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**Translation Errors in Commercial
Advertising Banners and Signs**
Analytical study of a self-collected Arabic/English corpus in
light of the linguistic approach to translation

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Dedication

I dedicate the fruit of my efforts to myself, for the courage, perseverance and strength to overcome challenges. Then, to the pillars of my family, my beloved parents, who have shown me the way with boundless love, may Allah bless them with a long life. My gratitude extends to my sisters and brothers (Karima, Warda, Nassira, Djilali, Hamid, Ahmad, Massinissa, Lyes, and Amirouche), a source of constant motivation. Special thanks to my friend Hilal IRNATENE for his encouragement.

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I offer this work with love and gratitude,

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Introduction

The diversity of languages, mentioned in Surah Arrum, verse 22¹, and Surah Ibrahim, verse 04², is considered one of the signs of Allah's power. Each nation possesses its own language, and communication between people of different nations is facilitated through language learning or translation: the process of transferring a message preserving its meaning from one language to another. Although translation may seem straightforward at first glance, it is a nuanced process with various types, all aimed at facilitating communication. Among these types, advertising translation holds a crucial role, involving the conversion of commercial content to suit different markets, capture the attention of diverse audiences, and reflect a brand's essence.

The use of bilingual banners and signs (Arabic/English) has witnessed a noticeable increase in recent times, particularly in airports, tourist attractions, and roads. These banners and signs encompass a company or product logo, names, instructions, and warnings, falling under the category of advertising translation. Mishandling this translation process may lead to ridicule, distortion of language perception, and credibility loss with clients. Recognizing the potential impact on society, we aim to conduct a thorough examination of translation errors in advertising banners and signs from Arabic into English.

Through this study, our goal is to identify and analyze errors and mistakes that occur during the translation process of advertising banners and signs from Arabic into English. We have selected a corpus consisting of a collection of images of advertising banners and signs as the core of our study for several reasons, including:

- The significance of the corpus in addressing an issue that can have a negative impact on the population's relation with the language.

¹ "و من آياته خلق السماوات و الأرض و اختلاف ألسنتكم"
² "و ما أرسلنا من رسول إلا بلسان قومه ليبين لهم"

- The authenticity of the corpus, collected by ourselves, reinforces the idea that advertisement is not just a question of a trade issue but also a language matter.

We also have personal motivations, such as:

- Upholding the ethics of the translation profession, as students in the field of translation.
- Drawing attention to reviewing advertising banners and signs before posting them.
- The desire to establish a proper language in the minds of society's population.

As for the issue that our research revolves around, it can be encapsulated as follows:

- What approaches can translators rely on to correct errors in advertising banners and signs from Arabic into English? And how can we address translation errors in commercial advertising banners and signs in Arabic and English?

From this central issue, a set of subsidiary questions has emerged to familiarize ourselves with and understand the research topic. These questions include:

- What are the causes of errors in advertising banners and signs?
- Is the linguistic approach useful in solving these errors or translating these advertising banners and signs?
- How can we get rid of such a phenomenon?

To answer the issue raised through the up-cited questions, we propose the following assumptions/hypotheses:

- A linguistic approach can be beneficial in resolving these errors and translating the advertising banners and signs.
- Reviewing the translation before posting advertising banners and signs may help eliminate this phenomenon.

- The causes of such errors may stem from bilingual professionals untrained in the translation field, translator anxiety, or a lack of mastery of the target language.

This study centers on advertising translation, specifically the translation of commercial advertising banners and signs from Arabic into English. We propose to conduct an analytical study, examining a sample of images sourced from the Google research engine and some that we collected on the street, including their existing translation from Arabic into English. Subsequently, we suggest alternative translations basing on the linguistic approach of translation.

We divided the research into two chapters. The first chapter, entitled “Exploring language and translation errors in ads and signs,” starts with an overview of advertising translation. We then define the terms “Banner” and “Sign” and explore the distinctions between them. Additionally, we discuss the objectives and characteristics of advertising banners and signs. Subsequently, our focus will shift to translation and language errors in ads and signs. In doing so, we provide the definition of “Error” and its typology, as well as discussing its causes and effects. Furthermore, we explore the linguistic approaches to translation. Finally, we propose some solutions to limit this phenomenon.

The second chapter, entitled “Practical analysis of our self-collected corpus and the study of error avoidance,” consists of a detailed presentation of the corpus. Subsequently, we analyze the translations in the ads and signs, the primary focus of our research. From there, we discuss the results of the study by presenting the causes of those translations and language errors, relying on the linguistic approach of translation. We also mention the impacts of language errors on society, and on the translation itself. We conclude our research by

presenting the results obtained through the study and analysis of the corpus, addressing the hypotheses proposed at the beginning of the research.

The present research objectives are to identify the most common errors in translating commercial advertisements and signs. This is not only to evaluate their effects on the company's reputation, sales, and brand image but also to assist businesses in avoiding these mistakes in the future, thereby achieving trade goals through accurate translations. Additionally, we emphasize the importance of preserving language integrity. Exposure to improper language in the streets can lead to the normalization of mistakes that are difficult to correct.

Our research builds upon a scholarly foundation, conducting a comprehensive analysis of translation errors in advertising banners and signs from Arabic into English. Within the framework of our theoretical approach, Saïd BENKRAD's book, "الصورة الإشهارية" (The Advertising Image: Mechanisms of Persuasion and Signification), published in 2009 in Casablanca, Morocco. Additionally, Mathieu GUIDERE's works contribute significantly to our understanding of translation in advertising, "Publicité et Traduction" (Advertising and Translation), published in 2000 in Paris, and "La communication multilingue: Traduction commerciale et institutionnelle" (Multilingual Communication: Commercial and Institutional Translation), first edited in 2008.

Engaging in this research theme presents several difficulties. Firstly, acquiring a diverse and representative set of images for analysis is not easy, as finding real-world examples can be a challenge. We sourced the images from Google, introducing an additional layer of difficulty due to their susceptibility to potential deletion at any time. Furthermore,

analyzing translation errors in advertising banners and signs requires meticulous attention to details and a nuanced understanding of both Arabic and English languages. In addition to the challenges mentioned, the dynamic nature of language and cultural shifts introduces complexity. Language evolves over time, and cultural contexts change, influencing the perception of advertising messages. Keeping up with these shifts requires continuous updates to ensure the relevance of the analysis.

CHAPTER 1:
**Exploring language and translation
errors in ads and signs**

In this chapter, we first make an overview of advertising translation then; we define the terms “Banner” and “Signs” and make the distinction between them. Moreover, we discuss the objectives and characteristics of advertising banners and signs. Subsequently, we move to the translation and language errors in ads and signs, in doing so; we provide the definition of an “error” and its typology, as well as its causes and effects. Furthermore, we speak about linguistic approaches to translation. Finally, we propose some solutions to limit this phenomenon.

I.1 Overview on advertising translation

While you are walking in the street, have you ever noticed advertising banners and signs with incorrect translations? According to Said BENKRAD, advertising is an essential sales tool that serves as an optimal intermediary between the seller of goods, ideas, or services and the customer who needs these goods for his daily affairs.³

He also affirms that advertising is a form of effective communication⁴, and language serves as a tool for communication and conveying ideas⁵.

Mathieu GUIDERE (2008) adds that international advertising represents a significant milestone in the ongoing process of globalization, involving the promotion of a single product worldwide, using a common language –the language of advertising- regardless of the targeted country or culture. In other words, it aims to communicate in a uniform manner across diverse regions and populations⁶.

³ بنكراد، سعيد(2009)، الصورة الإشهارية آليات الإقناع و الدلالة، الدار البيضاء- المغرب، المركز الثقافي العربي، ص45.

⁴ بنكراد، سعيد(2009)، الصورة الإشهارية آليات الإقناع و الدلالة، الدار البيضاء- المغرب، المركز الثقافي العربي، ص9.

