected extracts in the current study from the two Algerian associations mentioned above focused on awareness against breast cancer. In addition to Campaign's reasons, this health issue is more sensitive to the cultural, social and health norms which play an important role in determining the kind of strategies and techniques to be used in transferring original texts into another culture.

For translating, we selected flyers and texts to analyze and comment in the current study to identify some strategies in the process of transfer. Here, some of the proposed strategies of translating this type of texts: literal translation, deletion, addition, etc. We based on the text, flyers as logos, slogans and headings, colours and other elements. All these will be discussed in details below.

According to Skopos theory, we opted to foreignisation and internationalization in our translation, the reason why we used and kept the same strategy of communication to transfer the same idea and information to the target audience. The advantage of this approach lies mainly in the fact that breast cancer is generated and widespread all over the world. The illness is the same everywhere. So, we think that this technique is the main strategy for breast cancer awareness campaigns since it focuses on finding ways to protect women to fight against this disease which is wide spreading every year.

Foreignizing the source text enables breast cancer awareness campaigns to appeal to different audiences from different cultures , religions, societies in the world. As translators, to persuade our targeted "Anglo Saxon and English speaker audiences" which differ from ours in some ways, all these crucial factors are taken into consideration while translating the source texts and flyers as well.

Our study of this translation has led to several observations:

1- Main strategies

1-1- Omission

In the flyer "All concerned to fight against Cancer "" كلنا معنيون بمحاربة السرطان ", and relying on the principle set forth by Skopos Theory, we decided to omit this Coran verse:

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Example 1:

بسم الله الرحمن الرحيم

و تعاونوا على البر و التقوى و أفعلوا الخير لعلكم تفلحون

صدق الله العظيم

and the following sentence:

Example 2 :

تقوية الوازع الروحاني فيك كأن تقومي بعمره أو حج

They were omitted because the target audience has not the same believes so it was not worth translating because we consider that they would not be interested in.

Example 3 :

A rash on your nipple وجود قشرة في الحلمة (رأس الثدي)

In this example, we omitted the words between brackets (رأس الثدي) which explains the meaning of a nipple in Arabic. It was not necessary to be done because the word nipple is well known and understood by the target audience. It is used in their daily life. Even in Oxford English dictionary is the same.

1-2-While translating, we focused on meaning and context. The reason why, we referred to *Almaany* medical dictionary several times to translate our corpus.

In our corpus, words were translated differently:

a- Translated literally.

Example1:

بعد تحديد مرحلة الورم و نوعه فإن الطبيب يقترح على المريضة العلاج المناسب.

After determining the stage and type of tumor, the doctor suggests to the patient the appropriate treatment.

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Example 2 :

تشخيص سرطان الثدي دائما صعب القبول

Diagnosing breast cancer is always difficult to accept.

b- Idiomatically Translated in such a way that the contents of the translated text are preserved, but its form is configured by the usual devices and patterns of the target language.

Example:

c- Some other words, phrases or sentences were **freely** translated. This kind of translation occurs where there is only a global correspondence between the textual units of the source text and those of the target text.

Concerning the **medical terminology**, referring to *The Unified Medical Dictionary* we noticed that in the source language, most of the terms were written in words, compound words or phrases to refer to one meaning contrary to what we found in the target language.

Example 1: طب السرطان Oncology

Example 2: العلاج الكيميائي chemotherapy

Example 3 : التصوير الإشعاعي للثدي Mammography

1-3- Equivalence

Example 1 :

لسنا بأمان، عليك تجنب الانتماء No one is immune

To translate this expression, we opted to equivalence to keep the source text meaning because if we translate it word-for- word the meaning will be " we are not safe" and this does not mean the same as the one in the source text.

1-4- Tranliteration

For translating names in our translation, we opted to transliteration and faithful translation. Names were kept the same as they were in the original text for instance: the associations, doctors and places names.

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Example 1:

Concerning the terms 'El Amel and El Fedjr were kept in English to refer exclusively to these two associations mentioned in the source text " the associations names". We avoided using the English equivalent "Hope" for "El Amel" and "Dawn" for "El Fedj" even though, we could really do it since the two words already existed in the target language, but there was the sound and form word transfer. It was our skopos, we wanted to be faithful to the source text and that is to establish these names and keep them in the receiver's mind to remember them.

Example 2:

Doctors names as Salah El Dine DIB, places names as well, as Algeria, Biskra. They are proper names, so we kept them as they were in the original text.

2- The language used in our translation is the language of persuasion as it was used in the source text. Our objective was to appeal triggers emotion and grab mass attention, inform and sensitize people in general and women in particular of all categories as it was done in the source text. The information is not destined for a special audience in a special domain. The language was simple in the sense that it can be understood and grasped quickly by everybody. Appeals may be emotional or rational:

- Rational while talking about breast cancer as a disease.
- Emotional when it affects how we feel for instance while seeing the illustrations, photos used in both associations books and flyers.

2-1-while translating, we were careful and looked out the source language structure which is different from the target one, Arabic sentence structure often starts with a verb contrary to English where it begins with a noun.

Example 1 :

نقوم بالفحص الماموغرافي للبحث عن السرطانيات الصغيرة

A mammographic examination is made to look for small cancer.

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Example 2 :

تسمح الجراحة بنزع الورم و العقد اللمفاوية للإبط

Surgery allows removal of the tumor and lymph nodes of the armpit.

and the word order as the position of adjectives in English is often before the nouns whereas in Arabic is the opposite:

Example 2:

العلاج المناسب The appropriate treatment

الشريان الاصطناعي Artificial Artery

2-2- The most used tense is the present simple and the imperative mode.

- Present simple because breast cancer is an illness, it is a general truth and a real fact. whereas the use of imperative is to make a direct appeal to people, inform and give advice, as it was done in the source text.

Example 1:

ابقي كفيك فوق الكتفين Keep your palms above the shoulders

In sensitizing and preventing people against breast cancer, imperative is used too:

Example:

استشارة الطبيب في حال ظهور أية أعراض مشبوهة

Consult your doctor in case of any suspicious symptoms.

Besides, "Should" as a modal verb is used in our translation. It was not at random and not for a strong obligation but to a weak one to encourage and advise women.

Example :

يجب أن تبدأ التمارين لاستعادة حركة الذراع حالما تشعرين بأنك قادرة على القيام بهذه التمارين.

You **should** start exercising to regain arm movement as soon as you feel able to do them.

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2-3-Generally speaking, adjectives function is describing and identifying words. They are used in our translation as they were in the source text. We noticed that they are also very useful in this kind of translation, they enable these campaigns to convince and sensitize people which will cause them to interest in the subject by choosing the right and important adjectives to make it more explicit.

3- Literal Translation

In our translation, we also opted to direct and literal translation.

- Direct like the medications names

Example 1:

A أدريامسين Adriamcine A

Example 2 :

C سيكسوفوسفاميد Cyclophosphamide C

- Literal to be accurate and because our objective is to inform and sensitize the target audience by taking into account and respecting the target language structure, syntax and grammar.

Example 1 :

بعد تحديد مرحلة الورم و نوعه فإن الطبيب يقترح على المريضة العلاج المناسب.

After determining the stage and type of tumor, the doctor suggests to the patient the appropriate treatment.

Example 2 :

إن السرطان مرض معقد ولا يمكن لطبيب أن يعالجه بمفرده

Cancer is a complex disease that cannot be treated by only one doctor.

In the two previous examples, we translated literally. The literal meaning of the words are taken as if from a dictionary, the message is clear and well transmitted without any

Chapter III: Commented Translation of the Selected Associations Extracts

difficulty or ambiguity , the target language structure and grammar are respected. Here both sentences in both languages start with a noun.

Semiotic Dimension

The goal of semiotics in such translation is, ultimately, to unmask the arrays of hidden meanings in the written message, which form can be called signification systems: The signifier is described as the physical form of a sign which can be touched, seen, heard, smelt, or tasted, while the signified is the mental concept of the sign.

Awareness campaigns are designed with a specific communication theory in mind and that the message cannot be substantially different from the original than the translated one. It was easier to build on an existing concept than to start from scratch.

1- Flyers can be interpreted at two levels: **Surface** which is denotative and **Underlying** which is connotative. The former involves the use of specific types of signs in a highly creative manner to create a personality for the topic concerned or the product (images, colours, words, repeating stories...). The latter is the level where the concealed meaning of the text lies.

2-In our translation, breast cancer **logo and icon** are retained because they are a global correspondence between the source text audience and the target one. It is universal. the message is denotative. Non-verbal and verbal signs, is highly influenced by both cultures. The former refers to the physical form of a sign (image) and the latter to the mental concept. Everybody sees it reminds breast cancer. It is the arbitrary signifier and signified relationship of De Saussure, to make up the sign (the smallest unit of meaning).

Concerning the associations logos are kept. They are always present in all print flyers: in books, magazines and leaflets. Our first objective is to be faithful to the source text and to the associations as well. Their logos are their identification. It is most often the element through which the associations are remembered.

3-In the flyers, **slogans** are brief, informative, memorable and strongly related to sensitize people for fighting against breast cancer. Their role is to attract the attention of readers. It is often a brief sentence or expression that enables to say in very few words what intends to achieve. A slogan is the campaigns signature.

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Example 1 :

لنكافح معا ضد سرطان الثدي Fighting together against breast cancer.

Example 2 :

شارك بقوة في هذه الحملة Take part strongly in this campaign.

إنقاذ حياة = إنقاذ عائلة Saving a life = saving a family.

4-Besides, **images and photos** remain the same as they were first conceived in the source text, they don't change. The language of awareness campaigns is often complemented by images.

Images play an important role because they often speak louder than words and they attract the attention of people. Images evoke situations and realities in our lives. Campaigners and translators therefore need to find images that are suitable for the settings in which the flyers are launched. Pictures alone are not sufficient to achieve objectives, but also language. Both of them are important and complementary.

Images, in our translation, were kept visuals. This is a difficult strategy, by placing signs together, we kept the same image to reinforce what is written in the text, or implicitly could not be expressed in words. However images are not separated from the text, alone they have the capacity to carry many meanings so, a text is necessarily used and added to make messages explicit.

The most important visual device is the image. People in general look at the picture before any other part, the written message, therefore must be attention-grabbing.

In addition to the image, a number of other visual devices, are added such as layout, typography, the shape and the use of colours.

5- Colors play an important role in persuasion because they affect the way people perceive the meaning. They have many and different connotations to carry a meaning. They are also symbols and have physical effects which portray different ideas and meanings. As translators, we took all these notions into consideration in order to produce an effective translation.

While translating, we gave much importance to the colours used by both associations, the reason why we kept flyers images and colours as they were in the source text. The ones

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used symbolizes a meaning i.e the colours were not used at random but to attract attention and communicate messages.

These colours connotations are as follows:

Blue symbolizes trust, loyalty, wisdom, confidence faith and truth.

Yellow: Visibility, cautionary, happy, sunny, bright,youthand freedom

White: Clean, pure, elegant, freedom.

Pink: Femininity, love, love of oneself and of others, friendship, affection, inner peace, hope and health.

The colours used by the two associations source texts and flyers are kept the same after looking for their meaning in both cultures. We noticed that they imply the same meaning.

The pink colour is the most used and viewed in our corpus's flyers. Today it becomes the colour of hope and health especially pink ribbons. It is a strong symbol of breast cancer awareness and fight to find a cure against the disease. It is used all around the globe, bringing emphasis to the cause across countries, cultures and languages. These ribbons became popular as a symbol of support in the 1990s.

It is worth noting that the first breast cancer ribbon was not actually pink. It was a light peach color. In 1991 Charlotte Haley was a grassroots activist and breast cancer survivor that was trying to raise awareness about the lack of federal funding for cancer prevention.

When you consider the emotional and mental affect that pink has, it is quite understandable why it was chosen to be the color of breast cancer awareness. The pink color represents: Femininity, childhood, fun, sweetness, stress relieving, love, hope and health. Pastel pink like the color used in the breast cancer awareness ribbon is also thought to be health giving.

6- For shape and layout, note that, we preserved the overall image pattern, the front and the background color, there is no alteration in the image content, size, position, font and / or writing. Since it does not have any meaning that contradicts the values of the receiver.

Different font sizes are used according to the importance of the information as they were used in the original text. The choice of words also was taken into consideration.

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7- Breast chest Nudity photographs are kept as they were in the source text because we really know that the target receiver will not be shocked and they will be accepted easily. First, because it deals with a medical issue (illness), second, it is an open-minded audience.

8- The titles are highlighted to attract readers, it was the two associations skopos and ours too to sensitize a great number of people. The slight difference is in the language structure, in Arabic, there is no capitalization so the titles are written in the same way with the same size. They are highlighted, written in bold with a bigger character. Whereas in English, capitalization exists. so while translating, it was taken into consideration then for the other elements are kept as they were used in the original texts.

9- A flyer needs to be “readable”, because if it is long-winded, the reader may lose interest in the message . so **simple and short sentences** are required. English as a language favors the use of short sentences. This was favorable for these kind of translation.

Furthermore, in our translation, we draw a number of interesting conclusions about the linguistic categories (clauses, verbal groups, nominal groups, words and compounds, cohesion and vocabulary), for example the high frequency of imperative clauses and the predominance of the adjectives. Besides, while translating **numbers**, we focused on the English way of saying numbers. As in the flyer on "All Concerned to Fight against Cancer"

Example 1 :

In Arabic: مليون 1.38 and in English: 1,38 million.

10- In our corpus, **symbols** are not neglected, they are of great importance. Additionally, for persuasion to be achieved, symbols should attract people. However, the ones used on logos remain unchanged because it is the identity of the associations from which they are recognized. For all these reasons and for their importance, we kept them as they were in the source text of the two associations and it is our skopos too.

- The use of birds in both associations logos:

Example 1 :

A flying white dove in El Amel association symbolizes love, prosperity, harmony and partnership, seeing it flying refers to positive things . The fly symbolizes that by being

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determined, victory will be resulted even in difficult moments. This is a message for breast cancer patients to be strong and resist against the disease eventhough it is really hard to overstress the pain and be optimistic.

Example 2 :

The use of two swallow birds in El Fedjr association is associated with love, loyalty, peace and full of hope.

Example 3 :

The use of a daisy flower in the same association's logo refers in general to purity, innocence and patience. A daisy means" I share your feelings".

The two swallows bring this flower to give it to women with breast cancer, to support them, to let them feel that they are not alone to fight against this illness.

In this chapter, we introduced the two associations and defined the corpus then commented and justified our translation. In the end, we conclude by saying that the chosen theory is the appropriate one to our translation.

General Conclusion

The aim of this study was to discuss the translation of awareness campaigns flyers and texts based on awareness against breast cancer. In our introduction, we said we would mainly focus on the issue of informing, sensitizing and persuading the target audience. Our aim was to identify the different translation strategies used by us as translators in order to convince the reader.

Our dissertation is an attempt to explain medical flyers and texts, which we analyzed and commented using the translation techniques and the language skills that we learned in our academic years at the university.

Our translation was based on Skopos theory which is the core of the functionalist translation theory. We focused on the purpose of the flyers and texts in the source and the target settings and on the identification of the translation strategies used as literal translation, omission, addition and semiotics (image, logo, slogan, icon, colours,...) and language structure as well.

When source and target languages belong to different language families, as translators, we focused on meaning to render it as closely as possible to the original.

Eventually, our study has answered the questions of our research problem. The confirmed hypotheses set in the general introduction are:

- Among the main theories to translate awareness campaigns flyers and texts, the translator should focus on functional approaches, introducing Vermeer's Skopos and Reiss's theory of text types, functional and lexical equivalence with relevant strategies as literal translation, omission, addition and semiotics.
- The relevance of semiotic analysis and symbolism in the translation of this type of translation is, ultimately, to unmask the hidden meanings. It enables translators to understand the message that is conveyed through the use of just few words and images.

Whereas the infirmed one is :

- Medical translation does not require specific techniques, but the translator must be careful to communicate the specific knowledge correctly.

General Conclusion

The procedures and translation solutions that enable the translator to translate the terms, phrases and exceptional formulas from the different flyers, books of the two associations from Arabic into English are the use of dictionaries (the general and the specialized ones).

Overall, this study has been conducted to prove that scientific and medical translations are important genres of translation nowadays. The reason why we recommend future students to work on this domain on others aspects which have not been explored such as: the awareness campaigns use for websites, television and radio to inform and sensitize people by using different translation techniques.

