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**Skin care cosmetic products in the electronic**  
**brochure of *Forever living* trademark as a case study**

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# *Dedication*

To my precious parents, all my family and best friends.

**ZINA**

To my dear family: my brothers, my sister and her husband

To my cute nephews, Arslan, Alicia and Serine.

**MYASSA**

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# **INTRODUCTION**

Nowadays, the whole world becomes as one village. This means a great need for international exchanges between countries in order to share cultures, traditions and knowledge. There is also the import and export of multiple products aiming at citizens' welfare all over the world. This process relies on advertising, which is an important marketing operation.

Advertising is a means, which tends to influence, inform and especially to convince the different categories of product users by attracting public attention using different means of communication such as newspapers, magazines, internet and television in order to transmit the exact message in different languages.

Translation has become, with the spread of the consumption in the recent centuries and with the global export and import of cosmetics products, a necessary process for companies business. Hence, translation helps meeting the consumer's need by providing the information he needs about the product in the language he understands better. A good advertising translation plays an essential role in informing customers and persuading them that the product they purchase is the best.

This is why we have decided to study this special kind of translation based on a corpus, which consists in selected skin care products of the international trademark *Forever*. And our problematic consists in:

-What are the main procedures adopted by the translators of skin care product brochures from English into Arabic?

Our research also raises another question:

-What are the difficulties a translator faces while translating an advertising brochure for skin care products?

In an attempt to answer the questions raised by this study, it is hypothesized that the procedures of advertising translation are:

- The direct translation procedures of VINAY and DARBELNET may be relevant in such a brochure. Moreover, an accurate selection of terms may help to make readers understand the advertisement in a simple way and convince them to become clients.

- Some local words in the source text might be difficult to translate, as well as some English expressions are not common in the Arabic social context.

Our Methodology of Research is based on the field of Advertising cosmetics products brochure by comparing between the two advertising texts, source and target one “English” and “Arabic”.

Our personal motivations about this research:

-Just as we care about cosmetics and makeup material, we also care about the skin health and the materials we use to preserve it.

-Our attention is drawn to the frequent talk about these skin care materials on social media.

-The progress and development in the formulation achieved by the field of skin care.

The Objective of this research is in the aim of showing difficulties that translator can face while doing translation in the advertising Brochure. In addition examining the different procedures that the translator adopt in advertising translation.

We choose the book of “GUIDERE, Mathieu(2000), publicité et traduction, paris, l’Harmattan.” As a reliable source for its rich information contained in the book about Translation and advertising.

While doing this work, we encountered some difficulties, and one of them is the lack of cosmetics products brochure translated into Arabic so that we can make a stylistic comparison for instance. We find this very unfortunate for a field as lively as that of cosmetics. Adding another difficulty, which is the choice of some words and expressions to translate the brochure (our corpus) from English into Arabic.

# **Chapter I**

## **Advertising and advertising translation**

Advertising permeates the life of the ordinary people, just as the products do. It is as close as possible to an identification card. It bears the identity of the product and roams the streets and cities, calling with the name of the product with the different publicities. It invites the individual to discover any product or service advantages and benefits with all the necessary information, exciting the consumer and influencing his lifestyle. Since our research focuses on advertising translation.

This first chapter, which is the theoretical part of our thesis begins by introducing the concept of advertising, and then we move on to the definition of the advertising text, its characteristics and elements as well. After that, we define the advertising translation, the basic elements to advertising translation and its importance. At least we talk about the cosmetics brochure concept. Finally, we suggest some translation approaches as well as we focus on the semantic and syntactic inaccuracies in such a kind of translation.

## **I-1 Advertising**

It is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. (https://www.nascode.net visited on: 10/9/2022)

### **I-1-1 Advertising definitions**

Advertising according to The Oxford dictionary means “ *the activity and industry of advertising things to people on television, in newspapers, on the internet, etc.*”

According to Winston FLETCHER (2010): “... *First, there is a difference between advertising and advertisements: advertising is a process, advertisements are the end result of that process, but the words are often used interchangeably*”  
*Second, and perhaps more importantly, while the public uses the word ‘advertising’ to cover all kinds of publicity, within the advertising industry the word is used fairly specifically (though even here, confusions arise).*

(FLETCHER, 2010: 1)

On the basis of KOTLER’s (1997) point of view: “*Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor*”. (KOTLER, 1997: 58)

In line with the advertising association of the UK, advertising is any communication usually paid for specifically intended to inform or influence one or more people.

## **I-2 Definition of advertising text**

An advertising text is that which is made to attract the attention of consumers’ potential about the product or the service that they wish to promote. Exactly, we say that advertising text has two objectives: making the product known by the largest public, and encouraging to buy.

Advertising texts can be elaborated starting from the argumentative texts, because they explain the reasons that could encourage the consumer to buy a product.

The means of information provided by the owner of the deal on a glorious floor with creative and impactful peculiarities is a difficult matter, and since the task of attracting attention and persuasion is difficult to achieve, it is necessary to recruit a striking language and emphasis to attract the consumer.

*« Le discours publicitaire de persuasion, sa finalité tout axée sur le déclenchement de gestes de consommation (...) elle consiste à traquer la personne médiatiquement dans les recoins de sa vie quotidienne. » (TATILON, 1990 :244)*

“The persuasive advertising discourse and its purpose are all centered on the triggering of consumer gestures (...), consists in tracking down the average person. Media in the corners of his daily life” (our translation)

### **I-2-1 Characteristics of advertising text**

The advertising text harnesses elements that make it a discourse with countless formal, structural and linguistic characteristics, as (GUIDERE, 2000:32) was able to summarize them in three characteristics.

#### **I-2-1.1 Writing characteristic**

It is the apparent image of advertisements and it is known by viewing it, because the written language is primary material in the advertisement text.

#### **I-2-1.2 Iconographic characteristic**

As the visual part of the advertising forms, an integrated format with the linguistic part and the latter has no chance of penetrating the mind and soul of the consumer without this unique feature.

### **I-2-1.3 Semiotic characteristic**

So that the advertising discourse consists of several signs in one format and this consistency emphasizes the total overlap and complementarity between them.