⁵ بنكراد، سعيد(2009)، الصورة الإشهارية آليات الإقناع و الدلالة، الدار البيضاء- المغرب، المركز الثقافي العربي، ص28.

⁶ GUIDERE, Mathieu (2000), *Publicité et traduction*, Paris, L'Harmattan, p5.

In the same page, he also states that translation can be seen as a form of communication across multiple languages, and being a translator can be likened to serving as a multilingual communicator⁷.

In this chapter, we give the definition of the terms “Banner” and “Signs” then the distinction between them. As well as, we discuss the objectives and characteristics of advertising banners and signs. Subsequently, we move to the translation and language errors in ads and signs, in doing so; we provide the definition of the word “error” and its typology, as well as its causes and effects. Furthermore, we speak about linguistic approaches to translation. Finally, we propose solutions to limit this phenomenon.

I.2 Definitions of advertising banners and signs

In the field of advertising, understanding the nuances of key elements is crucial. Let's begin by defining the fundamental concepts of "banner" and "signs."

I.2.1. Banner's definition

According to the online version dictionary of Cambridge , the word “banner” is defined as “A strip of material showing a name, such as of a sports team, or a message, which is often put in a place where it can be seen by many people.” (Cambridge Dictionary: <https://dictionary.cambridge.org/fr/dictionnaire/anglais/banner> accessed on 28/02/2023 at 6am). From this definition we understand that the banner is a long piece of material that displays a name or message, just like a sports team, and it is often positioned in a highly visible location where it can be easily viewed by a large number of individuals, or to reach a large audience.

⁷ GUIDERE, Mathieu (2008), *La communication multilingue : Traduction commerciale et institutionnelle*, Belgique, Boeck Université, 1^{er} édition, p5.

Another source mentions that banners are long strips of material bearing a slogan or design, with the intent of representing a company, organization, government, or other entity. (Signs by Tomorrow: <https://www.signsbytomorrow.com/blog/what-are-the-different-types-of-banners> accessed on 28/02/2023 at 6am). Here it is clear that banners are extended pieces of fabric displaying a message or artwork with the purpose of symbolizing a company, organization, government, administration, or any other entity.

Moreover, the Market Business News states that the term banner was introduced into the English language, in the 12th C, referring to a piece of fabric affixed to the top of a pole or staff. This term originated from the Old French word “banière”, which denoted a flag, standard, or banner. According to them, a banner is a type of cloth, or flag that displays a catchphrase, logo, symbol, advertisement, or any other form of communication. They are utilized for marketing, demonstrations, public events...by individuals. (Market Business News: <https://marketbusinessnews.com/financial-glossary/banner-definition/> accessed on 28/02/2023 at 6am).

As for the Arabic definition of "لافتة" (banner) from Almaany Dictionary, it describes it as a board made of wood, metal, or similar material where a name or slogan is written to attract attention. It can also refer to a large surface where advertising posters are displayed.

تعريف و معنى "لافتة" في معجم المعاني الجامع معجم عربي-عربي:

-اللافتة: لوحة من خشب ونحوه يُكْتَب عليها اسمٌ أو شعارٌ لتوجيه النظر إليه.

-لافتة: لوحة من خشب أو معدن أو نحوهما يُكْتَب عليها اسمٌ أو شعارٌ لجذب النَّظَر إليه، تعلق في الأماكن العامة.

-لافتة: لوحة كبيره أو أي سطح آخر يتم عرض الملصقات الاعلانية عليها.

(المعاني: <https://www.almaany.com/ar/dict/ar-ar/لافتة/> accessed on 25/01/2024 at 4am)

To summarize, advertising banners are extended pieces of fabric containing a name, a message, slogan, or design. They are often positioned in highly visible locations to reach a broad audience.

I.2.2. Sign's definition

The online version of the Cambridge dictionary provides two definitions for the word “sign”. The first considers a sign as “a device that gives information to people who see it; examples: A stop sign, a neon sign marked the entrance to the parking garage.” While the second one defines it as “a flat object giving information, directions, a warning, etc.” (Cambridge Dictionary: <https://dictionary.cambridge.org/dictionary/english/sign> accessed on 28/02/2023 at 7am). These two definitions indicate that a sign is a tool that provides information to individuals who observe it. For instance, signs include a stop sign and a neon sign that indicates the location of the parking garage entrance. In other words, a sign is a planar object that provides details, guidance, or a cautionary message.

We also came across two meanings of the term “sign” in the Merriam-Webster online dictionary. Firstly, a sign is “a display (such as a lettered board or a configuration of neon tubing) used to identify or advertise a place of business or a product.” Secondly, it is “a posted command, warning, or direction.” (Merriam-Webster Dictionary: <https://www.merriam-webster.com/dictionary/sign> accessed on 28/02/2023 at 7am). According to these two definitions, we can say that a sign refers to a visual representation, such as a board with letters or neon lights arranged in a specific way, which serves to indicate or promote a business or product. It can also be a posted message that gives instructions, cautions, or guidance.

In marketing and advertising, a sign is defined as a “device placed on or before a premises to identify its occupant and the nature of the business done there or, placed at a

distance, to advertise a business or its products.” (Britannica Dictionary: <https://www.britannica.com/topic/sign-advertising> accessed on 28/02/2023 at 7am). Here we understand that a sign is an object which is positioned on or in front of a building to indicate who occupies it and the type of business that is conducted there. Alternatively, it may be placed further away to promote a business or its merchandise.

As for the Arabic definition of "إشارة" (sign) from Facts-news.org, it describes it as that symbol, gesture, or any other type of mark whose function is to notify or report any issue.

في موقع جريدة الحقائق (Facts-news)، يشير مصطلح الإشارة إلى ذلك الرمز أو الإيماءة أو أي نوع آخر من العلامات التي تتمثل وظيفتها في الإخطار أو الإبلاغ عن أي مسألة.

(Facts-news.org : <https://ar.facts-news.org/taaryf-alashar> accessed on 25/01/2024 at 4am)

In summary, a sign is a device that provides information, details, directions, cautions, rules, instructions... either in close proximity or at a distance.

I.3 Differences between banners and signs

These terms are often used interchangeably, but they actually have distinct meanings. A sign is a visual representation or display that communicates information to an intended audience. Signs can be made from a variety of materials including wood, metal, plastic, and paper. They can be mounted on walls, hung from ceilings, or placed on stands. Signs can be used for a variety of purposes including advertising, way finding, and identification. There are many different types of signs including: Outdoor signs, indoor signs, directional signs, informational signs, safety signs, and regulatory signs.

A banner is a type of sign that is typically made from a flexible material such as vinyl or fabric. Banners are often used for advertising purposes and can be hung from buildings, fences, or poles. They are designed to be eye-catching and can feature bright colors, bold text, and images. They are a popular choice for businesses and organizations that want to promote

a product, service, or event. They are often used for outdoor advertising and can be seen from a distance. Banners can also be used indoors for trade shows, conferences, and other events. There are many different types of banners including: Retractable banners, pop-up banners, mesh banners, feather banners, and teardrop banners.

(The Content Authority: <https://thecontentauthority.com/blog/sign-vs-banner> accessed on 28/02/2023 at 8am)

A **sign** is any surface or structure with characters, letters, or illustrations used to express a message. **Signs** have been used to advertise products and services. Nowadays, the most common materials for making signs are vinyl, paper, and **aluminum**. Signs can also be displayed in different ways – staked on the ground, hung on a pole, mounted on a wall, and stuck on a window, among others.

A **banner**, on the other hand, is just one of the many forms of signage. A single banner can grab the attention of several people all at once because of its size, **banners** are made of more durable materials that are suitable for outdoor advertising.

(NextDayFlyers: <https://www.nextdayflyers.com/signs-and-banners-101-everything-your-need-to-know/> accessed on 28/02/2023 at 8am)

In summary, the terms “banners” and “signs” are often used synonymously; however, it is important to note that they possess distinct definitions and types.