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English / Arabic Glossary

A	
Areola	الهالة
Arm Swelling	انتفاخ الذراع
Armpit	الإبط
B	
Breast Implants	مجسمات الثدي
C	
Canals	القنوات
Chemotherapy	العلاج الكيميائي
D	
Ductal Adenocarcinoma	الورم القناتي
Ducts	قنوات الحليب
E	
Estrogen	الإستروجين

G	
Gland	الكتلة الغدية
H	
Hormonal Receptors	المستقبلات الهرمونية
Hormone Therapy	العلاج الهرموني
I	
Implantable Chamber	شريان اصطناعي يوضع تحت اجلد من طرف الجراح
In Situ	موضعيًا
L	
Lobular Adenocarcinoma	الورم الحويصلي
Lobule	غدة الثدي
Lumpectomy	إزالة الغدد اللمفاوية فقط
Lymph nodes	الغدد اللمفاوية
Lymphatic Fluid	السائل اللمفاوي
Lymphatic Vessels	أوعية لمفاوية

M	
Malignant Tumors	الأورام الخبيثة
Mastectomy	إزالة الثدي كاملاً
Metastasis	انتشار
P	
Plastic Surgery	الجراحة الترميمية
Progesterone	البروجيستيرون
R	
Radiotherapy	العلاج الإشعاعي
S	
Stroma	دهون
T	
Targeted Treatment	العلاجات المصوبة
Thoracic Wall	جدار الصدر الأمامي
Tumor	الورم
U	
Uterine Cancer	سرطان الرحم

Arabic / English Glossary

أ	
Surgical Reconstruction of the Breast	إعادة ترفيع جراحية
Side Effects	أعراض جانبية
Blood Vessels	أوعية دموية
ت	
Osteoporosis	ترقق العظام
Diagnosing	تشخيص
Mammography	تصوير إشعاعي
Mouth Ulcers	تقرحات في الفم
Vomiting	تقيؤ
ج	
Vaginal Dryness	جفاف المهبل
External Breast Prostheses	جهاز تبديل للثدي الخارجي
ح	
Pills	حبوب منع الحمل

Intravenous Injection	حقن وريدية
Campaign	حملة
خ	
Cancer Cells	خلايا سرطانية
ض	
Blood Pressure	ضغط الدم
ط	
Oncologist	طبيب مختص في مرض السرطان
ع	
Heart Muscle	عضلة القلب
Jaw bone	عظم الفك
Recurrence	عودة المرض
Blood Sampling	عينات الدم
غ	
Nausea	غثيان
ك	
Detection	كشف

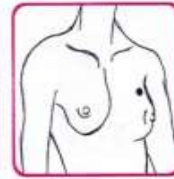
Early Diagnosis	كشف مبكر
ن	
Bleeding	نزيف
Bladder Bleeding	نزيف المثانة
هـ	
Contraceptive Pills	هرمونات البديلة
و	
Mobile Unit	وحدة متنقلة



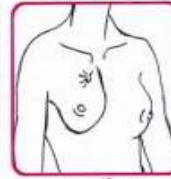
فكري في اللمس الذاتي



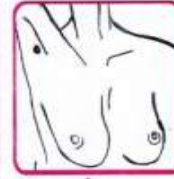
وجود قشرة في الحلمة
(رأس الثدي)



ورم أو إحمرار



وجود مظاهر لا تتأهل
الثديين



وجود عقد أو ورم
تحت الإبط



27, rue Mohamed Fellah, Kouba - Alger
Tél./Fax: 823 78 24 36 / C.P.A.N° : 4100007326-33
Site web : WWW.elfedjr-cancer.dz E-mail : elfedjrbel@gmail.com



Think about Self-touch



A dandruff in the nipple



Tumor or redness



a gland or tumor under
the armpit



Asymmetrical breasts
manifestations



27, rue Mohamed Fellah, Kouba - Alger
Tél./Fax: 823 78 24 36 / C.P.A.N° : 4100007326-33
Site web : WWW.elfedjr-cancer.dz E-mail : elfedjrbel@gmail.com

كيف تقين نفسك من سرطان الثدي ؟

سرطان الثدي مرض فتاك، يأتي بطريقة فجائية وعلاجه ثقيل، وقد أصبح أول سرطان يصيب المرأة في الجزائر وفي العالم. 90 % من المصابين بالسرطان لم تكن لهم سوابق مماثلة في العائلة (في الواقع سوى 06 إلى 10 % من الحالات مصدرها عائلي)

ما هي أحسن الطرق للوقاية ؟

- 1 فحص الثدي باللمس الذاتي مرة في الشهر
- 2 تفادي السمينة
- 3 التغذية المتنوعة و المتوازنة (تفادي تناول الدسم)
- 4 أكل الخضر و الفواكه
- 5 تفضيل السمك على اللحوم الحمراء
- 6 ممارسة الرياضة (مثل : المشي نصف ساعة في اليوم)

7 احرصى على تفادي التوتر بتخصيص أوقات للتسلية

8 اختيار وسائل منع الحمل المناسبة مع الفحص الطبي المتواصل

9 استشارة الطبيب في حال ظهور أية أعراض مشبوهة

10 الابتعاد عن التدخين و شرب الخمر

بعض المخاطر تكون فردية و يجب إعطائها اهتماما خاصا :

- * سرطان الثدي عند الأم و أختها
- * مخاطر هرمونية فردية مثل البلوغ المبكر (12 سنة) أو حالة اليأس المتأخر (55 سنة)
- * الأمومة المتأخرة (بعد 30 سنة) أو عدم الإنجاب
- * إصابة القفص الصدري
- * إصابة المبيض

HOW TO PROTECT YOURSELF

FROM

BREAST CANCER?

Breast cancer is a deadly disease that comes suddenly with heavy treatment. It has become the first cancer that affects women in Algeria and the world.

90% of Women with cancer had no family origin (in fact, only 6 to 10%).

1- self-touch breast examination once a month.

2- Avoid obesity.

3- Diversified and balanced nutrition (avoiding fat intake).

4- Eat fruit and vegetables.

5- Fish preference over red meat.

6- Practice sport : Walking half an hour a day.

7- Avoid anxiety and allocate time for entertainment.

8- Choose appropriate contraceptives with ongoing medical examination.

9- Consult your doctor in case of any suspicious symptoms.

10- Stay away from smoking and drinking alcohol.

Some risks are individual, they should be given a special attention:

▲ Individual hormonal risks such as early puberty (12 years) or delayed menopause (55 years).

▲ Late motherhood (after 30 years) or sterility.

▲ Thorax infection.

▲ Ovary infection.

L'auto examen des seins: QUAND & COMMENT?

Examen face à un miroir

Contrôlez vos seins : observez-vous des modifications de la peau ou de la forme de vos seins? Des rétractions ou des enfléments?



1

ضعي يديك على الخصرين

Posez les mains sur les hanches

أمسكي يديك خلف الرأس

Joignez les mains derrière la tête



3

أمسكي يديك خلف الرأس ثم تحركي يميناً وشمالاً

Joignez les mains derrière la tête et tournez-vous à gauche, puis à droite

Examen avec la main

فسي كلياً كل واحد من الثديين بأطراف أصابعك

Palpez complètement chaque sein du bout des doigts



5

يتم الفحص ربعاً ربعاً بحثاً عن ورم

La palpation se fait quadrant par quadrant à la recherche d'une masse

اضغطي على الحلمة بحثاً عن أي سريان

Exercer une pression sur le mamelon à la recherche d'un écoulement



7

اضغطي بأصابعك على الإبط الأيمن ثم الأيسر بحثاً عن عقد

Palpez l'aisselle droite puis la gauche à la recherche de ganglions



Breast Self-exam; When and How

Exam behind a mirror



1

Put your hands on the hips.



2

Raise your arms and put your hands behind your head



3

Put your hands behind your head then move right and left



Exam by hand

Palpate completely each breast with the fingertips



5

palpating quadrant by quadrant looking for a tumor

Squeeze the nipple to look for any discharge



7

palpate with your fingers your right armpit then the left



التشخيص المبكر
لسرطان الثدي

كلنا معنيون
محماربة
السرطان

جمعية
"الفجر"

10-2014




Early diagnosis
of the Breast Cancer

ALL
Concerned to Fight
against Cancer

El Fedjr
Association

10-2014




الملامسة الذاتية للثدي



غالباً ما يكشف عن سرطان الثدي في مرحلة متقدمة و أحياناً في مرحلة إنتشار الورم.
و يعد الفحص الذاتي للثدين خطوة هامة للكشف المبكر.
و يتمثل في:

- التفتيش
- الملامسة الذاتية

تقوم المرأة نفسها بالفحص الذاتي بعد كل دورة شهرية (اليوم الأخير للعادة الشهرية).
وفي مرحلة سن اليأس على المرأة أن تختار يوماً في الشهر (اليوم الأول أو العاشر من الشهر).

التفتيش :

على المرأة أن تكون واقفة أمام مرآة و هي عارية الصدر للبحث عن :

- وجود مظاهر لا تماثل الثديين
- وجود إحمرار
- وجود قشرة في الحلمة (رأس الثدي)
- وجود ورم

الملامسة :

تجرى ملامسة الثدي في وضعية التمدد بإستعمال إحدى الطرق الثلاثة الآتية :

Breast Self-touching



It is often detected at an advanced stage and sometimes in a tumor metastasis. Breast self-touching is an important step for early diagnosis. It represented in:

- Inspection
- Self-touching

The woman herself makes self-touching after each menstrual cycle (the last day of the menstrual period).

In menopause, women should choose one day per month (the first or the tenth day of the month).

Inspection

Women should be topless standing in front of a mirror to look for:

- Change in size or shape of the breasts
- Red spots
- Rash on the nipple
- presence of a tumor

Palpation:

Breast palpation is made in the lying position by using one of the following three methods:

طرق الملامسة :

الطرق الثلاثة فعالة مهما كانت الطريقة التي يتم إختيارها، فلا بد أن يكون الهدف هو ملامسة كافة الثدي.

(1) الطريقة الخطية :



هي عبارة عن ضغط الأصابع الثلاثة الوسطى و تحريكها مسطحة على شكل خط عمودي بداية من جوف الإبط حتى بلوغ قاعدة الثدي. تحرك الأصابع قليلا و ببطء إلى أعلى الثدي. تكرر ملامسة الثدي من الأعلى إلى الأسفل لغاية بلوغ الحافة الداخلية للثدي.

(2) الطريقة الدائرية :



هي عبارة عن ضغط الأصابع الثلاثة و تحريكها بصفة دائرية بدءا من الحافة الخارجية للثدي. تكرر العملية بالتقدم بشكل بطيء نحو الحلمة (رأس الثدي).

(3) طريقة الرباعي : (تقسيم الثدي إلى أربعة)



عبارة عن تحريك الأصابع مسطحة بدءا من الحافة الخارجية للثدي للرباعي باتجاه الحلمة، ثم العودة إلى الحافة الخارجية لهذا الرباعي مع تلمس جميع الأرباع.

إنهاء عملية ملامسة الثديين بملامسة جوف الإبطين التي تتم بواسطة الأصابع تكون على شكل كلاب، و الضغط على الجانبين، و عصر الحلمتين (رأس الثدي) للبحث عن إفرازات أو سائل.

و بمجرد ملاحظة أي خلل يجب مراجعة الطبيب بصفة مستعجلة.

هذا الفحص الذاتي لا يستبعد التصوير الشعاعي للثدي (Mammographie) ابتداءا من 40 سنة، و هو يعد ضروري و إلزامي.

Palpation methods:

The three methods are effective no matter which method is chosen, the goal should be to palpate all the breasts.

1- Linear Method:



It consists at pressing the three middle fingers and moving them flat vertically from the cavity of the armpit to the base of the breast.

Move the fingers slightly and slowly to the breast. Repeat breast palpation from the top to the bottom to reach the inner side of the breast.

2- Circular method:



It consists at pressing the three fingers and moving them circularly starting from the outer side of the breast. Repeat the process slowly towards the nipple.

- Quadrant method: (the division of breast into four)



Moving the fingers flat starting from the outer side of the quadrant breast towards the nipple by touching all the quadrant.

Ending the breasts palpation by touching the cavity of the armpits by the fingers are in a recurved form, then press both sides, and the nipples to check for secretions or liquid

As soon as you notice any problem, you should see a doctor urgently.

This self-examination does not exclude mammography (starting from the age of 40). It is necessary and mandatory.

لنا بأمان، عليك تجنب الإلتزام،

في العالم:

- 1,38 مليون امرأة مصابة بسرطان الثدي.
- 468 000 وفيات.

في الجزائر:

- 10 000 حالات جديدة مكتشفة من المصابين ببدء سرطان الثدي في العام.
- 4500 تحت التكفل.
- 3500 حالة وفاة في العام.

بسم الله الرحمن الرحيم :

و تعاونوا على البرّ و التقوى و افعلوا الخير لعلكم تفلحون

صدق الله العظيم

من أجل حياة أفضل للأشخاص المصابين
ببدء السرطان، و من أجل إعادة الأمل ...

أهدافنا:

- 1- يتمثل هدفنا الأساسي في المساعدة المادية و المصحية في مختلف مراحل مكافحة داء السرطان وذلك ب:
 - 1- مساعدة و مساعدة المرضى خلال فترة علاجهم الطبي.
 - 2- مساعدة المرضى لتسهيل علاجهم.
 - 3- القيام بعمليات إعلامية تنوعية الرأي العام حول خطورة هذا المرض و المساهمة في تطوير سياسة التشخيص المبكر للمرض.
 - 4- خلق سلسلة لضمان لتحقيق أعمال الجمعية.
 - 5- المساهمة في التكوين المتواصل للأطباء العامين.
 - 6- المساهمة في إنشاء مركز إستقبال.

27، شارع محمد فلاح، القبة - 16050 - الجزائر.

1، شارع أحمد زبانا، عمارة رقم 1 - الجزائر.

الهاتف/الفاكس 023 78 24 36

البريد الإلكتروني : osos_elfedjr@gmail.com

الموقع الإلكتروني : WWW.elfedjr-cancer.dz

رقم : 26284-14 C.C.P - الجزائر

رقم : 4100007326-33 C.P.A

No one is immune

In the world:

-1,38 million women have breast cancer.

-468,000 deaths

In Algeria:

-10,000 New cases of breast cancer detected per year.

- 4,500 Under sponsorship.

-3,500 Deaths per year

For a better life for people with cancer

Our objectives:

Our primary objective is to provide material and moral assistance in the various stages of fighting cancer by:

- 1- Patients Assistance and support during their medical treatment
- 2- Help patients to facilitate their treatment
- 3- Contribute to developing a real policy of early diagnosis by information and awareness campaigns of public opinion.
- 4- Create a solidarity chain to achieve the work of the Association.
- 5- Contribute to the in-service continuous training of general practitioners.
- 6- Contribute to the establishment of a reception center.

27, rue Mohamed Felleh, Kouba-Alger

1, rue Ahmed Zabana, Bt 01 - Alger

Tel./Fax 023 78 24 36

e-mail: el-fedjtn@gmail.com

Site web: www.elfadjr-cancer.dz

C.P.A N 4100007326-33

هل عمرك أكثر من 40 سنة؟ هل قمت بالتصوير الإشعاعي للثدي؟

ما الفائدة من التصوير الإشعاعي للثدي؟
حاليًا تصاب امرأة من بين كل 10 بسرطان الثدي، وذلك بعد سن 40 سنة. وكثير من هذه الحالات يمكن علاجها إذا تم كشفها في مراحلها الأولى. والتصوير الإشعاعي للثدي هو الذي يمكن من التشخيص المبكر لسرطان الثدي، وإعطاء فرص أوفر للشفاء.

متى نقوم بالتصوير الإشعاعي للثدي؟
يجب القيام بالتصوير الإشعاعي للثدي ابتداءً من سن 40.

ما هي المدة الزمنية بين فحصين إشعاعيين؟
من الضروري إجراء فحص في كل عامين.

كيف يتم التصوير الإشعاعي للثدي؟
لا يمثل هذا الفحص أي خطر أو ألم.
يكشف عن صدر المرأة، ويتم أخذ صور للثديين.
تدوم مدة الفحص حوالي 15 دقيقة.

مادة ما يتبع التصوير الإشعاعي (ماموغرافيا)
بالموج الصوتي (إيكوغرافيا)

Leila 23, 2019 10:21

Are you over 40?

Did you make mammography?

What is the benefit of a mammography?

Currently, one in 10 women develops breast cancer after the age of 40. Many of these cases can be treated if detected earlier. Mammography enables the early diagnosis of breast cancer and gives more chances of recovery.

When do we do a mammography?

Mammography should be done from the age of 40.

What is the interval between two radiological examinations?

This examination is necessary every two years.

How is mammography done?

This test does not present any risk or pain.

It reveals the woman's chest, and breasts radiations are taken.

The examination lasts about 15 minutes.

Mammography is usually followed by an echography.

Leila 23, 2019 10:21

What are the mammography results?

The specialist will read the examination results. Most often the results are normal, everything is fine.

If something abnormal is observed, this does not mean necessarily that it is a breast cancer, but other complementary tests are conducted.

We wait another two years for a new mammogram. But if you notice a change in the appearance of the breast, such as swelling, redness or any liquid, you should see your doctor as soon as possible.

ما هي نتائج التصوير الإشعاعي للثدي؟
يقرأ الطبيب المختص نتائج الفحص. في أغلب الأحيان تكون النتائج عادية، كل شيء على ما يرام.
إذا لوحظ شيء غير عادي فهذا لا يعني بالضرورة أنه يتعلق بسرطان الثدي، إنما تجري فحوصات أخرى مكتملة.

نتنتظر عامين آخرين للقيام بتصوير إشعاعي جديد للثدي. لكن إذا ما لوحظ تغير في مظهر الثدي كانتفاخ أو احمرار أو سيلان يجب زيارة طبيبك في أقرب وقت.

التصوير الإشعاعي ابتداءً من سن 40
مرة كل سنتين

كلما كان التشخيص مبكرًا كلما كانت
فرص الشفاء أكبر

Mammography from the age of 40
every two years.

Whenever the diagnosis is earlier,
the chances for recovery will be greater.

وزارة الصحة و السكان و إصلاح المستشفيات

التشخيص المبكر

لسرطان الثدي
بالوحدة المتنقلة للتشخيص

لنكافح
معا ضد
سرطان الثدي



AstraZeneca

Early diagnosis

Breast cancer

Mobile Unit for Diagnosis

*Fighting
Toaether
against
Breast Cancer*



AstraZeneca

شارك بقوة
في هذه الحملة



انقاذ حياة
=
انقاذ عائلة



جمعية الأمل

لمساعدة المرضى المصابين بمرض السرطان

03 شارع بوزناد سالم مساحة 01 ماي - الجزائر
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صك بريدي رقم 359398 مفتاح 25

Take part strongly
in this campaign



Saving a life
=
saving a family



El-Amel Association
for helping cancer patients

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إنها أول عملية رائدة لتشخيص سرطان الثدي عن طريق الوحدة المتنقلة للتشخيص في الجزائر والتي ستطلق من ولاية بسكرة.

سرطان الثدي مرض خطير يمس النساء وحتى الصغيرات مهن و يمكن الشفاء منه إذا تم الكشف عنه مبكرا .