« ...il s'agit ici de premier niveau de caractérisation du langage, lequel détermine dans une large mesure tous les autres niveaux. » (GUIDERE, 2000: 39)

“This was the first level of language characterization, which determines largely all the other levels”. (Our translation)

### **I-2-2 Elements of advertising text**

GUIDERE (2000) defines these three (3) elements as follow:

- brand name, product name and slogan:

#### **I-2-2.1 The brand name**

It denotes a company or organization that produces goods or services.

According to The Oxford dictionary: “ it is the name given to a product by the company that produces it. ”

(<https://www.oxfordlearnersdictionaries.com> visited on: 15/9/2022)

#### **I-2-2.2 The Slogan**

A word or phrase that is easy to remember used for example by a political party or in advertising to attract people's attention or to suggest an idea quickly.

In this context, GUIDERE (2000) says : « En effet, le slogan bénéficie d'un statut particulier au sein de l'annonce publicitaire, par son expression, il consiste en une structure autonome par sa mise en forme, il fait figure de titre ».

(GUIDERE, 2000:104)

*" Actually, the slogan takes benefit of a particular statue in the advertising announcement. Its expression consists of an autonomous structure and appears in the form of a title". (Our translation)*

### **I-2-2.3 The product's name**

It is an investment in product development to launch a new product into the market. According to GUIDERE(2000) : « *Il y d'abord le nom de marque qui désigne l'émetteur ou la créature du produit ... il y ensuite le nom du produit qui permet d'identifier l'objet de la publicité* ». (GUIDERE, 2000:91)

*"First, there is the name of the mark that indicates the emitter or the creature of the product. After there is the name of product that allows identifying the object of the publicity". (Our translation)*

## **I-3 Advertising translation**

In this subtitle we are going to deal with the study of advertising translation .

### **I-3-1 Definition of advertising translation**

Advertising translation is one of the areas within translation studies that evolved most rapidly and intensively in the last few decades, in spite of its late entrance in the academia. Any comprehensive study of this topic requires an interdisciplinary approach to deal with the complexity of advertising material production as well as with the complexity of its translation. Aspects like discourse of advertising, the richness and variety of advertising texts, in different

participants in the production, distribution and translation stages and the impact of the media are key issues to consider.

The first studies on advertising translation can be traced back to the 1970s when Canadian linguists such as TATILON (1978) explored the nature of advertising translation. Claiming that this translation process involves more than inter lingual transfer from a written text in SL to another in TL, TATILON (1978) declared his position in favor of the translatability of this kind of texts, according to their communicative nature: “...*les traducteurs démontrent inlassablement la possibilité de traduire*” (TATILON,1978:75).

*“The translators prove tirelessly the possibility of translating”*. (Our translation)

Advertising Translation requires not only an accurate translation but also a consideration of cultural references and plays on words used in the source text. In other words, translators of advertising texts must go beyond translating the text and adapt the message to the target audience.

It can be defined as the fact of transmitting an advertising speech from one language to another. The subject of advertising translation is a media subject situated between applied linguistics and sociolinguistic sciences.

Publicity translation is a basic term that includes plenty of different tasks and advertising differs a lot. Companies use big budget radio, TV, printed media advertisements and of course their personal website as a great advertising tool.

The translation of the advertisement includes different elements: visual and audio. All of such require be translating, localizing and probably transcreated in

order to make sure that the final translated copy of the advert meets the taste of its targeted audience.

([www.tridindia.com](http://www.tridindia.com)

visited on: 5/10/2022)

### **I-3-2 Basic elements to advertising translation**

Now we will walk through a few of the key important things we have to consider while doing advertising translation.

#### **I-3-2.1 Context**

Advertising is basically an art form. Your advertising should have covered all the information such as what your brand is all about, why buyers need your products ...etc. the translated advertisement requires to meet the cultural context of its intended audience.

#### **I-3-2.2 Linguistic context**

While translating an advertisement we need to think carefully about the language. We also have to contemplate how snippets of the advertising copy might sound. If it goes different from the context, the wrong choice of word may cause offence or have a bad impact on the brand image.

#### **I-3-2.3 Cultural and socio-historical context**

Cultural and socio-historical contexts are not instantly apparent to those who mainly share their culture with the advertisement creators. They can be quickly evident to individuals who belong to different backgrounds.

### **I-3-2.4 The evolving cultural climate**

While translating the advertising material, we need to consider both the local cultural context as well as the wider global cultural climate. In case, we keep the advertising away from the awareness of both, either it is possibly missing the mark or it gets outdated faster. (www.tridindia.com visited on: 5/10/2022)

It is an indispensable communication tool, and it cannot be ignored, it allows the passing of goods and services lightly and intelligently. It is an activity with common borders between the world of the advertising industry and the vast world of communication.

In this same perspective, GUIDERE (2000:41) adds that it is not related to the translator alone with his personal capabilities, aspirations and his knowledge, but it rather determines and contributes to internal and external factors, through the advertising material, including cultural, economic and social factors.

### **I-3-3 Advertising translation Characteristics:**

GUIDERE (2000) speaks of three types of effects in advertising translation:

**a/ The effect zero:** when the translation does not change anything from the original text it only makes the sale but positively or negatively.

**b/ The positive effect:** the translated copy achieves the success and popularity of the advertising materials in the relevant markets and contributed to bringing them closer to the consumer because the translation reduced the advertising material and conveyed the advertising act with all its effectiveness.

**c/ The negative effect:** it happens when the translation of trends or the original speech makes the advertising campaign in the target language unreliable.

(Translator journal.net/journal/15.advert.htm): visited on: 22/9/2022)

### **I-3-4 The importance of advertising translation**

The importance of advertising translation in today's global world. Its overall aim is to investigate procedures and limitations affecting advertising translation from English into Arabic, and concludes that advertising translation should no longer be disregarded by mainstream translation studies, but rather should be viewed as a growing genre of translation that affects the lives of people on a daily basis. The thesis examines how essential the role of translation is in the overall effectiveness of an advertising campaign. It aims to highlight the techniques currently used in the field and the challenges that translators face. The thesis reviews translation theories most pertinent to translating advertisements, and identifies the necessary skills required by translators in this field. The thesis compares English and Arabic advertising campaigns and examines how different procedures used in advertising translations from English into Arabic can affect the target audience.