I.4 Role and objectives of banners and signs

When beginning to make banner ads and signs, it is important for brands to keep in mind certain principles and follow up specific steps to achieve the best results.

- One of these principles is “outlining brand goals and objectives.” (Amazon.com: <https://advertising.amazon.com/library/guides/banner-advertising> accessed on 01/03/2023 at 6am). Brands need to consider the intended response that viewers

should have upon viewing the banner advertisements and signs. The following discussion will focus on the goals and functions of banners and signs.

- “Attract attention”: to grab people’s attention, certain business situated on bustling roads use a sign board that is held by an employee who moves it in various directions such as up and down, sideways, or twirls it, in order to catch the attention of drivers passing by.
- “Providing product information”: customers require information and details to evaluate different products and decide which one to buy. Advertisers utilize product information to inform customers about the various features and advantages of a product.
- “Increasing customer sales”: certain promotions are employed to attract more customers. For instance, fast food restaurants frequently offer specific meals at discounted rates. These meals are often advertised through commercials to attract more customers for lunch or dinner.

(CHRON: <https://smallbusiness.chron.com/purposes-advertising-banners-62587.html> accessed on 01/03/2023 at 6am).

- “It can help create brand awareness, generate leads, and re-target an audience.” (Investopedia: <https://www.investopedia.com/terms/b/banneradvertising.asp> accessed on 01/03/2023 at 6am). That means the banner ads have the potential to increase brand recognition, generate potential customers, and target specific audience again.
- “Banners and posters for business”: Business often uses attractive and meaningful advertisements in the form of banners and posters to communicate their brand’s messages, especially during festive seasons. These advertising materials are also employed to attract people’s attention to attend a specific event or take advantage of a

sale in the area. . (Rogue Star Online: <https://www.roquestaronline.com/how-important-are-banners-and-posters-for-advertising/> accessed on 01/03/2023 at 6am)

- “Advertising has three primary objectives: to inform, to persuade, and to remind.” (Lumen Learning: <https://courses.lumenlearning.com/clinton-marketing/chapter/reading-advertising/> accessed on 01/03/2023 at 6am). The informative advertising is a means of raising awareness about brands, products, services, and concepts. It is used to introduce new products and initiatives, and can also provide information about the features and advantages of existing or new products. The persuasive advertising is another goal that aims to persuade customers that a company’s products or services are superior, and it seeks to change opinions and improve the reputation of a company or product. Its objective is to influence customer to make a change and switch to a different brand, experiment with a new product, or maintain loyalty to an existing brand. We also have the reminder advertising which serves as a prompt to individuals about the necessity of particular product or service, as well as the advantages and benefits that can be obtained by purchasing it in a timely manner.

To sum up, “physical signs and banners have been used for centuries to promote events, restaurants, services, and stores, and there is no minimizing just how important they are for: Increasing customer traffic, selling specific products, attracting attention, announcing specials, sales, and discounts.” (Signarama Franchise: <https://signaramafranchise.com/blog/the-evolution-of-signage-and-the-role-signs-and-banners-play-in-advertising/> accessed on 01/03/2023 at 6am). To put it simply, signs and banners have been utilized for many years to advertise events, shops, restaurants... and to ensure the success of all these objectives. It is important to find the appropriate target audience as Amazon website mentions it: “ensuring the brand has the appropriate audience in

mind for the banner ad affects the overall success of the ad”. (Amazon.com: <https://advertising.amazon.com/library/guides/banner-advertising> accessed on 01/03/2023 at 6am), i.e. the overall success of the banner ad is influenced by making sure that the brand targets the right audience.

I.5 Specificities and characteristics of banners and signs

After discussing the goals and objectives of advertising banners and signs, it is important to consider the fundamental qualities or specificities that contribute to the success of a product or a company; among those characteristics we mention the following ones:

1. “Succinct and Readable Messaging Focused on the Target Audience”, i.e. a successful banner advertising campaign requires a concise message, easy to understand, and tailored to the intended audience. (bantexdigital.com: <https://www.bantexdigital.com/blog/three-common-characteristics-found-in-all-great-commercial-holiday-banner-signs> accessed on 01/03/2023 at 7am).
2. “Retractable Design with Curl Free Banner Material” that means opting for a retractable design and using curl-free banner material ensures that banners maintain their excellent appearance even after multiple uses. (bantexdigital.com: <https://www.bantexdigital.com/blog/three-common-characteristics-found-in-all-great-commercial-holiday-banner-signs> accessed on 01/03/2023 at 7am).
3. “Unique and Eye-Catching Appearance” here we can say that effective banner advertisements have a unique and attention-grabbing appearance, which captures the audience’s interest and creates excitement. (bantexdigital.com: <https://www.bantexdigital.com/blog/three-common-characteristics-found-in-all-great-commercial-holiday-banner-signs> accessed on 01/03/2023 at 7am).

4. “If the sign is in a location with poor lighting, it’s advisable to use brighter colors so the banner will stand out”, i.e. it is recommended to opt for brighter colors if the sign is going to be placed in an area with inadequate lighting to ensure that it catches the eye. In other words, if the sign is placed in an area with insufficient lighting, it is preferable to opt for more vibrant hues to ensure the banner is noticeable. (bantexdigital.com: <https://www.bantexdigital.com/blog/three-common-characteristics-found-in-all-great-commercial-holiday-banner-signs> accessed on 01/03/2023 at 7am).
5. “Clear and direct content” this suggests that the messaging should be clear, concise and direct. It is recommended to use one to three key phrases or sentences to effectively convey your message. (Upwork: <https://www.upwork.com/resources/types-of-banner-ads> accessed on 01/03/2023 at 7am).
6. “Call to action (CTA)”, the purpose of a banner is to prompt the intended audience to perform a specific action, just like any other content marketing or advertising material. This is achieved through a call to action (CTA), which is designed to incite the desired action. A CTA should be brief, easy to understand, and focused on action, for instance, it could promote a blog. (Upwork: <https://www.upwork.com/resources/types-of-banner-ads> accessed on 01/03/2023 at 7am).
7. “Attractive, high-quality visuals”, this signifies that banner ads are visually appealing due to their combination of images and text. The visuals should be of high and good quality and pleasing or attractive. They must have a high pixel resolution and be free of any blurriness. Additionally, the visuals should be designed with consideration for the layout (whether they are vertical or horizontal). (Upwork: <https://www.upwork.com/resources/types-of-banner-ads> accessed on 01/03/2023 at 7am).
8. “Consistent branding” this means that the ad should reflect the visual identity of a company, i.e. using the same logo, color scheme, and font that you use in your other marketing

materials, such as your website and other ads. By doing so, your banner will be easily recognizable and memorable to your intended audience. This consistency will help to reinforce your brand and increase the effectiveness of your marketing efforts. (Upwork: <https://www.upwork.com/resources/types-of-banner-ads> accessed on 01/03/2023 at 7am).

To conclude, these eight distinct specificities of banners and signs are important for ensuring the success of a product or company.

I.6 Translation and language errors in ads and signs:

Exploring the field of translation and language errors within the sphere of advertisements and signs involves a comprehensive investigation into the error's definition, typology, classification, causes, and impacts.

I.6.1. Error's definition: Before we delve into the intricacies of translation errors, it's essential to grasp the broad concept of an "error."

- **In the language:** An "error" is defined in dictionaries as follows:

"A deviation from accuracy or correctness; a mistake, as in action or speech: His speech contained several factual errors". In other words, the error is the inaccuracy or incorrectness, also known as a mistake, for example, his speech had a few inaccuracies or mistakes in terms of factual information. (Dictionary.com: <https://www.dictionary.com/browse/error> accessed on 08/04/2023 at 7am).

"Something done or written by accident that is not correct, not accurate, or does not give the right result" this expresses the error as an unintentional action or written work that is incorrect, imprecise, or fails to produce the desired outcome. (Cambridge University Press & Assessment: <https://dictionary.cambridge.org/dictionary/english/error> accessed on 08/04/2023 at 7am).