من أجل التغلب على هذا المرض يجب الوقاية منه، بالمشاركة في حملات التشخيص المبكر الكثير من النساء المعنيات بهذا التشخيص المبكر يقطنن بالمناطق الريفية و المناطق الوعرة بعيدا عن مراكز التشخيص ، و لهذا السبب سعت جمعية الأمل لمساعدة مرضى السرطان و بالتنسيق مع وزارة الصحة و السكان و إصلاح المستشفيات إلى إطلاق أول عملية نموذجية للتشخيص المبكر لسرطان الثدي من ولاية بسكرة برعاية موبيليس و مخابر "روش" .

يشرف على العملية لجنة علمية مكونة من أساتذة مختصين في السرطان يترأسها البروفسور صالح الدين بن ديب .



It is the first pioneering operation to diagnose breast cancer by the mobile diagnostic unit in Algeria. It started from Biskra.

Breast cancer is a serious disease that affects women, even young girls. It can be cured if it is detected early.

In order to overcome this disease it must be prevented by participating in early diagnosis campaigns.

Many of the women involved in this early diagnosis live in rural areas away from diagnostic centers.

For this reason, El Amel Association for cancer patients in coordination with the Ministry of Health, Population and Hospital Reform has launched the first model of early diagnosis of breast cancer from Biskra sponsored by Mobilis and the Roche labs.

The operation is supervised by a scientific committee composed of specialists in cancer, chaired by Professor. Saliheddine BEN DIB.

شاركـن بقوة
في هذه الحملة

Take part strongly
in this campaign

انقاذ حياة = انقاذ عائلة Saving a life = saving a family

مهم جدا أن تتعلم النساء ثقافة التشخيص المبكر دون
انتظار ظهور علامات المرض.

It is very important that women learn
more about early diagnosis without
waiting for signs of disease.

عدة أسئلة تطرح :

Several questions will be asked :

1. ماهو التشخيص المبكر ؟

هو تشخيص مرض ما قبل ظهور أعراضه.

1. What is early diagnosis?

It is the diagnosis of a disease before
the symptoms appearance.

2. ماذا نعني بالوحدة المتنقلة ؟

إنها وحدة تشخيص تحتوي على جهاز مامو غرافي و جهاز
إيكو غرافي و غرفة للفحص الإكلينيكي ، متواجدة كلها
على متن شاحنة ضخمة متنقلة.

2. What does mobile unit mean?

It is a diagnostic unit with a
mammographic device,an echography
and a clinical examination room.

All on a large mobile truck.

3. كيف يتم التشخيص في هذه الوحدة ؟

يتم القيام بالفحص بالأشعة للتدئين معا على أن يتبع - إذا ما
استلزم الأمر بتحليل إيكو غرافي - كما تتم قراءة أولى
لنسخة الظل في الوحدة المتنقلة على أن ترسل بعدها نتائج
التحليل لمركز بيار و ماري كوري بالجزائر العاصمة من
أجل قراءة ثانية.
العملية تكون دورية و تتم كل سنتين.

3. How is the diagnosis made in this unit

A mammogram is made for the breasts.

If necessary,an echography is done.

The first radiation image is read in the mobile
unit.The results are sent to the Pierre Marie
Curie Center in Algiers for a second reading.

The process is periodic and is done
every two years.

4. At what age is the diagnosis made? 4. في أي سن يتم التشخيص؟

From 40 to 69. ابتداء من سن الأربعين حتى سن 69 سنة.

5 - I am less than forty, am I interested in this diagnosis?

5. لم أبلغ بعد سن الأربعين ، فهل أنا معنية بهذا التشخيص؟

لا ، و لكن يجب استشارة الطبيب اذا ظهر أي عرض من الأعراض.

No, you should consult your doctor if any symptoms appear.

6. How much does this diagnosis cost?

6. ما هي تكلفة هذا الكشف؟

هو كشف مجاني .

It is free.

7. How will we know the arrival of this mobile unit?

7. كيف سنعلم بوصول هذه الوحدة المتنقلة؟

عن طريق دعوة شخصية تصلك عبر البريد .

By a personal invitation you receive by mail.

8. Is the diagnosis painful?

8. هل عملية الكشف مؤلمة؟

لا ، و لكن في بعض الأحيان يمكن أن يكون هناك مصير إزعاج مؤلم في نهاية الكشف .

No, it isn't. Sometimes it can be painful at the end.

9. Is detection dangerous?

9. هل الكشف خطير؟

لا ، و خاصة مع الآلات الحديثة المتواجدة على مستوى الوحدة المتنقلة ، كما أن الجرعات الإشعاعية التي تتلقاها المرأة من أجل الكشف ليست خطيرة على الإطلاق .

No, especially with modern medical equipment at the mobile unit. As the radiation doses that women receive for detection are not dangerous at all.

10. Is there a doctor on board?

10. هل يوجد طبيب على متن الوحدة؟

نعم يوجد طبيبة تقوم بالفحص الإكلينيكي للمرأة قبل القيام بالأشعة .

Yes, there is a doctor who does a clinical examination of the woman before the radiation.

11- من سيقرا الأشعة ؟ 11- Who will read the radiation?

إنهم أطباء مختصون في الأشعة يتولون القراءة الأولى ثم يتم تحويل الأشعة إلى وحدة مركز بيلر و ملري كوري المتواجدة على مستوى مصلحة الأشعة لذات المركز ، لنتم القراءة الثانية هناك.

Radiologists who conduct the first reading and then transfer the radiology to the center Pierre Marie Curie unit, which is located at the radiology department of the center, to make the second reading.

12- اذا كانت النتيجة سليمة كيف يتم إخباري؟

سيتم تسليم النتيجة النهائية و الأشعة للمرأة على مستوى الأمانة الطبية للوحدة في الموعد الذي يحدد لها.

12. If the result is correct, how will be informed?

The final result and the radiology will be delivered to the woman at the medical secretariat of the unit on a given appointment.

13- اذا تم تسجيل أمر غير عادي في نتيجة الأشعة كيف يتم إخباري ؟

إذا كان هناك أمر غير عادي أو شك ، فيسقط من المرأة القيام باختبارات أخرى تكميلية ، تتم على مستوى مصلحة تشخيص و علاج سرطان الثدي في بسكرة . في غالب الأحيان الأورام التي تظهر هي أورام حميدة.

13. If an unusual result is recorded in the radiation result, how can I be informed?

14- هل نصطحب معنا الأشعة القديمة ؟

طبعاً ، يجب على المرأة اصطحاب الأشعة التي قامت بها قبل سنتين ، و ذلك لغرض مقارنة النتائج القديمة مع نتائج الأشعة الجديدة.

If there is something unusual or abnormal, women will be asked to make other complementary tests, done at the Breast Cancer Diagnosis and Treatment Service in Biskra. Often the tumors that appear are benign

15- هل بإمكان المرأة المعاقة دخول الوحدة؟

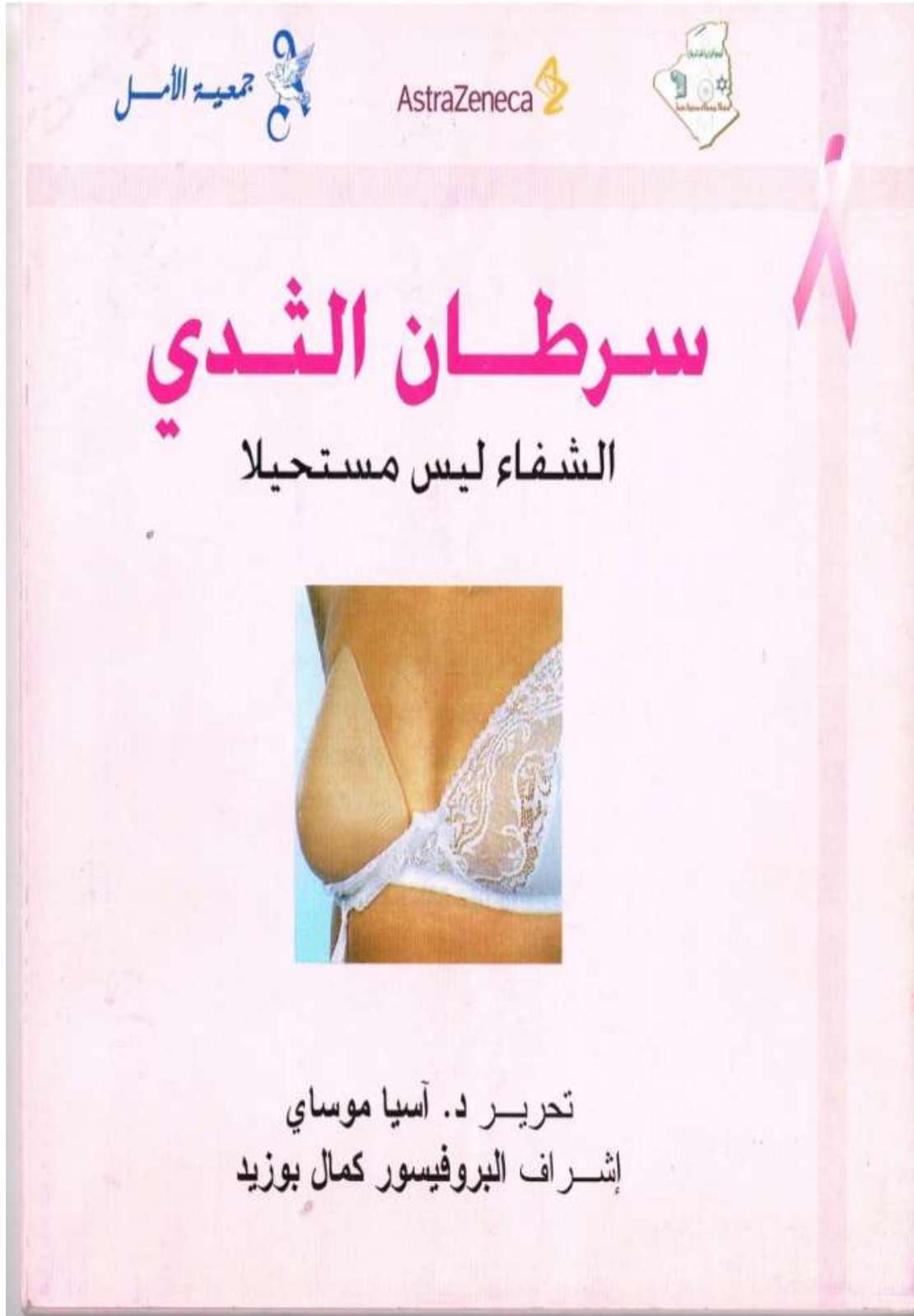
بالطبع ، فالوحدة مجهزة بمصعد خاص بالمعاقات حركياً.

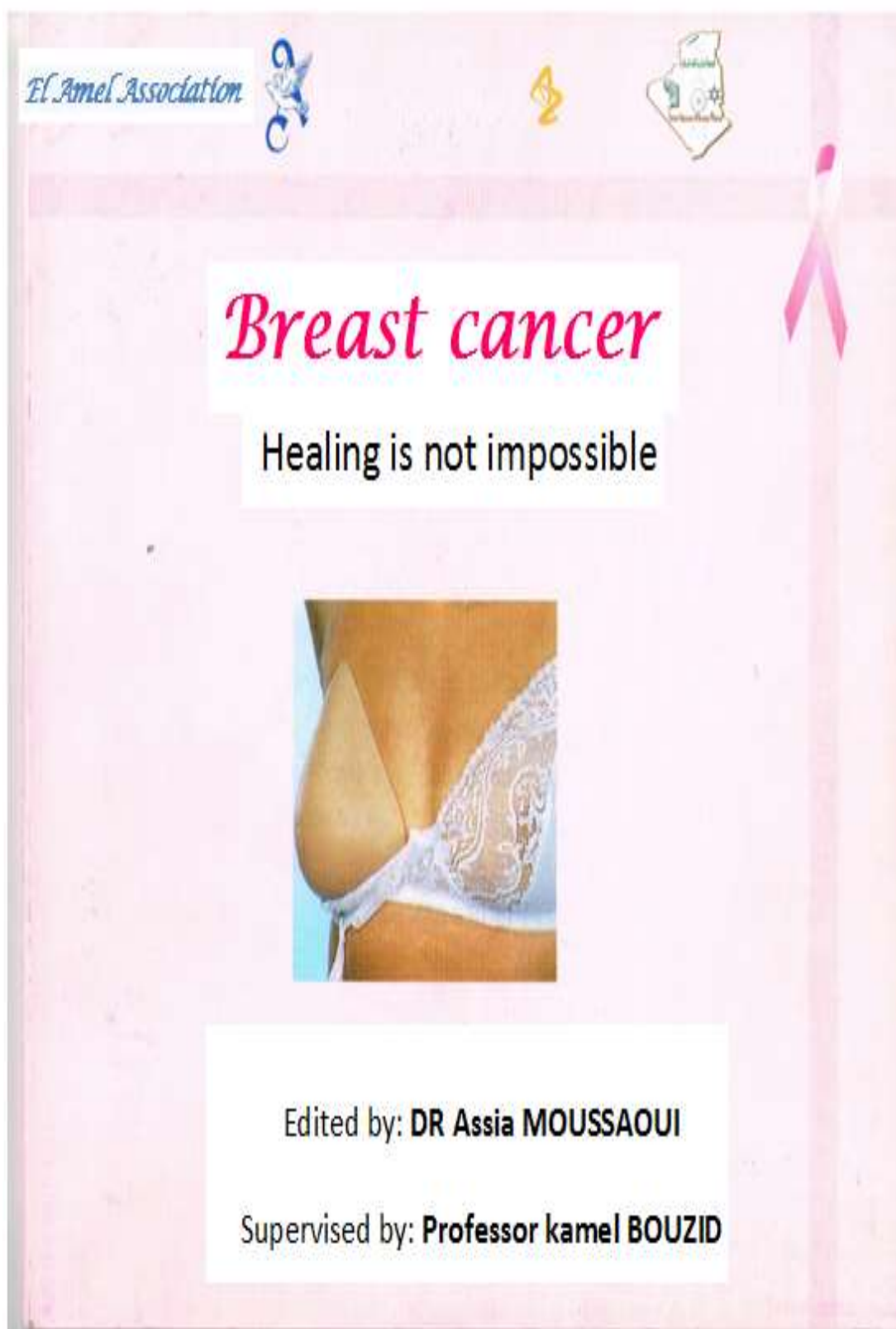
14- Do we take previous radiation with us?

Of course, a woman must take her previous radiation two years ago, in order to compare the previous results with the new ones.

15- Can a disabled woman enter the unit?

Of course, the unit is equipped with an elevator for the disabled.





كتاب جمعية الأمل

AstraWeneca جمعية الأمل

سرطان الثدي

الشفاء ليس مستحيلا

كتيب تعليمي حول سرطان الثدي

رحلة الشفاء من المرض

صدر هذا الكتيب عن الجمعية الجزائرية لطب السرطان و جمعية الأمل لمساعدة مرضى السرطان

برعاية من مخابر GSK

gsk GlaxoSmithKline

الشفاء ليس مستحيلا

Chapter 3: EL AMEL Association

Book of El Amel Association

AstraWeneca

Breast cancer

Healing is not impossible

Edited by; DR Assia MOUSSAOUI

Supervised by: Professor kamel BOUZID

Breast Cancer Manual

Healing from the disease

This manual was published by the Algerian Association of Oncology and El Amel Association
for helping Patients with cancer

Supervised by GSK Laboratories

gsk GlaxoSmithKline

Healing is not impossible

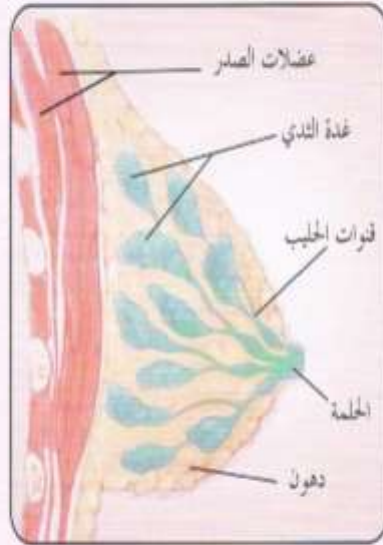
Writers of El Amel Association

AstraWeneca Association

ما هو سرطان الثدي ؟

تعريف الثدي :

الثدي عند المرأة هو العضو الذي يفرز الحليب عند الولادة لإرضاع المولود. ينمو الثدي بشكل كامل خارج الصدر، أو بشكل أدق ضمن النسيج تحت الجلدي لجدار الصدر الأمامي. يلتصق بعضلات الصدر التي تغطي هذا الجدار وأهمها العضلة الصدرية الكبيرة المسؤولة عن تحريك الذراع. يمتد الثدي من الضلع الثالث إلى الضلع السادس. ويضم بشكل أساسي الحلمة، الهالة والكتلة الغدية.



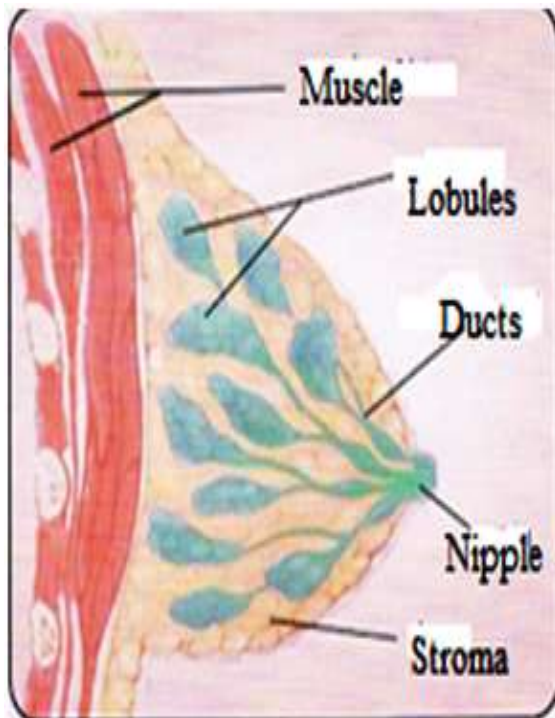
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What is breast cancer?