([https://scholar.google.com/scholar?hl=fr&as\\_sdt=0%2C5&q=+the+importance+of+advertising+translation&oq=impo](https://scholar.google.com/scholar?hl=fr&as_sdt=0%2C5&q=+the+importance+of+advertising+translation&oq=impo) visited on: 9/10/2022)

#### I-4 Cosmetics brochure concept

The electronic version of the Oxford Learners Dictionary defines it as follows: “A *small magazine or book containing pictures and information about something or advertising something.*”

(<http://www.oxfordlearnersdictionaries.com> visited on 10/11/2022)

Brochures considered as one of the most interactive, whether press or electronic. They influence people and convince them in addition to their high speed in transferring information and modern technology.

In a world led by technology a lots of companies are relying on brochures. In the goal of transmitting the suitable message, to the clients and in a professional way. This means of communication contains lots of information. It allows companies to add references in small area about the product and its function or ingredients. It permits to convey more information than other printing options. Brochures also allow the clients to see the caring and devoted side of a company. When clients can read about how you care, they will trust your company more. It is a way, which permits to consumers and companies, to communicate about the different products, this is why translation is important.

(<http://www.flottmanco.com> visited on: 9/11/2022)

In this respect, GUIDERE (2008) said : « *La communication a envahi tous les domaines de la vie quotidienne, tout le monde veut communiquer des hommes politique jusqu'à citoyens anonyme.* » (GUIDERE, 2008 :7)

i.e. “*Communication invaded all the fields of the daily life, everybody wants communicate from political men to anonymous citizens.*” (Our translation)

He added : « *Avec le renouveau de la communication à l'ère électronique, la traduction est devenue interculturelle et multimédia.* » (GUIDERE, 2008:7)

i.e. “*With the renovation of communication in electronic age, translation has become cultural and multimedia.*” (Our translation)

#### **I-4-1 Cosmetic products specificities**

The specificity of cosmetic products brochure is to display or show the cosmetic product. It is defined in The Oxford Dictionary as “*A substance that you put in your face or body to make it more attractive.*”

(Electronic Oxford learner’s dictionaries visited on 10/11/2022)

While in Cambridge dictionary, it is known as “*a substance that you put on face or body that tended to improve your appearance.*”

(English Cambridge Dictionary)

In other words, cosmetic products are products that help people in their daily life to look in good image without changing their facial features.

The word “cosmetics” comes from the ancient Greek “kosmetikos”. Kosmos essentially means “order” “ornament” “decorate”.

(<https://www.carecreations.basf.com>, visited on: 10/11/2022)

## **I-5 Procedures of advertising translation**

We suggest a brief overview of the three outstanding procedures of VINAY and DARBELNET (1958) within the framework of direct translation as we think they would be relevant to our problematic.

### **I-5-1 Direct translation of VINAY and DARBELNET**

These translation techniques are used when the concepts and structure of the source language can be used in the target language.

#### **I-5-1.1 Borrowing**

It is when words or expressions are directly took from the source text and carried over into the target language. We often use this technique when there is no equivalent in the target language, such as food or clothing. This can help to preserve the cultural context of the source text.

English is full of borrowed words that have become parts of the everyday language. A borrowing is usually written in italics.

Example: café (French), hamburger (German), kimono (Japanese).

(<http://www.intertranslations.co.uk.com> visited on: 28/10/2022)

« *La question de l'emprunt intéresse les effets de style et par conséquent le message* » (Vinay et Darbelnet, 1958 : 47)

*i.e. "The question of borrowing concerns the effects of style and therefore the message"*. (Our translation)

### **I-5-1.2 Calque**

This is the literal translation of a phrase from one language into another coining a new term in the target language. In other words, this is the literal translation of a borrowed word.

Example: the English term ‘skyscraper’ is translated as ‘gratte-ciel’ in French.

« *Le calque est un emprunt d’un genre particulier* ».

(Vinay et Darbelnet, 1958 :47)

i.e. “ *Calque is a particular kind of borrowing*”. (Our translation)

### **I-5-1.3 Literal translation**

When using literal translation, each word is translated directly. The target text must be idiomatic and retain the same words’ order, meaning and style as in the source text.

This technique can miss the nuances of the original text, and is only possible with languages and cultures that are extremely close.

Example: ‘I want a glass of water’ would be translated literally as:

’اريد كاساً من الماء’.

VINAY & DARBELNET (1958) define it as follows : «*La traduction littérale ou mot à mot désigne le passage de LD à LA aboutissant à un texte la fois correct et idiomatique sans que le traducteur ait eu à se soucier d’autre chose que des servitudes linguistiques.*» (Vinay et Darbelnet, 1958 : 48)

*“Literal translation or word by word indicates the passage from SL to TL resulting in a text that is both correct and idiomatic without the translator having to worry about anything else than linguistic constraints” (Our translation)*

NEWMARK (1988) says that “literal translation ranges from one word to one word (...) through group to group (...), collocation to collocation(...), clause to clause (...), to sentence to sentence”.(NEWMARK,1988:69)

## **I-6 Semantic and syntactic inaccuracies**

We will particularly focus on the loss of meaning, the omission and the addition while translating an advertisement.

### **I-6-1 Loss of meaning**

It is losing the meaning of a sentence or even a part of text and its effectiveness when translating into a different language. This can happen at the level of the style, the form, etc.

### **I-6-2 Omission**

In order to adjust linguistically, pragmatically, culturally, or ideologically the translated texts or their target audiences, professional translators delete words, phrases, sentences, and sometimes, even more consistent parts of the source texts by means of this procedure. (<http://www.tardfoline.com> visited on: 28/10/2022)

For his part, Jean DELISLE (1999) speaks of the omission in these terms:  
« *Omission : faute de traduction qui consiste à ne pas rendre dans le texte d'arrivée un élément de sens de départ sans raison valable* » (DELISLE,1999 :60)

i.e. *“Omission: A mistake of translation which consists of not rendering in the target text an element of sense in the original without a valid reason.”*

(Our translation)

### **I-6-3 Addition**

It is a translation technique by which extra words, short or even long sentences are added into the translated text to allow closer rendering of the contextual meaning of the source text while being able to convey the logic, colloquial style and rhetoric of the target language.

( <https://www.speartranslation.com> visited on: 28/10/2022)

By the end of this first chapter, it seems like advertising translation clearer for us. Cosmetics brochure being a subject of this kind of translation seeks how to convince the consumer, to interest him in such a product. There are different elements that the translator should take into consideration while doing the process of advertising translation in this domain.