“Part of a statement that is not correct, the book was full of **errors**, synonyms: mistake .”

This definition indicates that an error refers to a mistake in a statement that is inaccurate, as in the case of the book that contained numerous errors. (Vocabulary.com: <https://www.vocabulary.com/dictionary/error> accessed on 08/04/2023 at 7am).

From these three definitions, we understand that an “error” means inaccurate or incorrect action, speech, or statement.

- **In translation studies:**

According to specialists, a translation error is the problem of non-equivalence between the source and target texts, as BAKER (1992) said: “The choice of a suitable equivalent in a given context depends on a wide variety of factors. Some of these factors may be strictly linguistic. Other factors may be extra-linguistic.” (BAKER, 1992:30). She means that choosing the appropriate replacement for a word or phrase in a particular situation is influenced by numerous factors. Some of these factors are purely related to language, such as the examination of collocations and idioms. Meanwhile, other factors may extend beyond language.

In essence, whether in language or translation, errors represent deviations from precision and accuracy. Understanding these errors requires a comprehensive exploration of linguistic nuances and the intricate challenges presented in the realm of translation studies.

I.6.2. Error’s typology and classification

Error Typology is a venerable evaluation method for content quality that is very common in the modern Translation & Localization industry. (TAUS: <https://www.taus.net/resources/blog/measuring-content-quality-with-error-typology-step-by-step-guide> accessed on 08/04/2023 at 8am)

There are many types of errors as follows:

- * Terminology – errors arising when a term does not conform to normative domain or organizational terminology standards or when a term in the target text is not the correct, normative equivalent of the corresponding term in the source text.
- * Linguistic conventions– errors related to the linguistic well-formedness of the text, including problems with grammaticality, spelling, punctuation, and mechanical correctness.
- * Style – errors occurring in a text that are grammatically acceptable but are inappropriate because they deviate from organizational style guides or exhibit inappropriate language style.

(Multidimensional Quality Metrics: <https://themqm.org/error-types-2/typology/> accessed on 08/04/2023 at 8am)

* Accuracy: the target text doesn't accurately reflect the source text. It can include the following errors: Omission, mistranslation, and untranslated.

* Fluency: issues related to the form or content of a text, regardless it is a translation or not. It can include the following errors: Spelling and Grammar.

(LinkedIn: <https://www.linkedin.com/pulse/harmonized-error-typology-mona-gamal> accessed on 08/04/2023 at 8am)

- * Translating word by word: Languages have huge differences in terms of sentence structure, placement of the adjective, verb rules, and so on. When translating in verbatim, sentences can end up not meaning anything close to the original.

(Weglot: <https://www.weglot.com/blog/8-translation-errors-to-avoid> accessed on 08/04/2023 at 8am)

* الخطأ التركيبي: هو عدم تركيب الجمل تركيباً سليماً بحيث يتأثر المعنى فلا يكون واضحاً أو كاملاً أو دقيقاً. ويرتبط الخطأ التركيبي ببنية الجملة ويشمل الألفاظ المكونة للجملة والعلاقة بينها. و يدخل في الخطأ التركيبي عدم ترتيب عناصر الجملة ترتيباً صحيحاً كأن يقدم الفاعل على الفعل في موضع لا يصح فيه ذلك. وهناك من يصنف الحشو في الأخطاء التركيبية أو في الأخطاء الأسلوبية. ويعني الحشو استخدام كلمات زائدة لا فائدة منها ولا لزوم لها. ويمكننا التعبير عن المعنى ذاته بكلمات أقل. وتدرج في أخطاء التركيب أيضاً أخطاء التعريف والتكثير والأخطاء في استعمال حروف الجر (مثال: سافر للمدينة، والصواب: سافر إلى المدينة).

(<https://translatrain.com/%D8%A3%D9%86%D9%88%D8%A7%D8%B9->

<https://translatrain.com/%D8%A7%D9%84%D8%A3%D8%AE%D8%B7%D8%A7%D8%A1-%D9%81%D9%8A->

<https://translatrain.com/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/>

accessed on 08/04/2023 at 8am)

“Syntactic error: refers to the incorrect arrangement of sentences, resulting in an unclear, incomplete, or imprecise meaning. It is associated with the structure of the sentence, including the constituent words and their relationship. Syntactic errors include the improper ordering of sentence elements, such as placing the subject before the verb in an inappropriate position (in the Arabic language). Syntactic errors also encompass errors in article usage, such as definite and indefinite articles, as well as errors in preposition usage.” (Our translation)

To sum up, translation errors encompass a diverse range of categories, including terminology, linguistic conventions, stylistic errors, accuracy (omission, mistranslation, and untranslated part), fluency (spelling and grammar errors), translating word by word, violation errors, and syntactic errors.

I.6.3. Error's causes

There are several causes that lead to translation errors, among them we mention:

- ❖ The most common causes is lack of knowledge about linguistic aspect of the target language can cause the errors. Another primary factor is the anxiety of the translators themselves causes the errors in translation. (unair.ac.id: <https://e-journal.unair.ac.id/ETNO/article/view/15028> accessed on 10/05/2023 at 6am)

- ❖ The interference of mother tongue (intra-lingual interference) of the translator can lead the error of translation and also the lack of knowledge of the target language causes translation error (Cúc, 2018), (Utami, 2017).
- ❖ Silalahi, Rafli, and Rasyid (2018) presented some further causes which can cause errors while translating. They said there were six causes of error; those are lack of knowledge, inability to compose correct grammatical structures in the target language, not consulting dictionaries or employing machine translation. The researchers also added if the causes of translation errors were not always because of translators, the source text can also cause translation errors especially when it is of a bad quality with unclear sentences and incoherent ideas of the source text. On the other hand, WONGRANU (2017) gave another perspective about the causes of error. Carelessness, which includes misreading and interference of background knowledge, low self-confidence, and the main cause, which was experienced by the translators, was their anxiety.

(unair.ac.id: <https://e-journal.unair.ac.id/ETNO/article/view/15028/9037> accessed on 10/05/2023 at 6am)

- ❖ The client does not provide enough information to the translators: translations are all about context. If translators don't have enough additional information about the product or service, they may not be able to translate the text correctly
- ❖ The arbitrary use of machine translation: it should be clear to everyone that companies can save time and money by using machine translation – but only if it is used correctly and in combination with post-editing.

(ACROSS.net: <https://www.across.net/en/knowledge/blog/translation-errors-and-their-consequences> accessed on 10/05/2023 at 6am)

❖ عدم الفهم الجيد بأصول و قواعد اللغة المترجم إليها.

❖ فهم المقال الأصلي و عدم القدرة الكافية للتعبير باللغة الأخرى التي يجب الترجمة إليها بشكل جيد.

([https://www.maktabtk.com/blog/post/17/D8%A7%D9%84%D8%AE%D8%B7%D8%A3%D9%81%D9%8A-](https://www.maktabtk.com/blog/post/17/D8%A7%D9%84%D8%AE%D8%B7%D8%A3%D9%81%D9%8A-%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9.html)

[D9%81%D9%8A-](https://www.maktabtk.com/blog/post/17/D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9.html)

[%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9.html](https://www.maktabtk.com/blog/post/17/D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9.html) accessed on 10/05/2023 at 6am)

❖ “An ignorance of the principles and rules of translation, and translators can understand the source text but cannot express it well in the target language.” (Our translation)

To conclude, there exist various factors that contribute to the occurrence of translation errors, which in turn exert a significant influences and serious impacts that we will focus on later. These classifications align with various types of translation errors, including terminology errors, linguistic conventions, stylistic errors, omission errors, spelling errors, grammatical errors, and syntactic errors.