Definition of breast

Woman's breast is the organ that produces milk at birth to breastfeed the baby, or more precisely within the subcutaneous tissue under the skin of the front of thoracic wall.

It is stuck to the chest muscles covering this breast wall, the most important of which is the large pectoral muscle responsible for moving the arm. The breast extends from the third to the sixth rib. It basically includes the nipple, areola and glands.



Breast Anatomy

إن كل ثدي يحتوي على حوالي 15 إلى 20 فصا وكل فص يحتوي على فصوص صغيرة تنتهي بحويصلات تنتج الحليب. وكل هذه الفصوص ترتبط بقنوات وهذه القنوات تصل إلى الحلمة الموجودة في منتصف منطقة داكنة اللون. وكل ثدي يحتوي على أوعية دموية وأوعية لمفاوية تؤدي إلى الغدد اللمفاوية وهذه الغدد توجد في جمعات تحت الإبط.

تعريف سرطان الثدي:

هو عبارة عن ورم يتشكل في الثدي وهو يتكون من خلايا تنمو وتتكاثر بشكل غير منتظم وعشوائي. تغزو هذه الكتلة الورمية محيطها وتستطيع الانتقال إلى الدم أو السائل اللمفاوي وعبرهما إلى أماكن متعددة في الجسم وقد تستقر في بعضها وتسبب ما نسميه انتشارا. تكبر هذه الأورام الخبيثة موضعيا فيزيد حجمها. وهي قادرة على التكاثر دون أن يسيطر عليها الجسم. وهي قادرة أيضا على جلب الغذاء وإنشاء أوعية دموية خاصة بها.



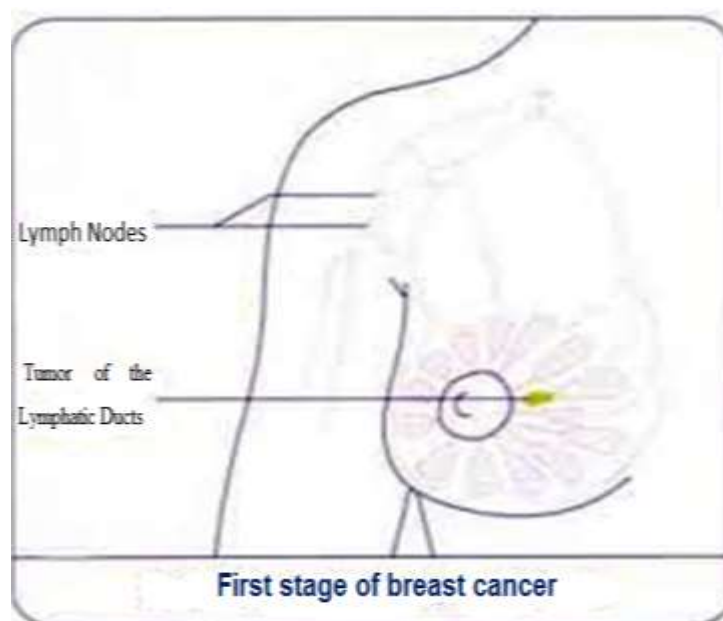
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Each breast contains about 15 to 20 lobes and each one contains small lobes ending in vesicles that produce milk. All these lobes are connected by canals and these latter reach the nipple. Each breast contains blood vessels and lymphatic vessels leading to the lymph nodes. These nodes are found grouping under the armpit.

Definition of Breast Cancer

It is a tumor formed in the breast. It is composed of cells that grow and multiply irregularly and randomly. This tumor mass invades in situ and it can move to blood or lymphatic fluid. Through them to various and multiple parts of the body and may settle in some of them and cause what we call metastasis .

These malignant tumors grow in situ and increase in size, and can reproduce without being controlled by the body as it can also bring food and create its own blood vessels.



ما هي مراحل المرض ؟

المرحلة 0

في هذه الحالة السرطان ينمو في مكان واحد فقط داخل الفئاة أو الحويصلة ويسمى وربما سرطانيا في المهد Carcinome in situ.

المرحلة 1

حجم الورم أقل من 2 سم والغدد اللمفاوية غير مصابة وليس هناك انتشار في الجسم.

المرحلة 2

حجم الورم بين 2 و5 سم أو في حال وجود غدد لمفاوية مصابة تحت الإبط.

المرحلة 3

وهي مرحلة متقدمة موضعيا، حجم الورم أكثر من 5 سم، أو ورم منتشر في جلد الثدي، أو عضل القفص الصدري، أو وجود غدد مصابة في الإبط متباعدة أو إصابة غدد أسفل الرقبة، ولا يوجد انتشار بعيد في الجسم.

المرحلة 4

مرحلة السرطان المنتشر، تنتشر الكتل السرطانية في واحد أو أكثر من أعضاء الجسم الأخرى.



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What are the stages of the disease?

Phase 0

In this case, cancer grows only in one place inside the duct or vesicle. It is called Carcinome in situ.

Phase 1

The tumor size is less than 2 cm. The lymph nodes are not infected and there is no spread in the body.

Phase 2

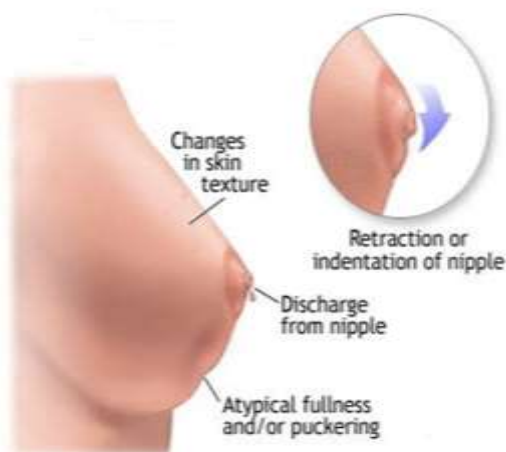
The tumor size is between 2 and 5 cm or in case of the infected lymph nodes under the armpit.

Phase 3

It's an advanced stage in situ. The tumor size is more than 5 cm. The metastasis is either in the breast skin, the thorax, the presence of an infected gland in the armpit or below the neck, but there's no remote spread in the body.

Stage 4

Metastatic cancer stage. Cancerous mass is spread in one or more of the organs body.



Breast Self-exam: Visual Inspection

ما هي أنواع الأورام ؟

من الناحية النسيجية هناك نوعان :

الورم القنواتي والذي ينشأ من خلايا القنوات التي تنقل الحليب = Canalaire.

الورم الحويصلي وهو ينشأ من خلايا الحويصلة التي تنتج الحليب = Lobulaire.

من ناحية الدرجة السرطانية هناك 3 أنواع :

- نمو بطيء I

- نمو وسطي II

- نمو سريع III

من ناحية المتلقيات الهرمونية هناك نوعان :

- متلقيات الأستروجين أو البروجيستيرون أو كلاهما إيجابية + RH

- متلقيات الأستروجين والبروجيستيرون سلبية - RH

من ناحية HER2 هناك نوعان :

- HER2 إيجابي (+++)

- HER2 سلبي

تحديد نوع الورم مهم لتحديد العلاج المناسب. ولهذا فإن علاج سرطان الثدي يختلف من مريضة إلى أخرى.



خلايا سرطان الثدي

واللون الغامق يرمز إلى

HER2

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Tumors Types

In terms of tissue, there are two types

- Ductal adenocarcinoma: It arises from the cells of the ducts that transport milk.
- Lobular adenocarcinoma (Vesicoma): It arises from vesicle cells that produce milk.

In terms of the cancer's degree

there are 3 types

- Slow growth I
- Medium growth II
- Fast growth III

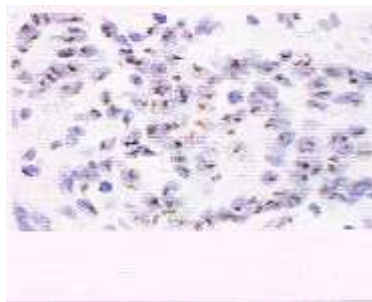
In terms of hormonal receptors, there are two types

- Estrogen receptors, progesterone or both of them are positive RH+.
- Receptors of estrogen or progesterone are negative RH - .

In terms of HER2 there are two types

- HER2 positive (+++)
- HER2 negative

Identifying the type of tumor is important for determining the appropriate treatment. The treatment of breast cancer differs from one patient to another.



Breast cancer cells and dark color refers to HER2.

كيف يعالج الطبيب سرطان الثدي ؟

بعد تحديد مرحلة الورم ونوعه فإن الطبيب يقترح على المريضة العلاج المناسب.

من المهم عدم التسرع في اتخاذ القرار بشأن المعالجة إلى أن تتأكد المريضة أنها حصلت على أكبر قدر ممكن من المعلومات. فلا يوجد ما يمكن اعتباره علاجاً مثالياً لكافة النساء. وما زالت الأبحاث مستمرة لإيجاد أنواع جديدة من المعالجة ولتطوير الأنواع الموجودة حالياً.

ما هي وسائل العلاج ؟

- علاج موضعي ويشمل الجراحة والعلاج الإشعاعي.
- علاج شامل ويشمل العلاج الكيميائي والعلاج الهرموني والعلاج بالأدوية المصوبة.



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How does the Doctor Treat Breast Cancer?

After determining the stage and type of tumor, the doctor suggests to the patient the appropriate treatment.

It is important not to decide immediately on treatment until the patient is sure that she has received as much information as possible. Nothing can be considered as an ideal treatment for all women. Research continues to find new types of treatment and develop existing ones.

What are the Remedies?

- In situ treatment, including surgery and radiation therapy.
- Comprehensive treatment including chemotherapy, hormone therapy and treatment with targeted medications.



المجراحة

تبقى المجراحة من أهم أساسيات العلاج والشفاء من سرطان الثدي. لقد تطورت المجراحة من استئصال كامل إلى استئصال جزئي مع علاج بالأشعة.

يقوم الجراح إما بإزالة الثدي كاملاً أو جزء منه ويقوم بإزالة الغدد اللمفاوية تحت الإبط أيضاً.



إزالة الورم



إزالة الثدي

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Surgery

Surgery remains one of the main foundations of the treatment and recovery from breast cancer. It has evolved from complete removal (mastectomy) to partial removal (lumpectomy) with radiotherapy.

The surgeon either removes the entire breast or a part of it and s/he removes the lymph nodes under the armpit as well.



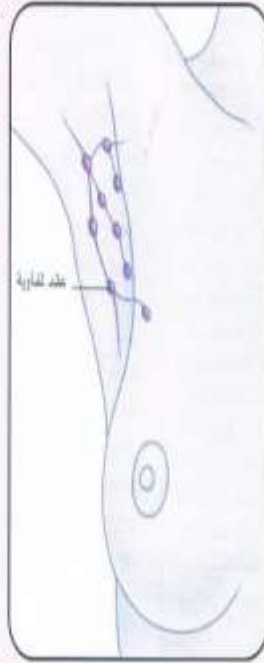
Tumor removal



Breast removal

يستعمل الجراح تقنية معينة لمعرفة هل الغدد اللمفاوية مصابة بالمرض أو لا.

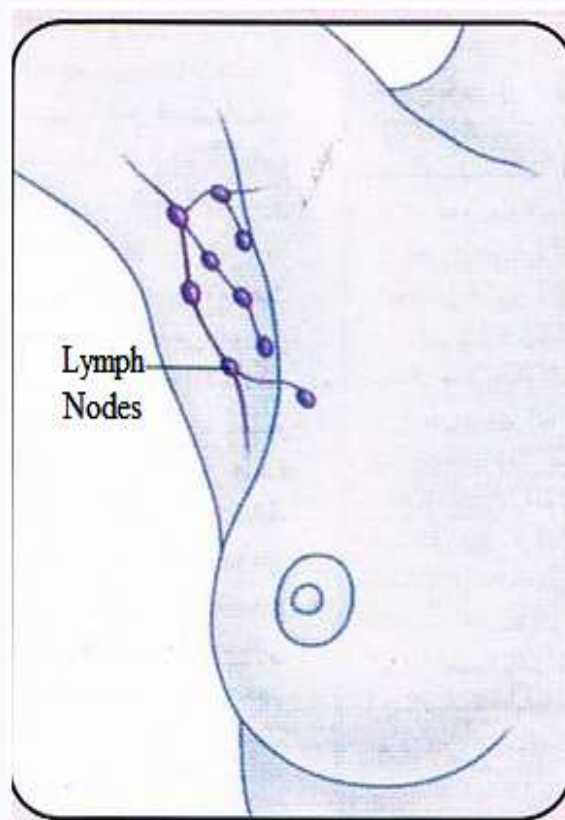
يقوم بالبحث عن العقدة اللمفاوية الحارسة وهي العقدة الأولى التي ينتشر فيها السرطان ويتم تحليلها. إذا كانت غير مصابة فإن الجراح لا يحتاج إلى إزالة باقي العقد وهكذا نخفف كثيرا من خطر الإصابة بانتفاخ الذراع.



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First, the surgeon uses a technique to determine if the lymph nodes are infected.

S/he checks for the sentinel lymph node. The first node in which cancer is spread and analyzed. If it is not infected, the surgeon does not need to remove the rest of the nodes and thus significantly reduces the risk of the arm swelling.



مضاعفات الجراحة:

- ألم بسيط في منطقة العملية.
- نزيف وتأخر في عملية التئام الجرح.
- بعض الالتهابات نتيجة العملية.
- تجمع للسائل اللمفاوي أو الدم تحت جلد الثدي.
- نزع أحد الثديين قد يخل بالتوازن في وزن المرأة خاصة إذا كان حجم الثدي كبيراً مما يجعل السيدة تشعر بعدم ارتياح خاصة على مستوى الظهر والرقبة.
- قد يكون الجلد الموجود في منطقة الثدي مشدوداً لدرجة أنه يجعل عضلات الذراع والكتف متصلبة ومشدودة مما يجعل حركة هذه العضلات محدودة.
- قد تشعر المريضة بعد العملية بتنميل في الصدر وتحت الجلد والكتف والذراع نتيجة قطع أو جرح في الأعصاب في منطقة العملية وهذه الأعراض تزول بعد عدة أسابيع من العملية.
- إزالة الغدد اللمفاوية تحت الإبط يقلل من سريان السائل اللمفاوي وهذا قد يؤدي إلى تراكم السائل في اليد والذراع ويسبب انتفاخهما.



Surgery Complications

- Simple pain in the surgery area .
- Bleeding and delayed wound healing.
- Some infections due to the surgery.
- Collection of lymphatic fluid or blood under the breast skin.
- One of the breasts removal may disturb the balance in woman's weight, especially if the breast size is large. This lets her feel particularly uncomfortable at the back and neck.
- The skin in the breast area may be so tight which makes the arm and shoulder muscles stiff and tight. This limits the movement of these muscles.
- After the surgery, the patient may feel numbness in the chest, under the skin, shoulder and arm due to a cut or wound in the nerves in the surgery area. These symptoms will disappear after several weeks of the surgery.
- The lymph nodes removal under the armpit reduces the flow of lymphatic fluid. This may lead to the accumulation of fluid in the hand and arm and it will cause their swelling.



الجراحة الترميمية :

نعني بها إعادة بناء الثدي من أنسجة الجسم أو مادة السليكون وتكون أحيانا أثناء العملية وأحيانا في مرحلة لاحقة .

ويمكن أيضا استخدام مجسمات ثدي يمكن شراؤها من الصيدليات المتخصصة .



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Plastic Surgery

It means rebuilding breast from body tissues or silicon, sometimes during the surgery and sometimes at a later stage.

Breast implants can also be used. They are purchased from specialized pharmacies.





Post-operative Exercises

You should start exercising to regain arm movement as soon as you feel able to do them. Usually on the second day of the surgery.

Do only exercise 1 and 2 for the first five days. Then add the other ones from 3 to 6. Continue practicing them until you can move your arms evenly.

Try to use your affected arm as normal as you can. Use it when you brush your hair or do some light housework. Then gradually start with stronger activities, but you should stop if it causes pain or stress.

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1- While you are sitting. Put your arms on your lap. Raise your shoulders to the ears, then put them down. Step your shoulder forward and then get them back. Repeat this exercise 5 times for two periods a day.

2- Stand with your arms on the sides while keeping them straight. Raise them to the shoulder. Then put your palm hands on the shoulders and bend your shoulder forward and back. Exercise five times for two periods a day.

3- Standing or sitting. Put your hands on your shoulders for a while. Slowly rest your palms slightly over your shoulders. Lift your bent arm forward then lower it. Repeat ten times for three periods a day.



4- Keep your palms above the shoulders, move your elbows to your both sides. Lower your arms slowly then raise them to the shoulders. Repeat ten times for three periods a day.

5. Lift your affected arm to the shoulder. Then slowly raise your hand behind your neck again, extend the arm. Then return your hand to touch your back at the bra. Practice ten times for three periods a day.

6 - Stand and your affected arm extended to the shoulder. Gradually lift it over your head. Then slowly lower it. Repeat with your arm stretched out in front of you. Repeat ten times for three periods a day.

الوقاية من انتفاخ الذراع :

- ضرورة العناية والانتباه للشدي والإبط
- عدم حمل أي وزن أو ثقل بذراع جهة الجراحة
- عدم التعرض لأي جرح في الذراع
- عدم التسبب بأي التهاب في الذراع
- عدم أخذ أي فحص دم أو أية إبرة من جهة العملية الجراحية
- تجنب وضع حلي تكون ضيقة أو حادة
- تجنب العمل باليد والذراع مع أية أدوات حادة
- عدم لبس أية أشياء ضيقة على الجلد
- الانتباه إلى حلاقة الشعر وعدم جرح الجلد
- ضرورة عدم تلقي أية ضربات أو جروح
- عدم الاقتراب من مصدر للحرارة
- عدم الذهاب إلى الحمامات التقليدية



Preventing Arm Swelling

- The breast and armpit care and attention.
- Do not lift any weighted object with the arm from the surgery side.
- No injury to the arm.
- No infection in the arm.
- No blood test or any injection from the surgery side.
- Avoid putting jewels that are tight or sharp.
- Avoid hand and arm work with any sharp objects.
- Do not wear any tight clothes on the skin.
- Beware to injure the skin while cutting your hair.
- Avoid any strikes or wounds.
- Not approaching a heat source.
- Not going to Moorish baths.