Moreover, we understood the effects of advertising translation in consumers via an advertising text, as well as the importance of the basic linguistic and stylistic elements, which permit to the translator to produce the best translation for such products.

Finally, this chapter suggests the procedures that can be used in translating a cosmetics product brochure, to open the way to the second chapter.

## **Chapter II**

**Analytic study of the translation version of selected *Forever* living products of skin care**

This chapter represents the practical part of our dissertation, it presents our corpus, which is a skin care products brochure written originally in English and translated into Arabic. It also gives an overview on the history of *Forever Living* products.

The tools used in the analysis of this brochure are selecting the most inaccuracies and mainly explore some of the translation procedures adopted in translating the English brochure of skin care products into Arabic. The study also sheds light on the linguistic and stylistic inaccuracies that appear in the translated version of the corpus.

## **II-1 Historical overview of *Forever living* trademark**

For 40 years, forever has demonstrated a commitment to searching all over the world to find the purest ingredients from nature and pair them with the latest scientific advancements. For one purpose to help you and your family look better and feel better.

The founder, Rex MAUGHAN has a vision of a healthier life for everyone. That is what led him to launch *Forever living* products in 1978. He wanted to bring the tremendous benefits of aloe Vera to people all around the world in order to help them look better and feel better, and help others do the same.

Rex MAUGHAN founded the company in 1978, after acquiring the company Aloe Vera of American by the 1990's. From day one, he had a passion

for doing things the right way finding the perfect ingredients from the best sources, working with experts in all areas of the business and making decisions with integrity.

**“ Our plants, our plantations, our way”**

Because we love Aloe, we treat the 50 million Aloe Vera plants in our plantations a bit differently. Our aloe is harvested by hand and our potent aloe Vera gel is delicately separated from the leaf before being gently stabilized to provide you the purest, freshest Aloe Vera gel from plant to product to you.

**“ Powerful ingredients “**

We have dedicated ourselves to seeking out nature’s best source for health and beauty and sharing them with the world. Our Aloe Vera products were the first to receive the international Aloe science council’s Seal of approval for content and purity.

At *Forever*, we combine pure Aloe Vera with natural and scientifically advanced ingredients selected to complement and enhance the benefits of Aloe. The versatility of Aloe Vera means it can be combined with different ingredients, and used in many ways to help you and your family look better and feel better.

**“ Honest practices “**

*Forever* does not test its products on animals and many of our products feature the kosher, Halal and Islamic society Seals of Approval. We are so

confident that everyone will love our products that we offer our customers a 30 day completely satisfied.

The company reported a network of 9,3 million distributes and revenue of 4 billion in 2021. We are very proud that our products have benefited millions in the United States and over 150 countries around the world. We hope you will be the next person to experience the amazing benefits of Aloe Vera.

(Official presentation in [www.Foreverliving.com](http://www.Foreverliving.com))

## **II-2 Presentation of the corpus: The Electronic brochure of Forever living trademark**

The corpus that we have chosen for our thesis is an electronic brochure of “*Forever Living trademark*”.

This brochure was originally written in English and published by the *Aloe Vera Company “Forever”*. It illustrates different skin care products made of Aloe Vera.

The selected brochure advertises for various kinds of skin and beauty care products, which consist in:

- Forever Aloe scrub
- Aloe Lotion
- R Factor skin defense Creme
- Firming day lotion
- Mask powder
- Forever Alluring Eyes
- Forever Propolis Creme
- Recovering night Creme

- Aloe Activator
- Aloe Ever-shield
- Aloe Vera Gelly

We join both versions (Arabic & English) of the corpus to our study just in the appendix.

### **II-3 Analytic study of selected *Forever* living products of skin care**

In the process of conveying a message from a language-culture A to a language-culture B, translators rely on different procedures to accomplish this task. In some cases, they reach the right meaning and in some others, they face difficulties that they can fail overcome, and this engenders a loss of meaning in the target language.

Let's see to how extend this is true in the following bucket of examples that we've taken from our corpus.

#### **II-3.1 First series of examples: Borrowing**

“Ideal as the final step before applying **Makeup**”.

(Page number 32 from the corpus)

"يستعمل كل صباح بعد la lotion fraiche او كقاعدة لعمل ماكياج"

(صفحة رقم 35)

“...Mask **powder**...”

(Page number 32 from the corpus)

“...صبوا ملعقة صغيرة من البودرة في وعاء ...”

(صفحة رقم 35)

“...we use microspheres of **jojoba** which roll over your skin gently”...

(Page number 28 from the corpus)

“...مرهم دهني معزز بكريات شمع **الجوجوبا** ...”

(صفحة رقم 24)

We notice that the translation of this first series of examples was only possible by relying on borrowing when giving the equivalent term in Arabic.

Since the terms are used in the social linguistic context of the target society, there is no ambiguity or problem in rendering them through a phonetic transcription.

So we can say that suggested translations are acceptable.

### **II-3.2 Second series of examples: Calque**

“They pick up **dead skin** cells clearing the way for fresh...”

(Page number 28 from the corpus)

"يزيل بلطف الشوائب **والخلايا الميتة**"

(صفحة رقم 24)

“This **defense creme** is like a personal body guard.”

(Page number 30 from the corpus)

“لا تترددوا في حماية بشرتكم خلال التعرض للشمس باستعمال **واقى شمسي** ...”

(صفحة رقم 27)

“We use **microspheres of jojoba** will roll...”

(Page number 28 from the corpus)

"مرهم معزز بكريات شمع الجوجوبا"

(صفحة رقم 24)

“Made without the harmful antiperspirant **aluminium salts.**”

( Page number 33from the corpus)

“خال من املاح الالمنيوم خفيف العطر”...

(صفحة رقم 31)

For these examples, the process of translation based on *calque* to render the meanings and the forms of the terminological expressions written in bold. The translator in this situation adopted this procedure to bring the expressions that are common in the source language, well known and used in the field of skin care, to the target language.

This procedure is justified by the necessity to simplify the meaning and the very will to introduce the same expressions in the target language.

### II-3.3 Third series of examples: Literal translation

“Skin around the eye area is delicate ...”

(page number 30 from the corpus)

"يستعمل صباحا و مساء حول محيط العين"

(صفحة رقم 27)

“...That your eyes have wrinkles, fine lines...”