I.6.4. Error’s impacts

According to the translators, reviewers, advertisers, and clients, the translation requires a high level of accuracy, because making mistakes during the translation process can have significant effects on various parties involved. Here we mention some of these effects:

- ❖ This negligence triggers one of these two results. Either translators and reviewers waste precious time correcting preventable mistakes, or the flaws pass undetected into the final product.
- ❖ Proceeding without this crucial context leaves you vulnerable to several types of translation error. The first issue to address is your company’s tribal language—that peculiar mix of acronyms, jargon, and favored phrases that only make sense to the people on your payroll. Expecting translators to decode your dialect is a dangerous

game. Best case, they flood your inbox with clarifying questions. Worst case, they wrongly apply your terminology in a way that inflicts serious brand damage.

(Smartling: <https://www.smartling.com/resources/101/translation-errors-why-they-happen-and-how-they-can-be-avoided/> accessed on 10/05/2023 at 7am)

- ❖ Poor translations as a business risk: Such errors make it necessary for companies to not only spend vast sums of money on new campaigns but also to contend with the associated reputational damage. Errors in titles or descriptions of products can also result in lost sales. If the translations are of poor quality, people may find it difficult to trust the shop.
- ❖ Legal and security risks: Examples of such risks would include incorrect descriptions in the instructions that accompany machines. Incorrect translations of annual reports can cause readers to misinterpret the business data. When this happens, it is even possible for the valuation of a company to be falsified. Errors in the documentation of a product subject to duties can cause difficulties during the customs clearance process. This can lead to delays in delivery, which in turn can increase costs, damage the company's reputation, or be associated with other negative impacts. Regardless of what industry you are in, one bad translation is enough to set off a veritable avalanche of unwanted events.

(ACROSS.net: <https://www.across.net/en/knowledge/blog/translation-errors-and-their-consequences> accessed on 10/05/2023 at 7am)

- ❖ Delay in the launch of a campaign, website, or product.
- ❖ Time and money spent correcting problems.
- ❖ Fines.
- ❖ Loss of credibility with partners.
- ❖ Misinformed business decisions.

(Eriksen Translations: <https://eriksen.com/language/risks-of-bad-translation-how-to-ensure-your-brand-voice-is-clear-across-borders/> accessed on 10/05/2023 at 7am)

I.7. Linguistic approaches to translation

While translation is as old as the written text, it is relatively new as a discipline of study. In a world that keeps getting smaller owing to modern technology, translation services are in higher demand than ever before. For most people, all one needs to translate is an understanding of two languages. However, this can lead to embarrassing errors in the translated texts. As a translator, you need to appreciate that a word in language may or may not have a corresponding word in language B. This is where linguistics becomes crucial for better translations. Linguistics is the scientific study of human language. It is an essential component in modern translations, improving the quality of translated works.

Some of the essential components of linguistics include:

1. Grammar: The study of the structure and the system of language and the rules it uses.
2. Morphology: Studying how words are formed in a language.
3. Syntax: A close analysis of the process of words and phrases formation and their composition.
4. Phonology: A study of sound systems which comes handy in translating spoken works.
5. Sociolinguistics: A study of how people use a language in society.
6. Neurolinguistics: An analytical study of how encoding of communication in the brain.
7. Historical linguistics: A study focusing on how a language has evolved.

A linguistic approach to translation focuses on purpose and equivalence. For instance, many words and phrases in language have the same meaning conveyed. However, the same

definitions are representable by different expressions. A linguistic translator plays a vital role in analyzing the original text and discovering the real meaning. An ordinary word-for-word translation is at the risk of losing the meaning if any unique construction is used in the original language. Linguistic translation thus eliminates such errors. The linguistic interpretation will go more in-depth and look at signifiers in a language. These signs and symbols convey meaning. When a translator identifies them, it is easier to get an accurate translation. By looking at these signifiers, a translator using a linguistic approach can distinguish between similar words with different meanings in different contexts. For instance, while the word 'yellow' in Literature might convey different meanings depending on the context and culture. In America, 'yellow' depicts weakness, while the same name in Japanese signifies courage. Hence, linguistic translation helps the translator understand what the writer wanted to convey. In a world where multiple cultures interact, such interpretations can help promote better communication by eliminating misunderstandings.

(Bunny Studio: <https://bunnystudio.com/blog/linguistic-translation-its-vital-role-in-translation/> accessed on 15/06/2023 at 6am)

Linguistic approaches to translation are based on the idea that translation is a linguistic phenomenon and that the study of translation should therefore focus on the language itself. This approach is concerned with the way in which languages transfer meaning from one text to another, and with the strategies that translators use to ensure that the meaning is conveyed accurately. It is also concerned with the way in which different languages handle the same concepts, and with the difficulties that can arise when translating between them. The linguistic approach to translation is a method of translation that focuses on the meaning of the source text and its relation to the target text. This approach is based on the idea that meaning is conveyed through language,

and that translation should therefore seek to identify and preserve the meaning of the source text in the target text. This approach is also referred to as the semantic approach to translation. (ilovelanguages.com: <https://www.ilovelanguages.com/linguistic-approaches-to-translation-theory-the-importance-of-language-in-the-translation-process/> accessed on 15/06/2023 at 6am)

The information provided by the aforementioned links confirm that it is important for translators to understand that not every word in one language has an exact equivalent in another; this is where the study of linguistics becomes crucial in achieving accurate translations. Linguistics enhances the quality of translated works regarding its key components, which include grammar, morphology, syntax, phonology, sociolinguistics, neurolinguistics, and historical linguistics. A linguistic approach to translation emphasizes the importance of purpose and equivalence. It recognizes that many words and phrases in a language carry deeper meanings beyond their literal translations. A word-for-word translation runs the risk of losing these nuances, especially when unique language constructions are involved. By employing a linguistic perspective, such errors can be avoided, ensuring a more accurate and meaningful translation. A translator who uses a linguistic approach can differentiate between similar words with varying meanings in several situations by examining these indicators. For example, the word “yellow” in Literature can have different connotations depending on the context and culture. In America, “yellow” represents weakness, whereas in Japanese it symbolizes courage. The linguistic approach to translation is rooted in the belief that translation is a linguistic phenomenon and should therefore center on the language itself. This approach delves into how languages transfer meaning from one text to another and the strategies employed by translators to accurately convey that meaning. It also explores how different languages handle the same concepts and the challenges that arise when translating

between them. Therefore, this recognized method prioritizes the meaning of the original text and its relationship to the translated text. It operates on the understanding of that meaning and how it is rendered through language.

To sum up, linguistics plays a vital role in translation, ensuring accurate and meaningful conversions by addressing the complexities of language, cultural nuances, and the need for purposeful equivalence.

I.8 How to limit errors' phenomenon?

The correct and accurate translation has a great importance, and the translator must complete his task with proficiency and avoid several forms of errors that have been frequent in recent times. Therefore, we propose suitable solutions for this issue, including the following:

- ✓ Use bilingual teammates or a second translator to proofread the copy of your website after the first translations have been carried out, that way both machine or human translation has been through a second round of proofreading.
- ✓ Machine translation can be great in translating a sentence by structure, not word-for-word. Bringing in a human translator to ensure everything is as it should be given extra assurance that your website copy is reading how it should be.
- ✓ -Ensure the translator knows the intended market.

(Weglot: <https://www.weglot.com/blog/8-translation-errors-to-avoid> accessed on 15/06/2023 at 7am)

- ✓ Proofread source content with a critical eye.
- ✓ Fix any errors you find before delivering text to translators.
- ✓ Simplify messaging and limit the use of phrases that won't travel well.
- ✓ Codify your terminology in a brand glossary

- ✓ Clarify your desired tone and voice via style guides
- ✓ Provide visual context of where words will live
- ✓ Standardize approved phrasing using translation memory tools

(Smartling: <https://www.smartling.com/resources/101/translation-errors-why-they-happen-and-how-they-can-be-avoided/> accessed on 15/06/2023 at 7am)

- ✓ Exercise due care in choosing your translation partners – whether they are translation agencies or individual freelance translators.