العلاج الإشعاعي

هذا النوع من العلاج يستخدم لقتل الخلايا السرطانية في مكان العملية ومنعها من النمو.

مضاعفات العلاج الإشعاعي :

- الإرهاق الشديد خاصة في الأيام الأخيرة للعلاج.
- يصبح الجلد في مكان الإشعاع أحمر اللون ومؤلم ومثيرا للحكة ولكن في نهاية العلاج يصبح رطبا ويتقشر. ويمكن التخفيف من هذه الأعراض بتعريض الجلد للهواء مباشرة وينصح بلبس ملابس قطنية. هذه الآثار مؤقتة وتنتهي بعد فترة من انتهاء العلاج.
- قد يكون حجم الثدي أصغر بعد العلاج.



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Radiotherapy

This type of treatment is used to kill cancer cells in the process in situ and prevent them from growing.

Radiotherapy Complications

- Exhaustion, especially in the last days of the treatment.
- The skin in the place of radiation becomes red, painful and itchy, but at the end of the treatment it becomes moist and peel off. These symptoms can be alleviated by exposing the skin directly to the air and is recommended to wear cotton clothes. These effects are temporary, they will end after the treatment period .
- Breast size may be smaller after the treatment.



العلاج الكيميائي

هو استخدام أدوية معينة تقتل الخلايا السرطانية، وهو يعتبر علاجاً شاملاً يمر في الدم ويصل إلى كامل الجسم. و يعطى على دورات كل 21 يوم، تأخذ المريضة في كل دورة عدة أدوية أو دواء واحد حسب البروتوكول المعتمد في المصلحة التي تعالج فيها، عدد هذه الدورات 6 وأحياناً 8. يعطى الدواء الكيميائي في مصل مباشرة بعد الجراحة أو أياماً بعدها. يحقن مباشرة في الوريد في الجانب غير المصاب أو في شريان اصطناعي بوضع خنث الجلد من طرف الجراح *Chambre implantable*.



شريان اصطناعي

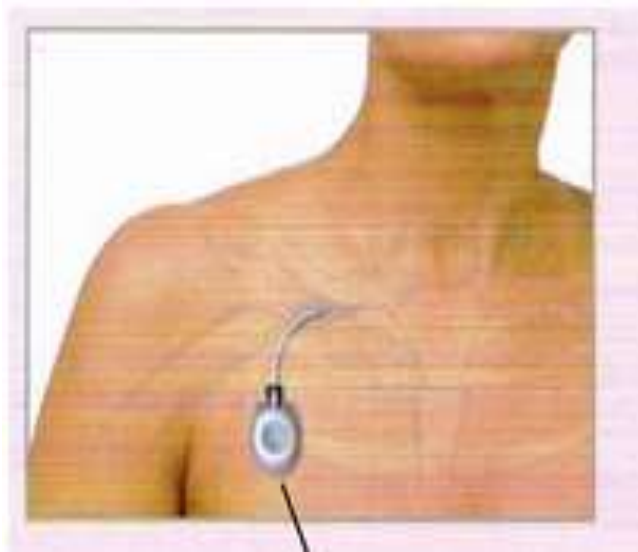
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Chemotherapy

It is the use of certain medications that kill cancer cells. It is a comprehensive treatment that goes through blood and reaches the entire body. It is given on cycles every 21 days. In each session, the patient takes one or several medications according to the protocol adopted in the hospital where she treats. The number of these treatment courses is 6 or sometimes 8.

The medication is given in a serum immediately after surgery or some days after.

Intravenously injected directly on the non-infected side or into an artificial artery placed under the skin by the surgeon "implantable chamber".



Artificial Artery

في أي حالات يعطى هذا العلاج ؟

- إذا كانت المريضة تحت سن 35 سنة
- إذا كان الورم خاليا من المتلقيات الهرمونية
- إذا كان حجم الورم أكبر من 2 سم
- إذا كانت درجة خباثة الورم II أو III
- إذا كانت الخلايا السرطانية موجودة في الأوعية الدموية
- إذا كانت هناك غدد لمفاوية مريضة

When is this treatment prescribed?

- If the patient is under 35.
- If the tumor is free of hormonal receptors.
- If the tumor size is greater than 2 cm.
- If the degree of the tumor malignancy is II or III.
- If cancer cells are present in blood vessels.
- If there are sick lymph nodes.

الأدوية المستعملة لعلاج سرطان الثدي ومضاعفاتها

أهم الأدوية المستعملة لعلاج سرطان الثدي بعد العملية ومضاعفات هذه الأدوية مبينة في الجدول التالي :

المضاعفات	الدواء
غثيان وتقيؤ، تعب وإرهاق، تساقط الشعر، تأثير على كريات الدم، تأثير على عضلة القلب في الأمد البعيد	أدرياميسين A
غثيان وتقيؤ، انخفاض كريات الدم البيضاء، تساقط الشعر، ونادراً نزيف اللثة	سيكلوفوسفاميد C
غثيان وتقيؤ، إسهال، تأثير على كريات الدم، تلون البشرة، تلون الأظافر، تقرحات في الفم	فليوبوراسيل F
غثيان وتقيؤ، حساسية، يمكن أن تكون شديدة، آلام في المفاصل والعظام والعضلات، تساقط الشعر، انخفاض في عدد كريات الدم، تأثير على عضلة القلب	باكليتاكسال T
غثيان وتقيؤ، تعب، تساقط الشعر، تأثير على كريات الدم البيضاء، حساسية قد تكون مفرطة، تعب، آلام في المفاصل والعظام، تأثير على عضلة القلب	دوسيتاكسال T

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Medications used to treat Breast Cancer and their Complications

The most important medications used for breast cancer treatment after the surgery and their complications are shown in the following chart:

Medication	complications
Adriamcine A	Nausea and vomiting, fatigue and exhaustion, hair loss, effect on blood cells, long-term effect on heart muscle.
Cyclophosphamide C	Nausea and vomiting, low white blood cells, hair loss, and rarely bladder bleeding.
Fluorouracil F	Nausea and vomiting, diarrhea, effect on blood cells, skin discoloration, nail discoloration, mouth ulcers.
Paclitaxal T	nausea and vomiting, allergic reactions can be severe, pain in the joints, bones and muscles, hair loss, decrease in the number of blood cells, effect on the heart muscle.
Docetaxal T	Nausea and vomiting, fatigue, hair loss, effect on white blood cells, allergic reactions may be excessive, fatigue, joint pain, and bone pain, effect on heart muscle.

والبرونوكول الأكثر شيوعا ويستعمل في مركز بيار وماري كوري هو

3FAC+3T

أو

4AC+4T

نصائح للتقليل من المضاعفات

- تناول وجبات خفيفة للتقليل من التقيؤ
- الإكثار من السوائل الباردة
- تناول الفواكه الباردة
- تناول الليمون والنعناع ومضغ قطع الأناناس
- عدم تناول المأكولات النية لتجنب البكتيريا
- تجنب اللحوم المفرومة
- تجنب الأسماك غير المطبوخة جيدا
- أكل الخضار مغسولة جيدا
- تجنب الإمساك حتى لا تحدث التهابات في الأمعاء
- تجنب أخذ الأدوية التي تؤثر على وظيفة الصفائح مثل الأسبيرين
- عند وجود حمى يجب استشارة الطبيب فورا
- الابتعاد عن المصابين بالزكام أو الأمراض المعدية
- عدم أخذ الحقن في العضل بسبب خطر النزيف
- معالجة التفرحات التي قد نصيب الفم

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The most common protocol used at the Pierre Marie Curie Center is

3FAC + 3

or

4AC + 4T

Tips for Reducing the Complications

- Eat snacks to reduce vomiting.
- Drink a lot of cold liquids.
- Eat cold fruits.
- Eat lemon, mint and chewing pineapple pieces.
- Do not eat raw food to avoid microbes.
- Avoid minced meat.
- Avoid eating fish which is not well cooked.
- Eat well cleaned vegetables.
- Avoid constipation so that intestinal infections do not occur.
- Avoid taking medications that affect platelets function such as aspirin.
- When there is fever you should consult the doctor immediately.
- Keep away from people with colds or infectious diseases.
- Do not take injections intramuscularly because of the risk of bleeding.
- Treatment of ulcers that may affect the mouth.

- عدم ممارسة الرياضة القوية حتى لا يقع نزيف
- تنظيف الأسنان بفرشاة ناعمة حتى لا تنزف
- قص الشعر قصيرا قبل بداية العلاج
- اختيار شعر مستعار قريب من لون شعر المريضة
- النوم خلال النهار وتجنب السهر والتعب
- تجنب الأعمال المنزلية المتعبة
- عدم العزلة والتواصل مع الآخرين، لأن الراحة النفسية ضرورية ومهمة
- في حال الحرارة المرتفعة يجب الحضور إلى المستشفى والبقاء فيه لأخذ المضادات الحيوية عن طريق الحقن
- قد تنوقف العادة الشهرية بسبب العلاج الكيميائي لا يجب أخذ أدوية هرمونية مهما كان نوعها

هام جدا

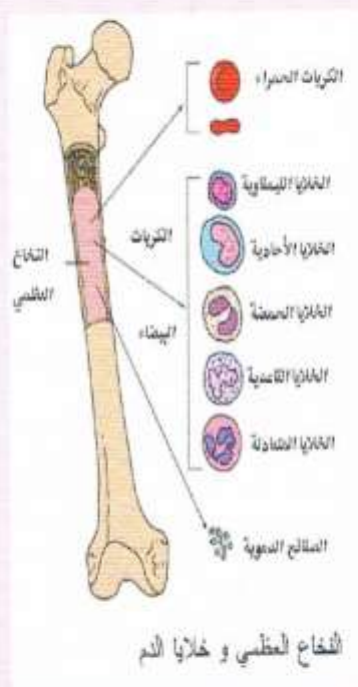
الحمل ممنوع خلال فترة العلاج
أحسن وسيلة لمنع الحمل هي استعمال
الواقيات *Préservatifs* من طرف
الزوج
حبوب منع الحمل لها تأثير سيء على
وضع المريضة ولا يجب تناولها مدى
الحياة

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- Do not exercise strongly to avoid bleeding.
- The teeth should be cleaned with a soft brush to avoid bleeding.
- Short hair cut before the beginning of the treatment.
- Choose a wig close to the color of the patient's hair.
- Take a nap and avoid staying up at night and fatigue.
- Avoid tiring housework.
- Psychological comfort is really necessary and important, so keep in touch with people and avoid isolation.
- In case of high temperature, you should come to the hospital and stay there to take antibiotics by injection.
- Menstruation may stop because of chemotherapy. No hormonal medications should be taken.



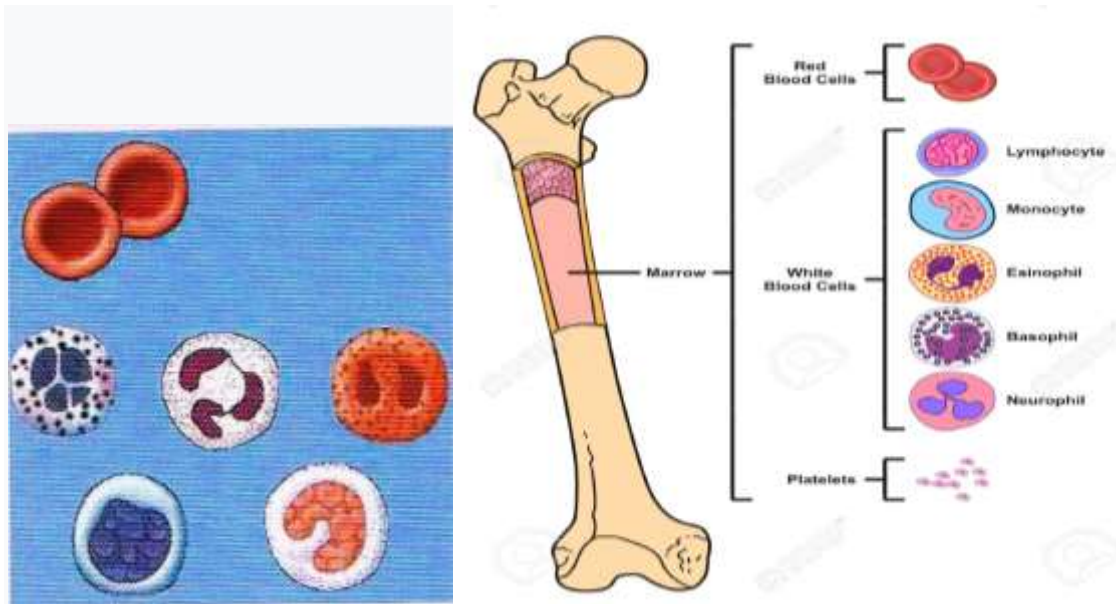
على المريضة أن تجري فحوصا خاصة بالدم FNS بعد 10 أيام من الدورة العلاجية ويومين قبلها وهذا للتأكد من عدم انخفاض كريات الدم. كما يمكن إعطاء أدوية منشطة للكريات البيضاء والحمراء سيقترحها الطبيب وهي حقن صغيرة.



خلايا الدم التي يمكن أن تتأثر بالعلاج الكيميائي

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The patient should have blood CBC tests (Complete Blood Count) after 10 days of the treatment course and two days before to ensure not to decrease blood cells. As it may also be possible to give stimulant medications (which are small injections) for white and red cells. They will be suggested by the doctor.



Bone Marrow and blood cells

Blood Cells that can be affected by Chemotherapy.

العلاج الهرموني

بصلح فقط للمريضات اللاتي لديهن مستقبلات هرمونية + RH
وهو نوعان :

- نوع يعطى للمريضة التي لم تنقطع دورتها الشهرية قبل العلاج الكيميائي وهو دواء تاموكسيفان Tamoxifene وهو عبارة عن حبوب تؤخذ عن طريق الفم يوميا.
- يؤخذ هذا العلاج مدة 5 سنوات.
- ويعطى دواء آخر لتوقيف الدورة الشهرية بشكل مؤقت وهو حقن صغيرة حقن مرة كل 28 يوم في جلد البطن.
مدة هذا العلاج من سنتين إلى 3 سنوات.



- نوع يعطى للمريضة التي توقفت لديها الدورة الشهرية قبل البدء في العلاج وهو عبارة عن حبوب تؤخذ عن طريق الفم مدة 5 سنوات

ليتروزول Letrozole

أناستروزول Anastrozole

إكسيمستان Exemestane

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Hormone therapy

Only suitable for patients with hormone receptors RH +.

There are two types

- The first is Tamoxifene. It is given to the patient whose menstruations did not interrupt before chemotherapy. This medication is a pill taken orally every day over 5 years of treatment.

Another medication is given to temporarily stop the menstrual cycle. It is a small injection that is injected once every 28 days into the abdominal skin. This treatment duration is from two to three years.



- The second is given to the patient whose menstrual cycle stopped before starting the treatment. It is a pill taken orally for 5 years.

Letrozole

Anastrozole

Exemestane

لهذه الأدوية مضاعفات جانبية يجب أن نخبري الطبيب عنها .

■ بالنسبة لتاموكسيفان :

- هبات الحرارة والعرق
- زيادة الوزن
- جلطات الدم
- سرطان الرحم بنسبة قليلة ويمكن اكتشافه مبكرا بواسطة الفحص الدوري للرحم عند طبيب النساء.

■ بالنسبة ل: ليتروزول Letrozole

أناستروزول Anastrozole

إكسيمستان Exemestane

- هبات الحرارة والعرق
- زيادة الوزن
- ترقق العظام الذي يجب اكتشافه ومعالجته منذ البداية.

هناك أدوية هرمونية أخرى نستعمل في حال عودة المرض .

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The effects of these medications on which you should tell your doctor about.

- For Tamoxifen:

- Hot flashes and sweat.

- overweight

- Blood clots

- Uterine cancer by a small percentage. It can be detected early by uterus periodic examination at the gynecologist.

- For Letrozole

- Anastrozole

- Exemestane

- Hot flashes and sweat.

- overweight

- Osteoporosis which must be discovered and treated from the beginning.

There are other hormonal medications used in case of recurrence.

العلاجات المصوبة Traitements ciblés

خلال السنوات الأخيرة نشطت كثيرا الأبحاث العلمية واكتشفت تفاعلات بيولوجية لها علاقة بنمو الخلايا السرطانية. ومن نتائج هذه البحوث ظهور أدوية عديدة تهاجم الخلية السرطانية من دون قتل الخلايا الطبيعية. على المريضة أن تسأل طبيبها عن هذه الأدوية. بالنسبة لسرطان الثدي الأدوية المصوبة هي :

تراستوزوماب Trastuzumab

يستعمل عند المريضات اللاتي لديهن نسبة عالية من بروتين HER2 وهن يشكلن 20 إلى 25 % من مجموع المريضات. هذا الدواء يستعمل الآن لدى هذا النوع من المريضات مبكرا و لمدة سنة كاملة على شكل حقنة كل 3 اسابيع. آثاره الجانبية تكون على وظيفة القلب مما يجعل الطبيب يطلب فحصا للقلب كل 3 أشهر.

Targeted Treatments

In recent years, scientific research has been very active and has detected biological reactions related to the growth of cancer cells.

From this research results, emergence of several medications that attack the cancer cell without destroying normal cells. The patient should ask her doctor about these medications.

Targeted Treatment medications for breast cancer are as follows:

Trastuzumab

It is used in patients who have a high proportion of protein HER2(human epidermal growth factor receptor 2). The total number of these patients is from 20% to 25%.

This medication is currently used early for this type of patients for the whole year by injection every 3 weeks.

Its side effects are on the heart function which makes the doctor to request a heart test every 3 months.