(page number 30 from the corpus)

"و يمنع ظهور الخطوط و التجاعيد"

(صفحة رقم 27)

“ ...use microspheres of jojoba which roll over your skin gently”.

(page number 28 from the corpus)

"يوضع بسخاء فوق بشرة مبللة و يدلك بلطف"

(صفحة رقم 27)

We can say that these translations are expressed in a simplified language, so that the costumer or the reader could easily find what he needs to know about the product.

- "حول محيط العين", in this example the translator relies on literal translation it's an accurate translation. He kept the right meaning by following the structure of the source language.

- "wrinkles and fine lines" this example has reached a certain degree of accuracy since it retains the same meaning of wrinkles and fine lines by giving them the equivalent "الخطوط و التجاعيد". However, if we analyze this procedure of literal translation, we notice that the translator should add "خطوط رقيقة" for *fine lines* to keep an accurate translation.

- "يدلك بلطف" here the literal meaning is kept but he didn't translate each word directly and also didn't maintain the same style and structure of sentence as the ones used in the source text. Nevertheless, it remains a literal translation since the meaning isn't lost. So all these terms are doing the job and transmitting acceptable meanings

This series of examples shows a great degree of accuracy in the literal translation adopted to render their meanings. We think that the recourse to this process was judicious and could easily pave the way to reach the desired target.

As a result, in Our corpus the translation is not identical in most cases as it is given in the source text. So, we focused in the important terms and expressions that the translator used in the field of skin care products.

### **II-3.4 Fourth series of examples: Omission**

➤ *See the translation of the “Aloe Ever-Shield “ product in the corpus.*

We notice in the Arabic version of this product advertising a translation inaccuracy. In fact, there is the omission of valuable advertising information that show the real benefit or function of the product such as:

*“all day protection gives you the peace of mind you need to tackle your day head on”*

Such a text is used to convince consumers. Therefore, omitting this phrase in the target text provokes a loss of meaning and lack of faithfulness regarding the company and the consumer who hasn't enough information to purchase the product.

➤ *See the translation of the “Forever Alluring Eyes “ product in the corpus.*

This is another example of omission in translation. In this case, the translator has omitted the essential information about the ingredients of the product, which are Vitamin “E”, Aloe Vera and Jojoba. While this product is estimated for part of the eye that needs such vitamins in order to keep the skin around it intact and wrinkle free. That is why we think that mentioning these information are indispensable in the translated version of the advertisement.

### **II-3.5 Fifth series of examples: Addition**

- *See the translation of the “Aloe Vera Gelly” product in the corpus*

In this example, we notice that the translation is based on many additions. There is an unnecessary insertion of random information that does not exist in the original text, into the target text. Among those, we mention for instance:

- الشقوق

- الخدوش

- لسع الحشرات

- اشعة الشمس .

- *See the translation of the “Aloe lotion” product in the corpus*

We note in this example that the translator added words and even a sentence in his translation, without being mentioned in the source text. Among these, we mention:

يلائم الرجال و النساء

مكافحة الشيخوخة

### **II-3.6 Sixth series of examples: Loss of meaning**

- *See the translation of the “Aloe scrub “ product in the corpus*

In this example, we can say that there is a manipulation of the translation style, that changed the course of content in this advertising text. Moving away from the basic essence of translation and rendering a scientific style by a literary

expression. This changed deeply the information given in the original text, like the product feature and its ingredients.

For instance using the sentence "يزيل بلطف" changed the function and the feature of the product. "scrub" is a specialized term in cosmetics, which is equivalent to "مقشر". We think that adopting this equivalent would keep the translation more professional.

**\*General observations on the translation of the Brochure:**

Information added that are important in the field of skin care cosmetic products, Even if they are not presented in the source language.

**" ... Calming skin irritation..."**

"...مهدئة للتهيجات الجلدية..."

**" ... Glamorous skin..."**

"...بشرة براقية..."

**" ... Clear skin..."**

"...بشرة صافية..."

- The translation is professional regarding the word "**irritation**" and it is well placed in the sentence. Because it describe the exact case that deals with the product, which he meets in the meaning an accurate word as an equivalent which is "التهيجات".

“Glamorous” he chooses this word to attract the client specially teenagers since they are obsessed with perfect skin, so the chose of "بشرة براقية" which is literal translation is accurate. The same thing for “clear skin” each girl desire is a clear skin, translating clear skin as "بشرة صافية" is suitable for this kind of content.

We gave in this chapter a historical overview about the Aloe Vera products Then we presented our corpus and we have chosen some examples from Aloe Vera products Brochure. After this, we moved to the analysis of some examples. We noticed that the translator relied on direct translation procedures, borrowing, calque and literal translation, that allowed him a good translation and a simplified language for the consumer. The occurrence of some semantic and syntactic inaccuracies may be simply due to the fact that there's no perfect translation.

# Conclusion

Advertising translation has become an important kind of translation. It is a marketing operation that allows companies to introduce and promote their products.

This thesis is an attempt to explore an Electronic Cosmetics Brochure and to analyze it using translation procedures.

Eventually, our study has answered the questions of our problematic. It has shown the procedures, the semantic and syntactic inaccuracies in the process of translating our cosmetics brochure from English into Arabic.

The most outstanding results, it comes to are:

- The efficiency of the procedures that the translator adopted in addition within the framework of direct translation of “VINAY and DARELNET”: Borrowing, calque and literal translation. are relevant in such a brochure of skin care products
- Adopting a simplified language for the target audience; since advertising translation aims at convincing and persuading the readers/customers, in a way that they never realize that the texts were translated.
- The advertising translator always faces difficulties while choosing the relevant words, especially in the social context.
- Picking up the wrong choice of terms or phrases can offend the brand users and introduce wrong meanings in the message.

- Some local words in the source text can be difficult to translate but sometimes it is not the case, because the translator grasps a wide knowledge about this field.

Every company is known thanks to a good advertising of its products, and that helps improving and developing a business, especially when the translation of the advertisements is well done.

Bad advertising translations give a negative image of the brand or company. The development of cosmetic world draws full women attention especially to the bio products, which constitute a real tendency nowadays.

The following recommendations can be made for the benefit of the translators and the students who want to work on this type of translation and the skin care brochures:

Students are recommended to develop their linguistic and cultural knowledge so that they (students and translators) can avoid inaccuracy or infidelity in their practice though improve the quality of their translations.