(ACROSS.net: <https://www.across.net/en/knowledge/blog/translation-errors-and-their-consequences> accessed on 15/06/2023 at 7am)

- ✓ Develop translation-ready source content. To optimize your text for translation, write with international readers in mind from the start. This entails crafting text in a manner that is unambiguous and clear to people in different locales.
- ✓ Allow enough time for quality translations. Bring your language services provider into the process as early as possible so they can help you establish appropriate timelines.
- ✓ Prepare personal glossaries in order to establish consistency in terminology. A glossary compiles your project's key terminology in the source language and the approved translations in the target language(s). This helps translators ensure that key terms are used correctly each time they appear.
- ✓ Provide your language service team with any applicable reference material. The more context you can share, the better.
- ✓ Conduct a translation review for those languages where you have in-house resources. This important step provides an additional level of quality control and ensures your brand is communicated effectively. Typically, this review occurs after your text has passed through Eriksen's translation, editing, and quality control process. This in-

house step provides a final check to make sure the translated material conveys your unique brand voice.

(Eriksen Translations: <https://eriksen.com/language/risks-of-bad-translation-how-to-ensure-your-brand-voice-is-clear-across-borders/> accessed on 15/06/2023 at 7am)

When working with a translation service or an individual translator, there are some things you can do to ensure that your project runs smoothly and that the translation is of a high quality. These are for instance:

- ✓ Make sure you have a clear understanding of what you want to achieve with your translation. Do you need a literal translation or something more interpretive?
- ✓ Make sure you provide the translation service or translator with as much context as possible. The more they understand about your company, product, and target audience, the better they will be able to translate your message.
- ✓ If you have any industry-specific terms or jargon, make sure you provide a glossary of terms for the translator to use.
- ✓ Allow time for revisions. A translation is not a one-and-done task, you should expect to review the translation and make changes as needed.
- ✓ Be prepared to pay for a high-quality translation. A good translation is not cheap, but it is worth it.

(Circle Translations: <https://circletranslations.com/blog/how-avoid-translation-mistakes> accessed on 15/06/2023 at 7am)

Finally, these solutions are suitable for avoiding translation errors and their negative impacts.

In conclusion, navigating the complexities of translation and language errors in advertising requires a strategic and informed approach. By understanding the causes, effects,

and linguistic considerations, advertisers can enhance the effectiveness of their campaigns and avoid unintended pitfalls in global communication. In the next chapter, we delve deeper into specific examples of our self-collected corpus.

CHAPTER 2:
**Practical analysis of our self-collected
corpus and study of error avoidance**

In this practical chapter, we offer a detailed presentation of the corpus. Then we proceed to analyze the translations in the ads and signs, which constitute the main focus of our research. From this analysis, we present the causes of those translation and language errors, relying on the linguistic approach. Furthermore, we explore the impacts of these errors on society and on the translation process. Finally, we propose an alternative translation for each advertising banner and sign.

II.1 Presentation of the corpus: banner advertisements, shop signs and signs for services

Nowadays, commercial advertising banners and signs play a crucial role in conveying messages and attracting customers. This presentation introduces a useful corpus of 31 images sourced from diverse online platforms, ensuring diversity and representativeness. The focus is on two primary categories: banner advertisements and signs. The first category, banner advertisements, contains eight (08) images. In the second category, signs, we further classify the images into two subcategories: shop signs (07 images) and signs for services (15 images). This corpus aims to serve as a valuable resource for our research, enabling the analysis of translation errors in commercial advertising banners and signs.

II.2 Analysis of our self-collected corpus: banner advertisements, shop signs and signs for services

As we begin our analysis of specific examples from commercial advertising banners and signs, it is like zooming in on the details of a bigger picture. These examples help us understand the challenges in translation. By looking closely at each one, we aim to uncover how errors can affect the clarity and impact of these messages. So, let us take a closer look at

these examples together, exploring the translation and language errors in these commercial advertisements and signs.

II.2.1 Analysis of examples on banner advertisements

Here, we explore the challenges of translating banner advertisements, where vocabulary nuances, direct translation pitfalls, and cultural considerations come into play.

○ **Example 1:**



The translation from Arabic "فلفل أسود حب" to English as "Black Pepper Love" is inaccurate. While it seems to be a literal translation, it fails to convey the intended meaning accurately. This translation reflects a misunderstanding of the Arabic phrase, which actually refers to whole peppercorns. These peppercorns are typically dried and ground into powder or used whole in cooking. The translated phrase contains an idiomatic error; the inclusion of "Love" suggests an idiomatically incorrect translation. In fact, the word "حب" refers to "seeds" or "whole," with no connection to the concept of love. So, the suitable translation would be "Black Pepper Seeds" or "Whole Black Pepper".

○ **Example 2:**



The English sentence “They forget the star” contains a translation error, specifically a semantic error. Here, the Arabic word "ينسون" refers to “illicium” rather than the verb “to forget.” Additionally, the Arabic word "نجمة" can be translated as “star,” which might denote astronomy, or it can also mean “anise,” a spice used in cooking. In this context, the Arabic phrase "ينسون نجمة" refers to the aromatic scent or spice released by bruised or crushed leaves, commonly used in cooking, particularly in Chinese cuisine. An appropriate translation would be “Illicium Star” or “Illicium Anisatum”.

يعرف اليانسون النجمي على أنه "نوع من أنواع التوابل الذي يؤخذ من شجرة دائمة الخضرة
موطنها الأصلي الصين وفيتنام".

(Webteb:https://www.webteb.com/articles/%D9%8A%D8%A7%D9%86%D8%B3%D9%88%D9%86-%D9%86%D8%AC%D9%85%D9%8A_28456 accessed on 25/01/2024 at 4am)

○ **Example 3:**



The translation from Arabic, "أفخر أنواع الحلويات" to English “I am proud Types of Desserts” contains the following errors:

- Grammatical error: The sentence “I am proud Types of Desserts” is grammatically incorrect in English. The sentence should be structured differently to convey the intended meaning.

- Semantic error: The word “proud” does not accurately convey the meaning of the Arabic sentence. In the original sentence, "أفخر" means “finest” or “most exquisite”, not “proud”.

A more accurate translation would be "Finest Types of Desserts," which better captures the intended meaning.

NB: The use of capital letters for “Types” and “Desserts” is not an error, it is to capture the client’s attention and catch his eye (the aim of advertising banner).

○ **Example 4:**



The Arabic phrase "مكسرات مشكلة" refers to any mixture of mechanically or manually combined nuts, including peanuts, almonds, walnuts, Brazil nuts, etc. However, the provided translation, "Nuts problem," is not an accurate representation of the original Arabic phrase. In this translation, there is a misunderstanding, it is a word by word translation, as the translator did not consider the diacritical marks, this is considered as a literal error. The translator here selected the word "problem" instead of more appropriate word such as "mixed" or "assorted." The right translation would be “Mixed Nuts” or “Assorted Nuts”.

○ **Example 5:**



There are multiple translation errors in this image, they are as follow:

- **Word order:** The phrase “Cream Milk” could be better translated as “Milk Cream”. The current translation, “Cream Milk”, is not a standard term in English.
- **Semantic error:** The Arabic phrase "بشر جوز الهند" actually refers to larger pieces of shaved coconut meat that have been naturally dried, however, the provided translation “Coconut Humans” is a significant translation error, because the word “Humans” is completely unrelated and appears to be a mistranslation. There is another semantic error where the word "معمول" is translated through phonetic transcription instead of the verb “made of”.
- **Omission error:** These Arabic elements, "زيادة مجانية 33%" and "جديد", should be mentioned in English because the strategy of making an offer is used by companies in order to attract customers to buy the product. The accurate translation would be “33% free increase” and “new”.

NB: The use of capital letters for “MAMOUL” and “CHOCOLATE” is not an error; the capitalization is useful to catch the eye of the clients.

تعريف و معنى "بشر" في معجم المعاني الجامع معجم عربي-عربي:

بشر: الخضر أو الفاكهة. قشرها، أزال قشرها.