لاباتينيب Lapatinib

دواء جديد يعطى عن طريق الفم للمريضات الحاملات لنسبة كبيرة من بروتين HER2 وهذا في حال عودة المرض.
يعطى هذا الدواء عن طريق الفم ويترافق الآثار الجانبية المتمثلة في الإسهال والمشاكل الجلدية.

بفاسيزوماب Bevacizumab

وهو دواء يعطى عن طريق الوريد في حال عودة المرض وفي حال عدم وجود بروتين HER2 والتلفيات الهرمونية.
من مضاعفاته النزيف الدموي.

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Lapatinib

It is a new medication given orally to patients with a high proportion of protein HER2 in case of recurrence.

This medication is given orally. Its side effects are diarrhea and skin problems.

Bevacizumab

It is a medication given intravenously in case of recurrence and in the absence of protein HER2 and hormonal receptors.

One of its complications is bloody bleeding.

تقوية العظام والوقاية من ترقق العظام

ذكرنا من قبل أن العلاج الهرموني يتسبب في هشاشة العظام وربما الكسور خصوصا لدى مريضات متقدمات في العمر.

يمكن الوقاية من هذه المضاعفات بواسطة أدوية تسمى بيفوسفونات Biphosphonates.

تعطى هذه الأدوية إما عن طريق الوريد مرة كل أسبوع أو عن طريق الحقن مرة كل شهر أو مرة كل 6 أشهر. على أن تتم مراقبة نسبة الكالسيوم في الدم وتصحيح أي نقص في فيتامين D.

على المريضة أن تجري فحصا للقيم والأسنان قبل البدء بهذا العلاج وهذا للوقاية من احتمال الإصابة بمشاكل في عظم الفك.



تعفن الأسنان و عظم الفك من مضاعفات استعمال الريفوسفونات

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Bone strengthening and osteoporosis prevention

We have already mentioned that hormone therapy causes osteoporosis and may be fractures especially for older patients.

These complications can be prevented by Biphosphonates medication.

These medications are given either orally once a week or by injection once a month or every 6 months. Blood calcium ratio should be monitored and the correction of any D vitamin deficiency.

The patient should have a mouth and dental examination before starting this treatment to prevent possible jawbone problems.



Biphosphonate-releted Osteonecrosis of the Jaws and Dental Rot.

الحياة الجنسية والحمل

من المهم أن يعرف الزوج أن السرطان ليس مرضا معديا وأنه لا ينتقل عن طريق العلاقة الجنسية، وأنه لا يوجد مانع من أن تكون العلاقة طبيعية بين الزوجين مع مراعاة عدم الإكواب خلال فترة العلاج.

قد تختفي الرغبة الجنسية لدى المريضة خلال فترة العلاج وقد يحدث عندها بعض الجفاف، ولكن في معظم الأحيان تعود الأمور تدريجيا إلى طبيعتها بعد انتهاء العلاج.

بالنسبة للحمل يجب أن يساعد الطبيب المريضة في تحديد الوقت المناسب للحمل في حال كانت الرغبة موجودة و لم يكن للمريضة أولاد.

أحسن وسيلة لمنع الحمل هي استعمال الواقيات الذكرية من طرف الزوج أو اللولب داخل الرحم Stérilet.

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Sexual life and pregnancy

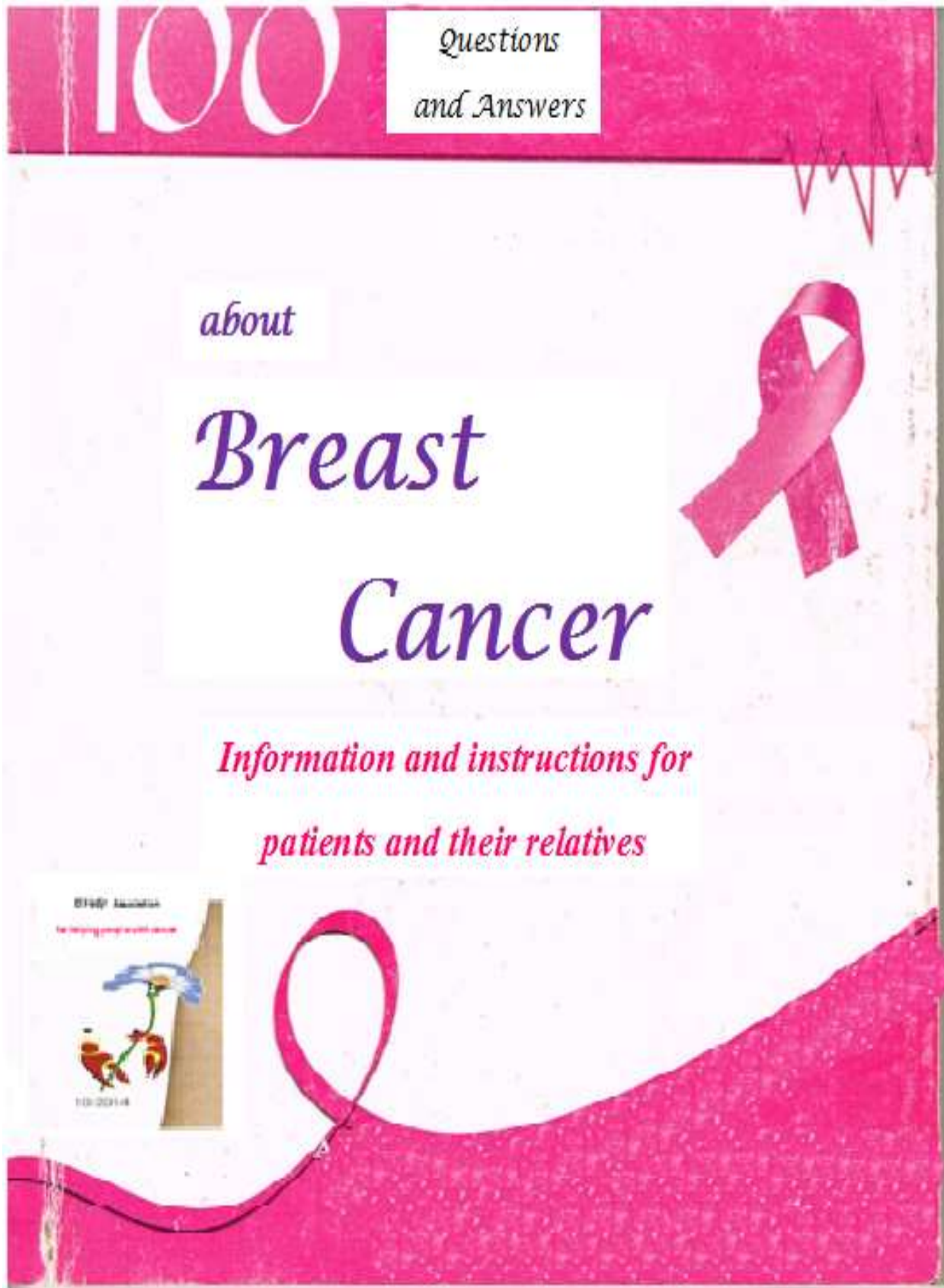
It is important for a husband to know that cancer is not an infectious disease and that it is not transmitted sexually. As there is no impediment to have a normal relationship between the spouses but avoid getting pregnant during the treatment.

The patient's sexual desire may disappear during treatment and may cause some vaginal dryness. But most often, things gradually return to normal after the end of the treatment.

For pregnancy, the doctor should help the patient in determining the appropriate time if the desire exists and the patient does not have children.

The best method of contraception is the use of condoms by the husband or loop [IUD (Intrauterine Device)] inside the uterus.





23 - ما هو التصوير الإشعاعي للثدي؟ (مامو غرافي)

هو فحص بالإشعاعات شائع الاستعمال لسرعه غير مؤلم وقابل للإعادة، يسمح بإظهار تركيبة الثدي وإبراز إصابته.

24 - كيف يجري التصوير الإشعاعي للثدي؟

هذا النوع من الفحص لا يتطلب تهيئة أولية، يكشف عن صدر المريضة، ويضغط على الثديين عند أخذ كل صورة، قد يسبب الضغط بعض الإزعاج لكنه غير مؤلم، ويدوم الفحص حوالي 15 دقيقة.



25 - المامو غرافي والكشف المبكر عن سرطان

الثدي؟

نقوم بالفحص المامو غرافي للبحث عن السرطانات الصغيرة قبل أن تصبح ملموسة أو لتحليل عقدة مكتشفة بواسطة المرأة أو طبيبها المعالج ليس بمقدور المامو غرافي تحديد بدقة ما إذا كان هناك سرطان أم لا.

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23- What is a mammography?

It is a radiological examination. It is commonly used for its speed, painless, and repeatable, allowing to show the structure of the breast and anomalies.

24- How does a ammography function?

This type of examination does not require initial preparation, reveals the patient's chest, pressure on the breasts when taking each picture, the pressure may cause some disturbance but it is painless. The examination lasts about 15 minutes.



25- Mammography and early breast cancer diagnosis?

A mammographic examination is made to look for small cancers before they will be tangible or to analyze a detected node by a woman or her physician. A mammography is not able to be accurate to determine whether there is a cancer or not.

32 - ماذا أفعل عند الإصابة بسرطان الثدي، متى يبدأ العلاج؟

تشخيص سرطان الثدي دائما صعب القبول، ولكن ما عليك فهمه هو إلزامية بدء العلاج في أقرب الآجال. توجهي إذا أمكن إلى صديقة أو قريبة التي بإمكانها دعمك أو إلى مصابات في مثل حالتك أو إلى جمعيات نشطة في مجال إعانة مرضى السرطان. استعلمي، لفهم المرض جيدا، دون إعطائه أكثر من حجمه.

33 - ما هي العلاجات المقترحة لمداواة سرطان الثدي؟

تتمثل العلاجات في:

- ◀ الجراحة
- ◀ العلاج بالإشعاعات
- ◀ العلاج الكيميائي
- ◀ العلاج الهرموني
- ◀ العلاج الموجه (مصوب)

تؤثر الجراحة والعلاج بالإشعاعات في الورم أو الخلايا السرطانية وهي علاجات محلية ووجهوية. العلاج الكيميائي والهرموني يؤثر في جميع أنحاء الجسم. العلاج بالإشعاعات والعلاج الكيميائي يستعمل تكملة للجراحة. متوسط مدة العلاج تتراوح من 6 إلى 9 أشهر.

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32-What should I do when I have breast cancer and when does the treatment begin?

Diagnosing breast cancer is always difficult to accept, but what you need to understand is that you have to start the treatment as soon as possible.

If possible, refer to a friend or relative who can support you, to patients in such case, or to active associations for patients who have cancer.

Ask for more information to understand the disease well without dramatizing the matter.

33-What are the suggested treatments for breast cancer treatment?

Treatments are:

- ▶ Surgery
- ▶ Radiotherapy
- ▶ Chemotherapy
- ▶ Hormone therapy
- ▶ Targeted therapy

Surgery and radiotherapy affect tumor or cancer cells. These treatments are loco-regional.

Chemotherapy and hormone therapy affect all the body.

Radiotherapy and chemotherapy are used as a supplement to surgery. The average duration of the treatment ranges from 6 to 9 months.

37 - من هم الأطباء الذين يقومون بعلاجي؟

إن السرطان **مرض معقد** ولا يمكن لطبيب أن يعالجه بمفرده، ولذلك فالعلاج يتطلب عدة أطباء متعددي الاختصاصات:
من هم هؤلاء الأطباء؟

- 1 - الطبيب المعالج أو طبيب العمل
- 2 - طبيبك المختص في أمراض النساء
- 3 - الطبيب المختص في الأشعة: [Radiologue]
الماموغرافي، أشعة العظام، التصوير المقطعي Scanner، التصوير الذبذبي المغناطيسي IRM، مسح العظام Scintigraphie، التصوير بالموجات فوق الصوتية Echographie
- 4 - الطبيب المختص في العلاج الكيميائي
- 5 - الطبيب المختص في جراحة السرطان
- 6 - الطبيب المختص في العلاج بالأشعة والعلاج الكيميائي

- 7 - الطبيب المختص في علم التشريح
- 8 - المختص في التغذية وهو الذي يهتم بـغذائك، ويمدك بالنصائح اللازمة من أجل تغذية صحية وسليمة
- 9 - الطبيب النفسي.
- 10 - طبيب مختص في علم الجينات.

1.4: العلاج الجراحي

38- ماذا تقترح الجراحة لعلاج السرطان؟

تسمح الجراحة بنزع الورم والعقد اللمفاوية للإبط لنفس الجهة هناك نوعين من الجراحة، الجراحة المحافظة (نزع الورم) أو استئصال كلي للثدي.

يجري فحص ما قبل التخدير، كما يطلب فحص للدم والقلب، تجري الجراحة بغرفة العمليات، ومدة الإقامة في المستشفى تتراوح من 8 إلى 10 أيام.

39 - ماهي عملية استئصال الورم؟

تقتصر هذه العملية على نزع الورم فقط دون نزع الثدي كليا، تخص هذه العملية الأورام ذات حجم صغير، تتبع دائما بالعلاج بالإشعاعات.

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37- Who are the doctors who treat me?

Cancer is a complex disease that cannot be treated by only one doctor. Therefore, treatment requires several multidisciplinary doctors:

These doctors are as follows:

1- The physician or work doctor

2 - Gynecologist

3. Radiologist: mammography, ultrasound, bone radiology, scintigraphy, CT scan and MRI

4 - Pathologist

5 - oncologist

6 - Radiotherapist

7 - Doctor in anatomy

8 - Dietitian

9- Psychologist

10- Geneticist

38. What does surgery suggest to cancer treatment?

Surgery allows removal of the tumor and lymph nodes of the armpit of the same side.

There are two types of surgery:

Conservative surgery (lumpectomy) or total mastectomy.

A pre-anesthesia will occur as blood and heart tests will be required. Surgery is done in the operating room, and hospitalization ranges from 8 to 10 days.

39. What is a lumpectomy?

This process is limited to the tumor removal only, without removing the breast completely. It involves small-sized tumors, always followed by radiotherapy.

40 - ما هي عملية الاستئصال الكلي للثدي؟

تنص هذه العملية على النزع الكلي للثدي المصاب، تخص الأورام ذات الأحجام الكبيرة.

41 - هل لي أن أختار بين نزع الورم واستئصال

الثدي كلياً؟

الخيار بين النوعين مشروط بحجم الورم وكذا بحجم الثدي القرار النهائي يدرس مع الجراح.

45 - ذراعي منتفخ ويؤلمني بعد استئصال الثدي، ما

هو السبب؟

يرجع هذا لعملية تطهير الإبط مما يسبب، انتفاخ، تتميل كما يحد من تحرك الطرف. لا تشكل هذه الأعراض **خطورة وتتلاشى** شيئاً فشيئاً مع احترام بعض النصائح. بعض **تمارين التأهيل الوظيفي** تخفف بسرعة هذه الأعراض.

46 - ما هي الاحتياطات بعد استئصال الثدي؟

1-46: تجنبني على الذراع المحاذي للتطهير الإبطي:

- ◀ جروح، خدوش، وخز، خدوش الأظافر، استخدام المنظفات التي تزيد من التورم.
- ◀ أخذ عينات الدم، الحقن الوريدية.
- ◀ قياس ضغط الدم.

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40- What is a total mastectomy?

This procedure provides the total removal of the affected breast, for large sizes tumors .

41- May I choose between lumpectomy or mastectomy?

The choice between the two types is conditioned on the tumor size as well as the breast size. The final decision is taken with the surgeon.

45- My arm is swollen and hurts after mastectomy. What is the reason?

This is due to the process of cleansing the armpit causing bulging, numbness and also limiting the movement of the limb. These symptoms are not dangerous and slowly disappear by respecting some advice. Some functional rehabilitation exercises quickly alleviate these symptoms.

46. What are the needs after mastectomy?

1- To avoid on the arm of the affected side

- Wounds, scratches, singling, nail scratches, use of detergents that increase swelling.
- Blood sampling, intravenous injection.
- Blood pressure measurement.

2-46: احترمي هذه النصائح:

- ◀ لا تحملي حقيبتك، أو أي شيء ثقيل على هذا الذراع.
- ◀ لا تضعي خواتم.
- ◀ الأساور أو الساعات أو أي مجوهرات أخرى لا ينبغي أن تضغط على الذراع.
- ◀ تجنبني الأكمام الضيقة
- ◀ لا تقتربي من النباتات التي تحتوي على أشواك.
- ◀ لا تلعب مع الكلاب والقطط
- ◀ لا ترتدي حمالات صدر ذات دعائم، أو الحمالات الضيقة خاصة عند الإبطين.
- ◀ عند الاستحمام يجب أن يكون الماء فاتراً.
- ◀ لا تتعرضي لأشعة الشمس فترة طويلة
- ◀ استعملي مواد لتجنب لسعات الحشرات

3-46: حماية اليد المصابة

- ◀ بالنسبة للخياطة ارتدي واقي للأصابع.
- ◀ في المطبخ استعملي قفزات واقية لتجنبني الحروق.
- ◀ ضعي قفزات عند قيامك بغسل الأواني أو الملابس، وعند تعاملك مع النباتات.
- ◀ في حالات الالتواء، يجب أن تكون الرعاية فورية.
- ◀ عند الذهاب إلى صالون التجميل يجب إعلام القائم بعملية تجميل الأظافر بحالة ذراعك ليتوخى الحذر.
- ◀ لا تقومي بتدليك أو بالضغط على الذراع المصاب.
- ◀ عدم التعرض للأشعة فوق بنفسجية.

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46-2- Tips to be respected:

- ▶ Do not hold your bag or anything heavy on this arm.
- ▶ Don't wear rings.
- ▶ If you wear bracelets, watches, or other jewels, they should not press on the arm.
- ▶ -Avoid tight sleeves.
- ▶ Don't get close to plants that contain thorns.
- ▶ -Do not keep in touch with animals.
- ▶ Do not wear underwire or tight bra, especially at the anterior part of the axillary region.
- ▶ When bathing, the water should be lukewarm.
- ▶ Do not get exposed to the sun for a long time,
- ▶ Use ointments or creams to avoid insect bites.