Moreover, students should use specialized dictionaries in the field especially for the technical terms. We also recommend a little research surfing on the web or consulting specialists in the field. All these points help the translators to avoid the wrong choice of texts' vocabulary.

The perspectives of our research highlight the importance that is given to the wide field of cosmetics and what are the problematic that can be avoided in the

future since it's a recognizable domain, which needs translation mightily for any student or researcher who tend to deepen a study on this same theme and corpus.

Bring to the end, this study has been managed to show that advertising is an important variety of translation. And the main goal behind advertising is to convince an audience to make a specific action.

# Appendix

## 1/ The Corpus

The original text and its translation

## 2/ The glossaries

- **Arabic –English Glossary of selected skin care terms**
- **English – Arabic Glossary of selected skin care term**

# 1/ The Corpus



## Forever Aloe Scrub®

Unlike some scrubs that use sharp, harsh ingredients like crushed nuts, fruit pits or plastic microbeads we use microspheres of jojoba which roll over your skin gently. As they roll, they pick up dead skin cells clearing the way for fresh, newer skin below. Gentle enough for everyday use, this fine scrub helps remove debris that clogs pores and dulls skin appearance.



## Aloe Scrub

مرهم دهني معزز بكريات شمع الجوجوبا، يزيل بلطف الشوائب والخلايا الميتة، يساعد على تحفيز العملية الطبيعية لتجديد خلايا الجلد من خلال حركة ميكانيكية ويضفي على البشرة النظارة والإشراق، غني بالألوة فيرا المهدنة، عناية مثالية لجميع أنواع البشرة

- المكونات الرئيسية : 32% من هلام الألوة.
  - نصائح الاستعمال : يوضع بسخاء فوق بشرة مبللة و يدلك بلطف. يزال بسهولة بالماء.
- هذا المنتج متوفر حسب البلد.

99 قران \* المربع 230



## Aloe Lotion

On top of Aloe, we added vitamin E, jojoba oil, collagen and elastin to moisturize and help skin feel supple. This softening lotion includes apricot kernel oil, which helps prevent the loss of water by creating a lightweight barrier on the skin.

## Emulsion Aloès

مستحلب سائل للجسد واليدين غني بزيت الجوجوبا وفيتامين E لمساعدة بشرتكم على مكافحة الشيخوخة. اختراقه السريع يساعد على إبقاء البشرة مرطبة\* وناعمة. يلائم الرجال والنساء.

- المكون الأساسي : 66% من هلام الألوة.
- نصائح الاستعمال : يستعمل على بشرة نظيفة مع التدليك إلى غاية الأخرق الكلي. هذا المنتج متوفر حسب البلد.

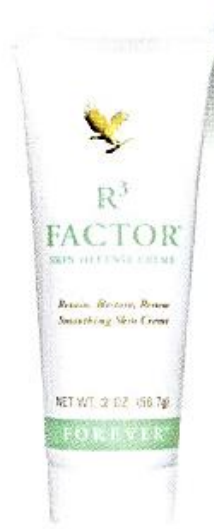
118 مل • المرجع 62





### R<sup>3</sup> Factor<sup>®</sup> Skin Defense Creme

Retain, restore, renew. Alpha hydroxy acids, also called fruit acids, exfoliate and loosen dead skin cells by dissolving the natural glue-like substances that allow dead skin cells to cling to the surface for far too long. Old skin cells create a barrier, so getting rid of these allow the other ingredients, vitamin E, retinyl palmitate and soluble collagen to go to work on restoring skin's moisture and renewing its appearance. This defense creme is like a personal body guard to your beauty.



### R<sup>3</sup> Facteur Aloès

يُصلح ويَجدد ويغدي. عناية لتعزيز التقشير الطبيعي للبشرة والمساعدة على التقليل من ظهور المسام، تصقل التجاعيد والخطوط، وتُلفف برغلة الجلد وتضفي على البشرة مزيداً من الليونة والنعومة و الاتساق كأنها بشرة جديدة.

- المكون الرئيسي : 35 % من هلام الألوّة.
- نصائح الاستعمال : يستعمل صباحاً ومساءً على بشرة منظفة. لا تترددوا في حماية بشرتكم خلال التعرض للشمس باستعمالكم للواقى الشمسي.

هذا المنتج متوفر حسب البلد.



## Firming Day Lotion

Before you face the world and its environmental effects, arm your face with Firming Day Lotion. Scientifically designed to reduce the signs of aging by helping the skin to firm, as well as retexture and tighten pores. Ideal as the final step before applying makeup, this greet-the-day lotion is filled with collagen, vitamins C, E and B5.

## Soin Fermeté Jour

صيفته السائلة والغنية بالألوفيرا تعمل بشكل مكثف على شد بشرتكم وتغذيتها يضيفي على بشرتكم شبابا فوريا والنعومة والنضارة لتستعيد البشرة بريقها وصفاءها وإشراقها.

- المكون الرئيسي : 39,1 % من هلام الألوة.
- نصائح الاستعمال : يُستعمل كل صباح بعد La Lotion Fraîche أو كقاعدة لعمل ماكياج. فضعوا بعض القطرات على أطراف أصابعكم وقوموا بتدليكها بلطف إلى غاية الاختراق واتركوه يجف قبل الماكياج.
- هذا المنتج متوفر حسب البلد.



59 مل • المرمع 340



## Mask Powder

After you apply this mask, you'll feel the wonder of it working. As it tightens, you'll know it's cleansing your pores. Albumen and corn starch help tighten, while kaolin absorbs excess oils. Allantoin and chamomile help condition and rejuvenate the skin so you feel refreshed when you wash it off, revealing clean and revitalized skin.



## Masque Poudre Visage

عند مزجه مع l'Activateur Aloès يشكل le Masque Poudre Visage تركيبة فريدة من العناصر النشطة المزيله للسموم والمطهرة التي تسمح للبشرة باستعادة بريقها. يزيل الشوائب والخلايا الميتة، يُنعم برغلة الجلد ويعزز تجديد الخلايا. تُصقل الخطوط وتتألق البشرة.

المكون الرئيسي : الزلال أو الألبومين.