(المعاني: <https://www.almaany.com/ar/dict/ar-ar/%D8%A8%D8%B4%D8%B1/> accessed on 25/01/2024)

○ **Example 6:**



The translation from Arabic, "أفخاذ الدجاج" to English, "Chicken Tights" contains a translation error due to a typographical mistake. The error here is typographical where the word "Tights" is used instead of the correct word "Thighs". "أفخاذ الدجاج" actually means "Chicken Thighs" in English, referring to a part of the chicken meat. "Tights" refers to a type of clothing that covers the legs, which is entirely unrelated to the context of chicken meat. An acceptable translation would be "Chicken Thighs".

○ **Example 7:**



The provided translations from Arabic into English in this image contain various translation errors, including issues with grammar, vocabulary, spelling...etc.

-“He keeps in the place of eway from The hoat and the sun rays”:

- Grammar error: the sentence “He keeps” is not grammatically correct in this context. The original Arabic sentence is providing instructions rather than describing someone’s actions, here it is preferable to avoid specifying the subject.
- Vocabulary error: “eway” is likely a typographical error and doesn’t convey any meaning. The intended word here is “away”.
- Spelling error: “hoat” is a spelling error and the correct word is “heat”.
- Lack of clarity: the translation lacks clarity and doesn’t clearly convey the intended message. A more accurate translation would be “Store it in a cool place away from heat and direct sunlight” or “Keep it in a cool place away from heat and direct sunlight”.

-“The product is natural my uncle From the preservatives”:

- Semantic error: the phrase “my uncle” is not related to the original sentence and appears to be a translation error.
- Lack of clarity: the translation is unclear and doesn’t accurately convey the original sentence. The intended message is that the product is natural and free from preservatives. A more accurate translation could be “Note: The product is natural and free from preservatives”.

-“Saleh for six month famous who...”:

- Vocabulary error: the word “Saleh” appears to be a name of a person. “famous who” didn’t convey the intended message. Here’s a corrected version “valid for six months from the date of printing”.
- Grammatical error: the word “month” should be plural, so we say “months”.

○ **Example 8:**



This translation contains a combination of translation errors, including:

- Accuracy error: The Arabic sentence "الموضة معنا في تطور دائم" translates more accurately to “Fashion is constantly evolving with us” or “Fashion is always evolving with us”. The translation “FASHION NEVER SLEEPS, SO NEITHER DO WE...” is a kind of modulation. It can be also seen as a creative choice for branding or marketing purposes, it is not a direct neither a literal translation of the Arabic version.

NB: The upper letters in the sentence “FASHION NEVER SLEEPS, SO NEITHER DO WE..”, is not an error, it is used to capture the client’s attention.

These images of our analysis highlight the challenges encountered in the translation process. The following sections examine each category of signs, exploring nuances and proposing alternative translations for a more precise and culturally resonant conveyance of messages.

II.2.2 Analysis of examples on shop signs

Here, we present the world of shop signs, where accurate representation of names, products, and cultural identities is crucial for effective communication.

○ **Example 1:**



This translation contains a combination of translation errors, including:

-Vocabulary errors:

- "ديك بلدي" has been incorrectly translated as “Baladi dick”, the translator used phonetic transcription. A more accurate translation would be “Local rooster”.
- "حمام زاجل" and "حمام بلدي" have been incorrectly translated as “Homers” and “Baladibathroom”. These phrases refer to specific types of pigeons in Arabic. The right translations would be “Homing pigeon” and “Domestic pigeon”.
- "حمام فرنسي" and "سمان" have been incorrectly translated as “bathroomFrench” and “Saman”. A more accurate translation would be “French pigeon” or “French pigeon breed” and “Quail”.
- "بيض بلدي" has been incorrectly translated as “My eggs”. A more accurate translation would be “Local eggs” or “Free-range eggs”.

-Semantic error: The translation lacks appropriate words that make an accurate meaning. For example “Replace Abdullah”, “Baladibathroom”, and “bathroomFrench” don’t seem to have any relevance to the original Arabic phrase. The acceptable translations would be “Abdullah’s shop”, “Domestic pigeon” and “French pigeon”.

○ **Example 2:**



In this image, the translated version contains a significant translation error which is semantic error. The reason for this error is a mistranslation of the Arabic word "مذبوحة" which means “slaughtered” or “butchered” in the context of poultry. The word “murder” in English refers to the unlawful killing of a person, so it is not an appropriate translation in this context. A more accurate translation would be “Sale of butchered poultry” or “Sale of slaughtered chicken”, which conveys the intended meaning correctly.

○ **Example 3:**



The translation from Arabic, "شط العرب للأسماك الطازجة", to English, “ARAB SHAT FRESH FISH”, contains few translation errors, primarily related to capitalization and word order errors.

- Capitalization error: In English, it is customary to use title case for the names of businesses or shops. Therefore, “ARAB SHAT FRESH FISH” should be corrected to “Arab Shat Fresh Fish” for a more standard presentation.

- Word order error: The word order in the English translation is not typical. A more natural order would be “Fresh Fish at Arab Shat”. The original Arabic phrase "شط العرب للأسماك الطازجة" suggests that “Arab Shat” is the name of the shop, followed by the type of product it offers.
- **Example 4:**



Cultural consideration: In translation, it is essential to make decisions that accurately convey the intended meaning of the source text/ sentence/ phrase/ word while considering the cultural context. In some instances, names of places, businesses, shops, or entities are not meant to be translated but retained in their original form. Such as the case with "عروس البحر" (the name of a bakery) and "المفتاح البني" (the name of a key shop) which should be preserved as they are in the target language. Translating them would lead to a loss of their unique identity and possibly cause confusion. This practice respects the cultural and branding choices made by the entity and ensures that the name retains its intended significance for both native speakers of the source and target languages. Therefore, in this specific context, maintaining the name "عروس البحر" as “Mermaid” and "المفتاح البني" as “THE BROWN KEY” without translation is the most appropriate course of action.

○ **Example 5:**



The translation from Arabic to English in this picture appears to contain a type of translation error known as semantic error. This error occurs when the meaning of the original text is not accurately conveyed in the translated version. In this case, "أكل سريع" in Arabic generally refers to food that prepared and served quickly. However, the provided translation, "Golden food" does not accurately capture the intended meaning. It seems like the translator used the name of the pizzeria to translate the Arabic phrase "أكل سريع" without considering its overall meaning. The suitable translation would be "Fast Food". Regarding "Coca Cola" is a brand name and not related to the concept of fast food.

○ **Example 6:**



In this banner, "ANOTHER YOU" means you have another version of the same person because of the make-up and the hairstyle. However, the translation from Arabic into English contains a translation error, related to vocabulary. "صالون للسيدات" has been translated as

“Saloon for ladies”, this is vocabulary error. In English, “Saloon” typically refers to a place where alcoholic beverages are served, while “salon” would be the correct word to use for a place like a beauty salon or a hair salon, which is likely the intended meaning in the original Arabic text.

II. 2.3 Analysis of examples on signs for services

Here, we examine the challenges in translating signs related to services, focusing on the precision required in conveying messages about arrival halls, parking, restrooms, and more.

○ Example 1:



This translation contains vocabulary and context errors. The translated version “To arrival hole” is not an accurate representation of the intended meaning; the word “hole” means a void or an empty space in a solid object. “Arrival hall” or “Arrival lounge” would be a more appropriate translation, as they convey the idea of a designated area in an airport or similar location where arriving passengers go after landing.

○ Example 2:



In this image, we have errors in the two versions; the Arabic word "النادي" should indeed be written as "النادي" with the letter "ي" at the end. For the translated version, we notice that the English phrase contains a spelling error. The translation incorrectly renders "النادي" as "Ciub" referring to a social or recreational club. However, "Ciub" is not recognized word in English and appears to be a spelling mistake. To correct this error, the translation would be "Club Street", which accurately conveys the meaning of the original Arabic phrase, indicating a street associated with a club or organization.