46-3- Protect the infected hand

- For sewing, wear a finger guard.
- In the kitchen use protective gloves to avoid burns.
- Put gloves when you do the washing, the washing up or gardening.
- In cases of sprains, care should be immediate.
- Prevent manicures from the risks involved in caring for cuts and wounds
- No massage, heavy straining on the affected areas and compensating drainage areas
- No exposure to ultra-violet rays.

- ▶ في حالات الالتواء، يجب أن تكون الرعاية فورية.
- ▶ عند الذهاب إلى صالون التجميل يجب إعلام القائم بعملية تجميل الأظافر بحالة ذراعك ليتوخى الحذر.
- ▶ لا تقومي بتدليك أو بالضغط على الذراع المصاب.
- ▶ عدم التعرض للأشعة فوق بنفسجية
- ▶ عدم تعريض المنطقة المعالجة بالعلاج الإشعاعي (radiothérapie) إلى الأشعة تحت الحمراء.
- ▶ تجنبي استعمال الكحول في حالة جرح وأي إصابة أخرى.
- ▶ تجنبي استعمال مواد أو مراهم مهيجة.
- ▶ تجنبي القيام بمجهودات كبيرة تؤدي إلى الإجهاد والتعب.
- ▶ الاسترخاء بعد أي مجهودات اعتيادية
- ▶ المعالجة الفورية للجروح أو وخز أو حروق.
- ▶ عدم امتصاص الجرح.

4-46: في جميع الحالات:

ينصح بممارسة بعض الحركات الرياضية لليد من أجل تشجيع جريان الدم، وتخفيف الندبة، وتنشيط الأوعية الدموية والعضلات مما يساعد على إيجاد الانسجام والمرونة في حركة اليد وجميع تحركات الذراع. الأمثلة على ذلك: ارتفاع الذراع، تناوب حركة الكتف في كلا الاتجاهين (من الأمام والخلف)، ووضع يدها على كتفها وتمريرها للأمام والخلف...

46-5: في حالة انتفاخ الذراع

يجب إبقاء اليد مرفوعة قدر الإمكان، لمساعدة حركة الدم، فيمكن مثلا وضعها فوق وسادة...

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- Do not expose the treated area via radiotherapy to infrared.
- Avoid surgical alcohol in case of injuries.
- Avoid using irritating substances or ointments.
- Avoid large efforts that lead to stress and fatigue.
- Relax after any effort.
- Immediate treatment of wounds, stinging or burns.
- Do not suck the wound.

4- In all cases

It is recommended to exercise some hand movements in order to encourage blood flow, relieve scar, and stimulate blood vessels and muscles which help to find harmony and flexibility in the hand movement and all arm movements. Examples: arm height, rotation of the shoulder movement in both directions (front and back). Put her hand on her shoulder and pass it forward and backward .

5 -In case of arm swelling

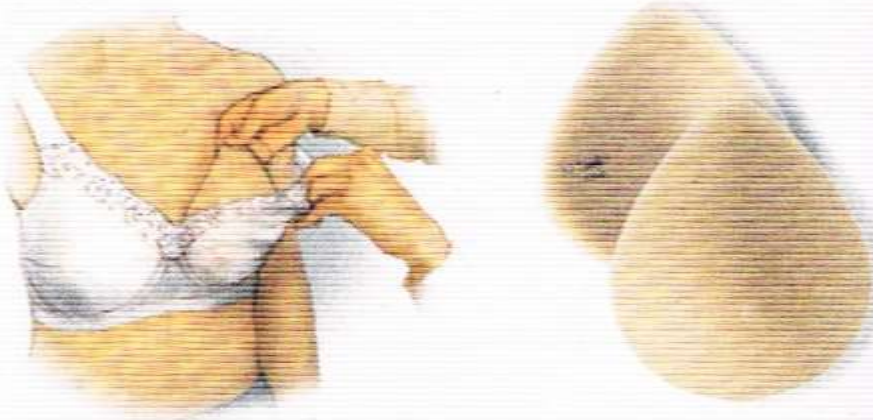
The hand should be kept as elevated as possible, to help the blood movement, for example it can be placed on a pillow.

يجب استشارة الطبيب في حال احمرار اليد أو ارتفاع في درجة الحرارة، أو انتفاخ أو تصلب غير عادي.

47 - بعد استئصال الثدي هل يمكن إعادة تشكيل الثدي؟

الثدي هو رمز أساسي للأنوثة، وفقدانه يخلف أثراً مهماً على نفسية المريضة، على عائلتها، مجتمعتها، عملها. مهم جداً أن نعرض على المريضة حلولاً لإعادة بناء ثديها. هناك وسيلتين متاحيتين:

◀ جهاز تبديل للثدي الخارجي: يوجد بأحجام مختلفة دعائم ثدي مناسبة لهذه الأجهزة ضرورية.



◀ إعادة ترقيع جراحية لخلق توازن في هيئة الثدي بوضع جهاز داخلي تحت الجلد أو استعمال قطع للأنسجة أو العضلات.

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**Consult your doctor in case of redness,
high fever, unusual swelling or stiffness.**

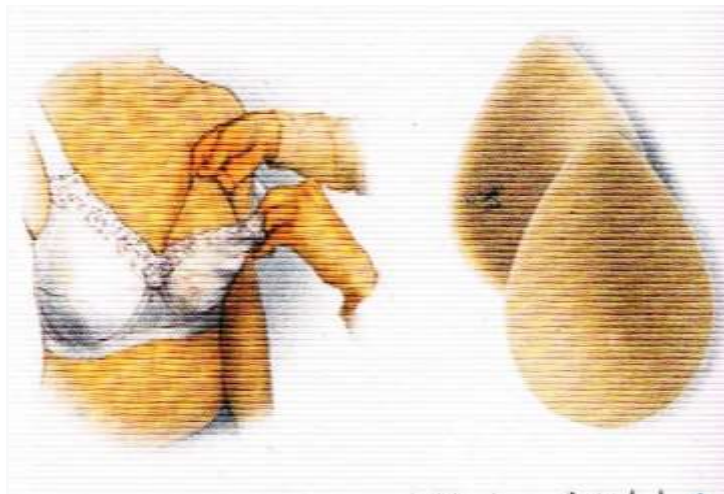
47. After mastectomy, can my breast be reshaped?

Breast is an essential symbol of femininity, and its loss has an important impact on the patient's psyche , her family, her community and her work. It is very important to offer the patient a solution to rebuild her breast.

Two methods are available

- ▶ **External Breast Prostheses:**

There are different suitable bra sizes necessary for these prostheses.



- ▶ **Breast surgical reconstruction to create a normal breast appearance by placing an internal organ under the skin or the use of tissue or muscle.**

53 - ما هي المهلة المحددة بعد الجراحة أو العلاج

الكيميائي لإجراء العلاج بالأشعة؟

بعد الجراحة يتم العلاج بالأشعة من 3 إلى 4 أسابيع أي عندما يلتئم الجرح تماما وتصبح حركة اليد عادية.
و بعد العلاج الكيميائي يتم العلاج بالأشعة بعد 4 أسابيع حتى تتحسن الحالة الصحية والبيولوجية بعد هذا العلاج.

54 - ما هي الأعراض الثانوية للعلاج بالأشعة؟

ومتى تظهر؟ وهل يمكن تفاديها؟

أحيانا تظهر أعراض جانبية لأن الأشعة تصيب الورم وأيضا بعض الخلايا السليمة.

أهم هذه الأعراض:

- ▶ احمرار في المناطق المعالجة، أثناء الأسبوع الثالث أو الرابع، تشبه ضربة الشمس.
- ▶ تغير في لون الجلد أو ما يسمى بالتخضب أو الاصطباغ.
- ▶ في الأيام الأخيرة من العلاج، تحس المريضة ببعض الألم أثناء البلع (عسر البلع) ناتج عن وصول الأشعة إلى المريء وهذا الألم يزول بعد أخذ الدواء اللازم لذلك.

53. What is the time limit after surgery or chemotherapy for radiotherapy?

After surgery, radiotherapy is carried out from 3 to 4 weeks, ie when the wound heals completely and the hand movement becomes normal.

After chemotherapy, radiotherapy is carried out after 4 weeks until the health and biological condition recovery.

54. What are the side effects of radiotherapy? when will they manifest? and is it possible to avoid them?

Sometimes side effects appear because the radiation affect the tumor and some healthy cells.

These main effects are:

- ▶ -Redness in the treated areas during the third or the fourth week similar to sunburn.
- ▶ Pigmentation (skin color change).
- ▶ In the last days of the treatment, the patient feels some pain during swallowing (dysphagia) due to the arrival of radiation to the esophagus. This pain goes away after taking the necessary medication.

و كل هذه الاعراض تظهر اثناء فترة العلاج بالاشعة (٥ إلى ٧ أسابيع) وتزول بعد أخذ الدواء الذي ينصح به طبيبك المعالج

أما الأعراض الجانبية الأخرى هي:

▶ تتخن المنطقة المعالجة والثدي يصبح أكثر صلابة من الثدي السليم.

▶ منطقة الثدي المستأصل تصبح أقل مرونة

▶ انتفاخ الأوردة الرقيقة الموجودة تحت الجلد.

كل هذه الأعراض غير مؤلمة وتقومين مرة في الأسبوع باستشارة طبيبك المعالج الذي يمكنه أن ينصحك ويأمرك بأخذ الأدوية اللازمة لك.

55- ماذا يمكنني أن أفعل لتفادي هذه الأعراض

وللحفاظ على صحة المنطقة المعالجة بالأشعة

طيلة فترة العلاج؟

▶ تجنبي لبس الثياب الضيقة في منطقة الصدر

▶ تجنبي لبس الصدرية

▶ لبسي ثياب مصنوعة من القطن وواسعة

▶ استعملي صابون مارسيليا

▶ لا تستعملي المنتوجات التي تؤدي إلى التهاب الجلد كالعطر المصنوع من الكحول...

▶ تجنبي التعرض لأشعة الشمس وحتى بضعة أسابيع بعد نهاية العلاج بالأشعة.

▶ لا تقومي بفرك أو دحك المنطقة المعالجة .

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All these symptoms appear during the period of radiotherapy (5 to 6 weeks) and disappear after taking the medication recommended by your doctor.

Other side effects:

- ▶ The treated area thickens and the breast becomes firmer than the healthy breast.
- ▶ The mastectomy area becomes less flexible.
- ▶ Swelling of the thin veins under the skin.

All these symptoms are painless. Once a week, you should consult your physician who can advise and instruct you to take the necessary medications.

55. What can I do to avoid these symptoms and keep the irradiated area healthy during the treatment period?

- ▶ Avoid wearing tight clothes in the chest area
- ▶ Avoid wearing bra.
- ▶ Wear cotton and wide clothes.
- ▶ Use soft soap.
- ▶ Do not use irritating products such as alcohol-based perfume.
- ▶ Avoid exposure to the sun even a few weeks after the end of radiotherapy.
- ▶ Avoid rubbing the treated area.

58 - ما هو وقت إجراء العلاج الكيميائي؟
عادة من 4 إلى 8 أسابيع بعد الجراحة

59 - ما هي الفحوصات التي يجب إجراؤها قبل
العلاج الكيميائي؟
قبل كل دورة هناك تحليل الدم الذي هو
ضروري وإجباري وأحيانا فحص
القلب.



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58. What is the right period for chemotherapy?

Usually from 4 to 8 weeks after surgery

59. What are the necessary tests before chemotherapy?

Before each session there is a blood analysis which is necessary, compulsory and sometimes heart examination.



61 - كيف أتهين للعلاج الكيميائي؟ وما هي الوظائف اليومية التي يمكن القيام بها أثناء فترة العلاج؟

كثيرا من النساء العاملات يمكنهن الحفاظ على نشاطهن المهني والعائلي مدة إجراء العلاج الكيميائي، أما فيما يخص الحياة العادية فيمكنك الحفاظ على نفس نمط الحياة العادي فيما يخص الأكل والنوم. صبيحة إجراء العلاج الكيميائي من المستحسن أن تأخذي وجبة الصباح دون تغييرها كما يستحسن عدم الإفراط في الأكل، لا يمكنك إجراء أي حمية غذائية أو أخذ دواء تقليدي مصنوع من الأعشاب، أو أي شيء آخر الذي ممكن أن يتفاعل سلبا مع العلاج الكيميائي، ومثالا عن هذا العلاج التقليدي برستم الذي يمثل خطرا على الكبد والدم.

62 - كيف يتم العلاج الكيميائي؟

تتم دورة العلاج الكيميائي في المستشفى اليومي (hôpital de jour) مدة العلاج من 2 إلى 3 ساعات، الأدوية تأخذ عن طريق الحقنة الوريدية، مدة الراحة بين كل دورة وأخرى هي محددة بشكل دقيق 21 يوم على العموم.

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61- How to prepare for chemotherapy? what are the daily activities that can be done during the treatment?

Many working women can maintain their professional and family activities during chemotherapy. They can also maintain the same daily routines and lifestyle as eating and sleeping.

In the morning of chemotherapy, it is recommended to take your breakfast as usual.

It is also advisable not to overeat.

- No diet is recommended, especially it is advisable to avoid taking traditional herbal or other treatments that are likely to interfere with chemotherapy. These treatments for example: berostome which are toxic to the blood and liver.

62. How is chemotherapy done?

The chemotherapy course is carried out at the hospital. The treatment duration is from 2 to 3 hours. Medications are taken by intravenous injection and the interval between each cure is strictly limited to 21 days.

63 - ما هي الأعراض الجانبية للعلاج الكيميائي؟ متى يبدأ ظهورها؟ وكيف يمكنني التخفيف منها؟

- ▶ التقيؤ والغثيان
 - ▶ سقوط الشعر بدرجات مختلفة وهذا السقوط للشعر ليس نهائياً، وإنما يبدأ ظهور الشعر ونموه بعد فترة من العلاج
 - ▶ انقطاع العادة الشهرية
 - ▶ الشعور بالتعب
 - ▶ نقص في الشهية للطعام
 - ▶ التهاب داخل الفم
 - ▶ إسهال ونقص في الكريات البيضاء الذي يمكن أن يؤدي إلى بعض الالتهابات
 - ▶ نقص في الكريات الدموية الحمراء الذي يؤدي إلى فقر الدم، النقص في الصفائح الدموية الذي يسبب بعض النزيف.
- و هذه الأعراض تنتهي بانتهاء العلاج ويمكن التقليل منها باستعمال بعض الأدوية التي ينصحك بها طبيبك المعالج.

و يجب إبلاغ الطبيب عند ظهور أية أعراض

64 - ماذا أفعل عند إصابتي بالتقيؤ أو الغثيان؟

- ▶ ليلة القيام بالعلاج الكيميائي، تناولني وجبة خفيفة.
- ▶ كلى ببطء مع المضغ الجيد للطعام لتسهيل عملية الهضم.
- ▶ تجنبني المأكولات الدهنية. (المقلية، إلخ...)
- ▶ عوضني الوجبات الثلاثة الاعتيادية بـ 5 أو 6 وجبات خفيفة.
- ▶ اختري المأكولات الباردة أو الفاترة حيث تكون الرائحة المنبعثة منها قليلة بالنسبة للمأكولات الساخنة (السلطات، إلخ...)
- ▶ أقلعي عن التدخين.
- ▶ حاولي أن تشربي من 1,5 إلى 2 لتر يومياً (ماء، شاي، عصير، مياه غازية محلات أو غير محلات)
- ▶ اختاري المأكولات الغنية بالبروتين. (بيض، مشتقات الحليب، جبن، لحم، سمك)
- ▶ خذي قسطاً من الراحة بعد الوجبة الغذائية لمدة 1/2 ساعة حتى تتم عملية الهضم بشكل بطيء.
- ▶ إذا لم تكوني من محبات اللحم، يمكنك تعويضه بمواد غذائية أخرى (الدجاج، البيض، السمك، الجبن)
- ▶ عندما يرى الطبيب المعالج ضرورة الاعتماد على أدوية، فقد يصف لك أدوية ضد التقيؤ تأخذ قبل كل علاج كيميائي (بعض هذه الأدوية يُستمر تناولها من 1 إلى 5 أيام بعد جلسة العلاج الكيميائي).

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63. What are the side effects of chemotherapy?

When does it start appearing? How can I mitigate them?

- ▶ Vomiting and nausea.
- ▶ Variable intensity alopecia (hair loss), it begins to emerge and grow after a period of the treatment.
- ▶ Amenorrhea (the absence of the menstrual cycle).
- ▶ Fatigue .
- ▶ Lack of appetite .
- ▶ Mucositis (mouth irritation).
- ▶ Diarrhea.
- ▶ Decrease in white blood cells (risk of infection), red blood cells (anemia), platelets (hemorrhage risk).

These symptoms disappear with the end of the treatment and can be minimized by using some of the medications recommended by your doctor.

Tell your doctor if any symptom appears

64- what to do in case of nausea and vomiting?

- ▶ -At your chemotherapy eve, have a snack.
- ▶ Eat slowly with good chewing to facilitate digestion.
- ▶ -Avoid fatty foods (fried, etc.)
- ▶ Replace the three regular meals with 5 or 6 snacks.
- ▶ Choose cold or lukewarm food (salads,...) that are less odorous than the hot ones.
- ▶ Stop smoking.
- ▶ Drink 1.5 to 2 liters a day of (water, tea, juice, soda)
- ▶ Choose protein-rich foods (eggs, dairy product, meat, fish)
- ▶ Have a rest of a half an hour after a meal to decelerate digestion.
- ▶ If you do not like meat, you can eat (chicken, eggs, fish, cheese) instead.
- ▶ When necessary, your doctor will prescribe anti-emetic medications before the beginning of each treatment (some of them may be taken from 1 to 5 days after chemotherapy).