نصائح الاستعمال : صبوا ملعقة صغيرة من البودرة في وعاء وأضيفوا إليها ملعقة صغيرة من l'Activateur Aloès وامتزجوهما إلى غاية الحصول على قشدة ضعوها من 10 إلى 30 دقيقة ثم اغسلوا وجهكم بالماء الدافئ.  
هذا المنتج متوفر حسب البلد.





## Forever Alluring Eyes®

They say the eyes are the window to the soul, so this important feature deserves its own product. Just one look can convey so many messages and one message you don't want to send is that your eyes have wrinkles, fine lines, under eye-puffness and dark circles. Skin around the eye area is delicate so we've included emollients from coconut oil, vitamin E, Aloe Vera and jojoba. These moisturizing agents target highly sensitive skin around the eyes and help improve the overall appearance, suppleness and elasticity.



## Crème contour des yeux

مرهم محيط العين ينشط البشرة ويمنع ظهور الخطوط والتجاعيد ويقلل من الجيوب والهالات الداكنة، قوامه ناعم ولطيف. يحترم محيط العين الحساس.

- المكون الرئيسي : 35% من هلام الألوة.
- نصائح الاستعمال : ستعمل صباحا ومساء بلمسات خفيفة حول محيط العين.
- هذا المنتج متوفر حسب البلد.

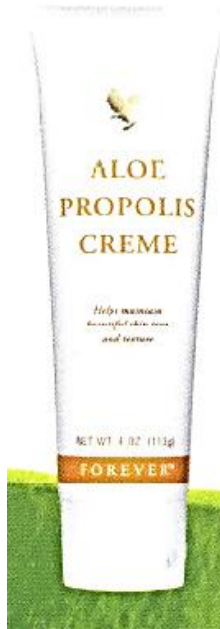
28,3 غرام • المرجع 233





## Aloe Propolis Creme

A well-loved, flagship product because it features our two prized ingredients: Aloe Vera and bee propolis. Bee propolis is a resinous substance bees use to fortify and protect their hive. More important than a hive is your skin, which needs protection and a natural barrier to help keep moisture in. One sniff of Aloe Propolis Creme and you can tell it's filled with herbal and botanical ingredients like chamomile. This thick cream is also filled with vitamin A and E.



## Aloe Propolis Crème

التعاون المشترك للألوة والعكبر يمنحان لهذا المرهم الغني قدرة العناية الفعالة والمضادة للبكتريا والمُرَممة والمهدئة للتهيجات الجلدية البسيطة أما البايونج والانتوين وفيتامين A و E فيضفون على البشرة النعومة والليونة. يلائم البشرة الجافة والخشنة.

المكونات الرئيسية : 74% من هلام الألوة و 0,6% من العكبر

نصائح الاستعمال : يستعمل على بشرة نظيفة هذا المنتج متوفر حسب البلد.



## Recovering Night Creme

While you sleep, this night creme goes to work. We have employed polysaccharides and strong humectants to form a barrier against moisture loss. A scientific blend of collagen and natural lipids, like apricot kernel oil, help you wake up to skin that is youthful in its appearance—pliable, smooth and more taut.



## Crème Ressourçante Nuit

عناية تعوض البشرة خلال الليل وتزيل جميع آثار التعب. صيغته المخملية والمرهمية توفر الترطيب\* والراحة للبشرة. عند الاستيقاظ تكون البشرة منتعشة ومرتاحة والخطوط مدعوكة والتجاعيد مملسة ولون البشرة طري ومتألق.

- المكون الرئيسي : 35,8 % من هلام الألوّة.
  - نصائح الاستعمال : يستعمل بسخاء كل مساء على العنق والوجه بعد إزالة الماكياج.
- هذا المنتج متوفر حسب البلد.

57 غرام • المرجع 342

## Aloe Activator



Create your own fresh mask by adding Aloe Activator to our Mask Powder. This Stabilized Aloe Vera gel contains enzymes, amino acids and polysaccharides, making it the perfect wetting agent to help remove dead skin cells and condition. Aloe Activator can be used 2-3 times a week as part of a mask or daily, applied with a cotton ball.



## Activateur Aloès

مرطب\* مُصاغ من 99,6% من الألوّة فيرا،  
عناية ضرورية. يمكن استعماله منفردا أو مزجه  
مع le Masque Poudre Visage. يضيف شبابا  
جديدا على بشرتكم إذا استعمل مع القناع  
وَبُرطِب\* وينعش وينشط وينير البشرة يوما بعد  
يوم إذا استعمل منفردا ويزيل كل آثار التعب  
ويهدئ وينعش البشرة ويستعيد محيط العين  
راحته وحيويته إذا استعمل كإمادة للعيون.

- المكون الرئيسي : 99,6% من هلام الألوّة.
- نصائح الاستعمال : يوضع على الوجه والعنق بواسطة القطن للاستفادة من تأثير منظف ومنعش.
- هذا المنتج متوفر حسب البلد.



## Aloe Ever-Shield®

Made without the harmful antiperspirant aluminum salts found in many other deodorants, this underarm protection glides on smoothly. Thanks to the high Aloe content, this gentle deodorant can be applied directly after shaving or waxing without irritation. All day protection gives you the peace of mind you need to tackle your day head on. Aloe Ever-Shield® offers a clean, pleasant scent that's not overpowering.

## Stick Déodorant Aloès

خال من الكحول، خال من أملاح الألمنيوم، خفيف العطر،  
يضمن حماية فعالة بدون تلطيف ملاسكم. تركيبته من الألوّة  
تلطف وترطب\* البشرة.

- المكون الأساسي : هلام الألوّة.
- نصائح الاستعمال : يوضع صباحاً أو قبل القيام بمجهود فوق  
بشرة نظيفة وجافة.
- هذا المنتج متوفر حسب البلد.

92.1 غرام • المرجع 67





## Aloe Vera Gelly

If your skin needs extra care, reach for Aloe Vera Gelly. Essentially identical to the inner leaf of the Aloe Vera plant, this 100% Stabilized Aloe Vera gel soothes and lubricates sensitive skin. For temporary relief from minor skin irritations, this is ideal for your bathroom as well as your first-aid kit. Once applied, you'll be saying Ahhh-loe Vera because it feels that good.

## Gelée Aloès



تحتوي بشكل خاص بالألوفيرا و يتوفر هذا الجمال الشفاف والخالي من الدهون على قدرات الألوفيرا فهو يُرطب\* ويجدد البشرة ويهدأ الاحتكاك. فعال لالتهابات البشرة كالشقوق والخدوش والاحمرار ولسع الحشرات وأشعة الشمس.