68 - ما معنى الغرفة المزروعة؟



هي عبارة عن خزان صغير يوضع من قبل الجراح أو الطبيب المخدر في غرفة العمليات بتخدير جزئي أو موضعي ويسمح هذا الخزان باستعمال الأدوية بشكل آمن داخل الوريد والحفاظ على سلامة أوردة الذراع.

4.4: العلاج الهرموني

70 - ما معنى العلاج الهرموني؟

هو علاج عام يقوم بمنع عمل الاستروجين (الهرمون الأنثوي) على الخلايا السرطانية، حتى يحدد أو يبطئ نموها، وهذا الدواء ضروري للمرأة المصابة بسرطان الثدي، وهذا الدواء يكون مع الجراحة، العلاج بالأشعة أو العلاج الكيميائي.

71 - ما هي أنواع العلاج الهرموني؟

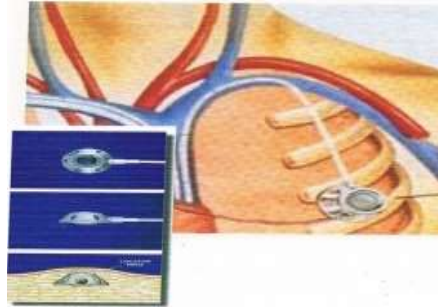
هناك عدة أنواع:

❖ **مضادات الاستروجين:** هذا الدواء يكبح ويوقف مستقبلات الخلية، ويمنع عمل الاستروجين على الخلية السرطانية أهم هذه الأدوية هو (le tamoxifene) المستعمل بكثرة. هذا الدواء تستعمله المريضة التي انقطعت عنها العادة الشهرية أي في سن اليأس، وهناك دواء آخر يستعمل لدى المريضة التي ما تزال لديها العادة الشهرية أي لم تصل إلى سن اليأس، يتم عن طريق حقنة تحت الجلد، مرة كل شهر (Zoladex) وهذا الدواء يعوض عملية استئصال المبيضين أو توقيف عملهما بواسطة الأشعة، عمله ليس نهائيا بل مؤقت.

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68. What is an implantable chamber?

It is a small reservoir placed by the surgeon or anesthetist in the operating room with partial or local anesthesia. It allows the safe use of medications intravenously and maintaining the integrity of the arm veins.



4.4: Hormone therapy

70- What is hormone therapy?

It is a general treatment that prevents the action of estrogen (female hormone) on tumor cells, it slows or stops their growth. It is necessary for women with breast cancer. Hormone therapy is associated with surgery, radiotherapy or chemotherapy.

71- What are the types of hormone therapy?

There are several types

► Anti-estrogens

This medication stops the cell receptors, and prevents the action of estrogen on the tumor cell, the most important and used medicine is (Tamoxifene) . It is used by the patient who is postmenopausal (stopped her menstrual cycle), another medication used by the patient who is pre-menopausal (still has menstrual) is done by injection under the skin, once a month (Zoladex) it compensates the process of removing the ovaries or stopping their work by radiation. Its work is temporary.

أدوية أخرى تسمى : Anti-Aromatases التي تقوم بكبح وتوقيف عمل الأنزيم Aromatase الضروري لإنتاج الاستروجين، من طرف الغدد الموجودة فوق الكليتين، هذه الأدوية تستعمل من طرف المريضة التي وصلت إلى سن اليأس وهي عبارة عن أقراص تتناول عن طريق الفم.

أما عند المريضة التي لم تبلغ بعد سن اليأس، فيمكن إجراء الأشعة على المبايض لتوقيف عملهما بصفة تامة ونهائية وبالتالي ينقطع إنتاج الاستروجين من طرف المبايض.

72 - ما هي الأعراض الثانوية للعلاج الهرموني؟ ومتى تظهر؟ وكيف يمكنني التقليل والتخفيف منها؟

على العموم هذا الدواء يمكن تحمله وهناك بعض الأعراض مثل:

الشعور بنفحة أو هبة من الحرارة

ازدياد في الوزن

جفاف المهبل

آلم في المفاصل والعضلات

هشاشة العظام

حالات نادرة جدا سرطان الرحم

بعض الاضطرابات في النظر

نادرا انسداد في الوريد يسبب تحجر الدم

وهناك بعض الأدوية التي تخفف من هذه الأعراض الجانبية

73 - ما هي مدة العلاج الهرموني؟ المدة المتوسطة هي 5 سنوات متتالية.

74 - ما هي المراقبة التي يجب أن أقوم بها؟ من الأفضل إجراء مراقبة طبية مستمرة.

75 - هل الحمل مسموح به أثناء العلاج الهرموني؟ لا، الحمل غير مسموح أثناء العلاج الهرموني.

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- ▶ Other medications called: Anti-aromatize, stops the action of the Aromatize enzyme which is necessary for the production of estrogen by the glands located above the kidneys. These medications are tablets used by the post-menopausal patient orally.
- ▶ For pre-menopausal women, can make radiotherapy on the ovaries to bloc them completely and permanently. Therefore, the ovaries interrupt estrogen production.

72-What are the side effects of hormonal therapy? When will they appear? how mitigate them?

Generally this medicine can be bearable but sometimes there are some symptoms such as:

- ▶ Hot flushes
- ▶ Weight gain
- ▶ Vaginal dryness
- ▶ Joints and muscles pain
- ▶ Osteoporosis
- ▶ Very rare cases of endometrial cancer
- ▶ Ocular disorders
- ▶ Rare intravenous obstruction due to ossification (Phlebitis)

**There are some medications
that relieve these side effects**

73. What time does hormone therapy take?

The average duration is 5 consecutive years.

74. What control should be done?

Continuous medical monitoring is the best control.

75-Is pregnancy allowed during hormone therapy?

5.4: العلاج الموجه

76 - ما معنى العلاج الموجه؟

هو علاج جديد ظهر سنة 2000 وهو يوجه إلى المستقبلات الموجودة في الخلية السرطانية، أهم هذه الأدوية **trastuzumab**، الذي يصل إلى المستقبلات HER-2، والثاني هو **bevacizumab** الذي يصل إلى مستقبلات VEGF. وهذه الأدوية غير صالحة لكل حالات سرطان الثدي.

77 - هل المتابعة الطبية ضرورية بعد علاج سرطان

الثدي؟

بعد العلاج من سرطان الثدي المتابعة الطبية باستمرار
جد ضرورية مهما كان نوع السرطان.

يقوم بها أطباء مختصين في السرطان، في السنوات الأولى قد يتم عند الطبيب المعالج طبيب أمراض النساء أو طبيب عام).

80 - بعد اجتياز عتبة الـ 5 سنوات، هل حظوظنا أوفر

للنجاة؟

نعم، جل الانتكاسات تحصل خلال السنوات الـ 3 الأولى، غير أنه توجد انتكاسات بعد الـ 5 سنوات، 10 سنوات ولكن بصفة نادرة.

89 - ما هو المطلوب من الزوج؟

تعامل الزوج مهم من أجل تحسن حالة المريضة وكذا التوازن العائلي خلال فترة العلاج.

المرض يوطد غالبا علاقة الزوجين، وجود الزوج ومدى جاهزيته إلى جانب زوجته لا يمكن تعويضها.

أن نلقى الكلمات ونتعامل بشكل لائق تعد أمور في غاية من الحساسية ولكن يسمح الحوار بتجاوز الصعوبات وعدم تعريض الزوجين إلى الخطر.

في جميع مراحل العلاج، تكونون مذبذبين، يكون الزوج خلالها جد متعب وغالبا لا يلعب دوره كاملا كالعادة.

90 - ماذا يمكن أن تقدم العائلة، الأصدقاء والأقارب؟

من الأفضل إعلام والديك وإخوتك وأخواتك أصدقائك من السهل التحمل إذا أشركت الغير أحاسيسك وهو خير لك من تستترك على المرض.

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5.4: Targeted therapy

76- What is targeted therapy?

It is a new treatment that appeared in 2000 and targets certain receptors that are in the tumor cell, the most important of these medications: Trastuzumab targets the HER-2 receiver and Bevacizumab targets the VEGF.

These medications are not suitable for all cases of breast cancer.

Part V: Patient Monitoring of the Patient with Cancer

77-Is medical monitoring necessary after breast cancer treatment?

After breast cancer treatment, medical monitoring
is very necessary whatever the cancer's type.

During the first years of treatments, the patient is monitored by her general practitioner, physician or gynecologist. Then afterwards she will be followed up by her oncologist.

80. After 5 years, are we more likely to manage?

Yes, most of recurrences occur during the first 3 years, 5 years, but rarely after 10 years.

89- What can the spouse do?

The husband's support is important in order to improve the patient's condition as well as family balance during the treatment.

The disease often consolidate the marital relation. The husband presence and receptiveness is irreplaceable.

Finding the attitude and the right words is very delicate, communication helps raise the challenge and put the couple out of danger.

During the treatment period, the couple is necessarily disturbed. The husband is often tired and he cannot assume what he used to do.

90. What can family, friends and relatives do?

It is better to inform the members of your family and friends. It will be easier to endure, if you involve others your feelings rather than keeping them for yourself.

لا تحاولي تحمل العبئ لوحدك.
دور الأقارب مهم جدا للدعم المعنوي وكذا الإعانات الممكن تقديمها
ومواكبة المريض خلال العلاج، شراء الأدوية، الإعانة في أمور
البيت.

91 - هل يجب أن تخبري أطفالك عن مرضك؟

نعم يجب أن تتحدثي معهم في الأمر.
ينصح بإعلام الأبناء مع الأخذ بعين الاعتبار عامل السن في التحدث
إليهم، وكذا تهينتهم نفسيا وعاطفيا لتقبل الأمر، حجب الحقيقة عنهم
غير ممكن، ففي جميع الحالات يرون أن شيئا ما حدث لأهمهم.

بإعلامهم، يشكل أولادك دعما غير مسبوق على
مختلف مراحل المرض، للصغار تحدثي
معهم بلغة بسيطة دون تعقيدات.

92 - كيف لي أن أجد حياتي السابقة من جديد؟

إن لوقوع المرض والعلاج تغييرات في حياة المصابة سواء على
المستوى الجسمي أو النفسي
تضطر المصابة بالسرطان لإعادة تنظيم نمط حياتها، تتغير
الأولويات وكذلك العلاقة مع الآخرين، وفي العمل، مع المجتمع
وبخاصة مع نفسها، تشكل نهاية العلاج لحظة مهمة في التفكير فيما
نريده فعلا.
في البداية لابد من مواجهة الأحداث، ومن بعد وفي إطار نظرة بعيدة
الأجل، تستطيعين إعادة بناء نفسك، تعطين معنى لما يجري لك، قد
تحتاجين لقضاء أكبر وقت مع عائلتك، مع زوجك وأطفالك أو ربما
الشغل بنصف الوتيرة إذا أمكن أو تقوية الوازع الروحاني فيك كأن
تقومين بعمره أو حج.
وفي جميع الحالات لابد أن ترين مستقبلك بإيجاب وعزم.

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The relatives role is really important for the moral support as well as the subsidies that can be offered and keep up with the patient during the treatment, medical expenses , housework.

91. Should you tell your children about your illness?

It is recommended that children be informed, taking into account the age factor in speaking to them, as well as preparing them psychologically and emotionally to accept the matter. Hiding that is not possible. In all cases, they will notice something wrong at their mother.

**By informing them, your children provide
unprecedented support at all disease stages.**

**Use a simple language to talk to the young
ones.**

92. How can I find my previous life again?

The disease impact and treatment change the patient's life physically or psychologically .

The patient should reorganize her lifestyle, her priorities change as well as her relationship with others, at work , in society and especially with herself. The end of the treatment is an important moment for thinking about what she really wants.

At the beginning you have to face events, and after a long-term view, you can rebuild yourself, make sense of what is happening to you. You may need to spend more time with your family or at work if possible .

In all cases, you must see your future positively and resolutely.

95 - هل بإمكانني مزاولة الرياضة؟

القيام بالنشاطات الرياضية ممكن بعد علاج سرطان الثدي، مع أخذ بعض الاحتياطات:
تجنبني العمل بذراعيك للجهة المصابة.
الرقص، السباحة، التنس تمارس بنسق متوسط.
رفع الأثقال، الأعمدة المتوازنة والثابتة ممنوعة.

96 - حبوب منع الحمل و الهرمونات البديلة خطيرة بعد سرطان الثدي؟

حبوب منع الحمل والعلاج الهرموني البديل ممنوعة، لخطرهما الكبير في معاودة المرض.

97 - هل الحمل ممكن بعد العلاج؟

نعم، ولكن ينصح الانتظار سنتين بعد نهاية العلاج للحمل حتى تتجنبي خطر التشوهات الجنينية والولادة المبكرة، المرتبطة بالعلاج الكيميائي.

98 - كيف تكيفي حياتك اليومية؟

لا يوجد نمط خاص.
مهم جدا أن نعيش بنسبتيان المرض، تكون العملية صعبة في البداية ولكن بالتعود تسهل المهمة نوعا ما.

99 - ما هو دور مجموعة التحدث للمريض؟

لمجموعة التحدث 3 أهداف:



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95. Can I practise sports?

Exercise is possible after breast cancer treatment, taking some precautions:

Avoid working with your operated arm.

Dancing, swimming and tennis are practised with moderation.

Weightlifting, parallel and fixed bars are forbidden.

96 - Are contraceptive pills and hormone replacement therapy dangerous after breast cancer?

They are forbidden because of their high risk of recurrence.

97-Is pregnancy possible after treatment?

Yes, it is. It is advised to wait two years after the end of the treatment to avoid the risk of malformation and premature birth associated with chemotherapy.

99. What is the role of the patient support group?

The support group has 3 goals:



1. مكان مشترك بين أشخاص يواجهون نفس الوضعية، أو عاشوا أو يعيشون نفس تجربتك الحالية، النساء اللاتي يلتقين في مجموعة التحدث عشن نفس تجربتك وباستطاعتهن فهم ما تحسین به.

2. مكان للتعلم: يأخذ التبادل شكل بداغوجي، تكويني وتحسيسي

بمقدور الأعضاء فهمك، نصحك وإعانتك لتسيير عواطفك.

3. تسمح المجموعة لكل مريضة بالاستماع للآخريات، بمعرفة حقيقة المرض، وبالتالي التكيف مع المرحلة.

استعلمي لأجل هذا عند فريقك المعالج أو جمعيات مساعدة المرضى المصابين بالسرطان.

100 - كيف تبقيين قوية في وجه سرطان الثدي؟

الإبقاء على النشاط والافتتاح على الخارج، العمل على القيام بمشاريع وتحقيقها (حتى لو بسيطة)، يساعدك على تجاوز القلق وحالة الارتباك التي تعيشينها، كما يجب الخروج من العزلة والمراقبة الذاتية الدائمة.

رغم التأثير الجسماني والنفساني لسرطان الثدي إلا أن مواجهته والتغلب عليه ممكنة.

لا تشعري بالذنب إذا:

- نال منك التعب.

- أصبحت سريعة الانفعال والتأثر.

- فقدت السيطرة

لا تنسي:

- العناية بمظهرك

- أخذ قسط من الراحة

- القيام بمشاريع، الاعتناء بالآخرين.

Chapter 3: EL FEDJR Association

1. It is a common place between people who face the same situation, or have lived or living the same experience. Women you meet in a support group have experienced the same hardships and can really understand how you feel.
2. It is a place to learn: The exchange takes pedagogical, formative and sensitive values. Members can understand, advise and help you to manage your emotions.
3. The group allows each patient to listen to others, to realize the truth of the disease, and thus adapt to her new situation.

**Refer to your treatment team or
association which help patients
with cancer.**

100- How to stay strong against breast cancer?

Staying active, working and realizing projects (even the simple ones) help you overcome your anxiety. You must get out of isolation and constant self-monitoring.

Despite the physical and psychological impact of breast cancer, it is possible to cope with it.

Don't feel guilty if:

- You got tired
- Become irritable and emotional
- Lost of control

Do not forget:

- Take care of your appearance
- Take a rest
- Doing projects, taking care of others.

Abstract

Scientific and medical translations are one of the most challenging types of translation. Dealing with, the translator may encounter several difficulties mainly related to medical terminology.

Our research, entitled "Strategies of Translating Awareness Campaigns against Breast Cancer of the Two Welfare Associations El Amel and El Fedjr" from Arabic into English showed how these problems were tackled by applying Skopos theory and different translation strategies to solve the research problem.

This study is an attempt to deal with awareness campaign translation texts and difficulties encountered while translating them from Arabic into English. In our research, we applied Skopos theory and translation strategies to translate medical texts and flyers on breast cancer. In addition, Semiotic approach was included since our corpus is stuffed with pictures and symbols.

Key words: Awareness Campaigns, Breast Cancer, Skopos theory, Semiotics.

ملخص

تعتبر الترجمة العلمية والطبية واحدة من أكثر أنواع الترجمة تحدياً، للتعامل معها قد يواجه المترجم العديد من الصعوبات المتعلقة بالمصطلحات الطبية.

أظهر بحثنا المعنون "استراتيجيات ترجمة الحملات التحسيسية ضد سرطان الثدي لجمعية الأمل والفجر من اللغة العربية إلى اللغة الإنجليزية" كيفية معالجة هذه العراقيل وذلك من خلال تطبيق نظرية سكوبوس واستراتيجيات الترجمة المختلفة لحل إشكالية بحثنا.

هذه الدراسة عبارة عن محاولة للتعامل مع ترجمة النصوص الخاصة بالحملات التحسيسية والصعوبات التي نواجهها أثناء ترجمتها من العربية إلى الإنجليزية لذلك التجأنا في بحثنا هذا إلى نظرية سكوبوس واستراتيجيات الترجمة لترجمة النصوص الطبية والمطويات الخاصة بسرطان الثدي، إضافة إلى ذلك تم إدراج السيميائية نظراً لإحتواء مدونتنا على الصور والرموز.

الكلمات المفتاحية: الحملات التحسيسية، سرطان الثدي، نظرية سكوبوس، السيميائي