المكونات الرئيسية : 84,46 % من هلام الألوة.

لصانع الاستعمال : يسعمل بكثافة على بشرة نظيفة.

هذا المنتج متوفر حسب البلد.



## 2/ The glossaries

- Arabic –English Glossary of selected skin care terms

### -أ-

Redness	احمرار
Sun's UV	أشعة الشمس
Skin inflammation	التهاب البشرة
Effects of tiredness	أثار التعب
Breakout	اختراق
Aluminium salts	أملاح الالمنيوم

### -ب-

Chamomile	بابونج
Skin leather	برغلة الجلد
Dry skin	بشرة جافة
Rough skin	بشرة خشنة
Glamorous skin	بشرة براقية
Clear skin	بشرة صافية
Bright skin	بشرة مشرقة
Clean skin	بشرة نظيفة
Powder	بودرة

### -ت-

Wrinkles	تجاعيد
Gentle message	تدليك لطيف
Natural skin exfoliation	تقشير طبيعي للبشرة

### -ج-

Eye puffiness and dark circles	جيوب وهالات داكنة
--------------------------------	-------------------

-خ-

Fat free	خالي من الدهون
Scratch	خدش
Line	خط
Invigorated line	خط مدعوك
Skin cell	خلية الجلد
Dead cell	خلية ميتة

-ش-

Impurities	شوائب
Crack	شق

-ص-

Velvety formula	صيفته مخملية
Liquid formula	صيفته سائلة

ع

Propolis	عكبر
Effective and antibacterial care	عناية فعالة ومضادة للبكتيريا

ق

Mask	قناع
------	------

ك

Jojoba wax pellets	كريات شمع الجوجوبا
--------------------	--------------------

ل

Softness	ليونة
Light touches	لمسات خفيفة

م

Makeup	ماكياج
Cream	مرهم
Detoxifying	مزيل للسموم
Calming skin irritations	مهدئة للتهيجات الجلدية
Around eye area	محيط العين
Pore	مسام
Anti-aging	مكافحة الشيخوخة
Liquid formula	مستحلب سائل

ن

Glowing	نضارة
Softness	نعومة

هـ

Gel of aloe	هلام الالوة
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و

Sunscreen	واقى شمسي
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ي

To calm down contact	تهدئة الاحتكاك
To rejuvenate the skin	تنشيط البشرة
To Moisturize	ترطيب

• English –Arabic Glossary of selected skin care terms

-A-

Aluminium salts	أملاح الالمنيوم
Arround eye area	محيط العين
Anti-aging	مكافحة الشيخوخة

-B-

Breakout	اختراق
Bright skin	بشرة مشرقة

-C-

Clean skin	بشرة نظيفة
Clear skin	بشرة صافية
Crack	شق
Cream	مرهم
Chamomile	بابونج
Calming skin irritation	مهدئة للتهيجات الجلدية

-D-

Dry skin	بشرة جافة
Detoxifing	مزيل للسموم
Dead cell	خلية ميتة

-E-

Eye puffiness and dark circles	جيوب وهالات داكنة
Effects of tiredness	آثار التعب
Effective and antibacterial care	عناية فعالة ومضادة للبكتيريا

-F-

Fat free	خالى من الدهون
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-G-

Glamorous skin	بشرة براقة
Gentle massage	تدليك لطيف
Gel of aloe	هلام الالوة

<b>Glowing</b>	نضارة
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**-I-**

<b>Impurities</b>	شوائب
<b>Invigorated lines</b>	خطوط مدعوكة

**-J-**

<b>Jojoba wax pellets</b>	كريات شمع الجوجوبا
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**-L-**

<b>Line</b>	خط
<b>Liquid formula</b>	صيغة سائلة
<b>Light touche</b>	لمسة خفيفة
<b>Liquid emulsion</b>	مستحلب سائل

**-M-**

<b>Mask</b>	قناع
<b>Makeup</b>	ماكياج

**-N-**

<b>Natural skin exfoliation</b>	تقشير طبيعي للبشرة
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**-P-**

<b>Propolis</b>	عكبر
<b>Powder</b>	بودرة
<b>Pore</b>	مسام

**-R-**

<b>Rough skin</b>	بشرة خشنة
<b>Redness</b>	احمرار

**-S-**

<b>Sun's UV</b>	أشعة الشمس
<b>Skin inflammation</b>	التهاب البشرة
<b>Skin leather</b>	برغلة الجلد
<b>Softness</b>	ليونة
<b>Softness</b>	نعومة
<b>Sunscreen</b>	واقي شمسي
<b>Scratch</b>	خدش
<b>Skin cell</b>	خلية الجلد

**-T-**

<b>To calm down contact</b>	تهدئة الاحتكاك
<b>To rejuvenate the skin</b>	تنشيط البشرة
<b>To moisturize</b>	ترطيب

**-V-**

<b>Velvety formula</b>	صيغة المخملية
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**-W-**

<b>Wrinkles</b>	تجاعيد
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## Abstract

Our research aims to show the importance of advertising translation in the field of skin care products. The translation analysis is based on precise procedures and observations relying on the contrastive approach between the original language "English" and the target language "Arabic". Our corpus contains a selection of cosmetic products from the electronic brochure of *Forever living* trademark. The study basis in the direct translation procedures of VINAY and DARBELNET and the various semantic, and syntactic inaccuracies.

### Key words:

Advertising Translation, skin care, brochure, translation procedures.

## ملخص

يهدف بحثنا الى اظهار أهمية الترجمة الاشهارية في مجال مستحضرات العناية بالبشرة و يقوم تحليل الترجمة على إجراءات و ملاحظات دقيقة بالاعتماد على منهجية المقارنة بين اللغة الأصل "الإنجليزية" و اللغة الهدف "العربية". و تتمثل مدونتنا في اختيار بعض المنتجات من المنشور الإلكتروني للعلامة *Forever living trademark* لغرض الدراسة على أساس اساليب "فيني و داربلني" المباشرة و مختلف النواقص في الجانب الدلالي و النحوي.

### الكلمات الأساسية:

الترجمة الاشهارية، العناية بالبشرة ، المنشور الاشهاري ، تقنيات الترجمة .