○ **Example 3:**



In this sign, we notice that there is a translation error which is the spelling error. In reality, "موقف سيارات" translates to "Parking" or "Car park" in English, referring to a place where vehicles are parked. Here, we notice that there is a space between "Par" and "King", the word "Par" is a French word, a preposition which means "by" that is used in passive voice, and the word "King" is an English word means the male ruler of an independent state, so we must say "Parking". The translated version doesn't effectively convey the intended meaning, which should be straightforward and clear such as "Parking" or "Car park".

○ **Example 4:**



The translation in this sign contains semantic error. The word "للعموم" translated incorrectly as “for uncles”. In reality, "للعموم" indicates that the parking area is open to the general public, not specifically reserved for uncles. The error seems to result from a literal translation of the individual words without considering the overall context and intended meaning. “Parking for uncles” does not accurately convey the intended concept of public parking. A suitable translation should convey the idea of “Public Parking” to indicate that the parking area is accessible to everyone.

○ **Example 5:**



This image contains errors in the two versions. In the Arabic version, we should use the word "أترك" instead of the word "خل", which is used in colloquial Arabic. In the English version also there is a significant translation error (Semantic and diglossia errors). First we have semantic error, the translation incorrectly interprets "خل" as “vinegar” which does not accurately convey the intended meaning, "خل" in this context means leaving space or maintaining a distance, not related to vinegar; so there is no apparent relationship between vinegar and distance measurement in the original phrase. We have also diglossia, in this case, there was confusion between the standard or formal Arabic language (which may use "خل" in the sense of “leave space”) and a regional or informal dialect (which may use "أترك مسافة أمان" in the same sense of “leave space”). These two errors lead the sentence “Vinegar distance meter” to be grammatically incorrect, it should contain a verb. A more appropriate

translations would be “For the safety of everyone, leave a distance of one meter” or “Maintain a safe distance”.

○ **Example 6:**



In this image there are errors in two languages. For the Arabic version, we use the word "دورات" to refer to “courses” and in this context we should use the word "دورة". Also in English “Water courses for men” contains translation error which is vocabulary error. The translation inaccurately interprets "دورات مياه" as “Water courses”. In Arabic "دورة مياه" means “restrooms” or “bathrooms”, specifically are referring to facilities where people go for sanitary purposes. The translation does not convey the intended meaning correctly “Water courses for men” is not idiomatic in English when referring to restrooms. Acceptable translations would be “Men’s restrooms” or “Men’s bathrooms”.

○ **Example 7:**



In this example there are errors in two languages. The Arabic sentence contains an error because the word "عطلان" is used in the Egyptian dialect and in Arabic we should use the

word "معطل". Also the translation from Arabic to English, "The elevator has two holidays", contains a semantic error. The translator inaccurately interprets "عطلان" as "has two holidays", but in this context "عطلان" means "out of order" or "broken". It is used to indicate that the elevator is not functioning correctly, something related to a mechanical issue, not to holiday. The right translations would be "The elevator is out of order" or "The elevator is broken".

○ **Example 8:**



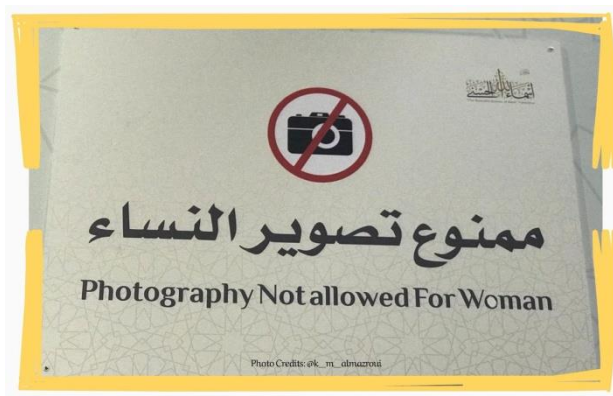
In this sign, we notice that there is a misunderstanding, it is a word by word translation, this is considered as a literal error. The translator inaccurately interprets "السلام" as "Peace", that indicates that he didn't focus on the context and the diacritical marks in Arabic. In reality, "السلام" in this context means "The elevator" or "The lift", but not "Peace".

○ **Example 9:**



The translation from Arabic, "الموقع مراقب بالكاميرات", to English, "THE CAMPUS IS CONTROLLER BY SECURITY CAMERAS", contains several translation errors, including:

- Vocabulary error: In the translated version we have the word “Campus” for "الموقع" is not correct, the correct translations for this word will be “Place” or “Location”, and we say “The location is controlled by cameras”.
 - Grammar error: The word “Controller” typically refers to a person or device that manages or operates something, whereas “controlled” is the correct word in this context, indicating that the campus is under surveillance. So, the sentence should contain a verb conjugation which is “IS CONTROLLED” to form a grammatically correct passive voice sentence.
 - Addition error: they add the word “security” which is not mentioned in the original Arabic sentence.
- **Example 10:**



In this picture, there is a semantic error, the Arabic sentence; "ممنوع تصوير النساء" means that we do not have the right to take picture of women. However, the translated version does not capture the intended meaning in this context because the translator used the preposition “for”, which means that the women do not have the right to take a picture, instead of the preposition “of”. Another two errors are the grammatical ones, firstly, in the sentence structure (the sentence does not contain the auxiliary “to be”), secondly, the word “woman” should be plural (women). A more accurate translation would be “Photography of women is not allowed”.

○ **Example 11:**



The translation provided, “To kinder forbidden to stand in front of the house”, contains multiple errors. The type of error in this translation is mainly due to incorrect word choices and grammar.

- “To kinder” should be “Please” or “Kindly”, which are appropriate ways to begin a request or instruction in English.
- “Forbidden” should be “forbidding” to convey the ongoing action of prohibiting something.
- “To stand” is the correct verb, but the structure should be “from standing”.
- “In front of the house” is correctly translated, but the overall sentence structure needs improvement”.

A more suitable translation would be “Please refrain from standing in front of the house”. This correction maintains the polite tone, conveys the prohibition clearly, and uses proper English grammar.

○ **Example 12:**



The translation from Arabic, "مساءً: من أذان المغرب إلى الساعة 10:00 مساءً", to English, "Evening: the ears of morocco To: 10:00 pm", contains word by word translation error without considering the intended meaning. We have "the ears of morocco" is a literal translation of "أذان المغرب" but it does not accurately convey the intended meaning. "أذان المغرب" typically refers to the call to prayer at sunset, which signifies the time of Maghrib prayer, marking the beginning of evening. The translation does not clearly convey the time range intended by the Arabic phrase. It should be translated to indicate the time from Maghrib call to prayer until 10:00 pm. To improve the translation, it should accurately convey the concept of the evening, starting from the Maghrib call to prayer and ending at 10:00 pm.

○ **Example 13:**



The translation from Arabic, "حامل الحقائب", to English, "Pregnant bags", contains semantic error.

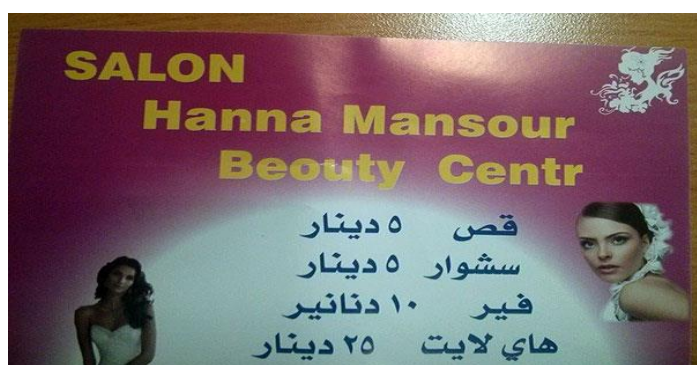
"حامل الحائب" refers to something like a luggage or bag rack or a person helping carry bags. It has no connection to pregnancy or being "Pregnant bags". It appears that the translator incorrectly associated "حامل" with "Pregnant" instead of its actual meaning, which relates to carrying or holding. The right translations would be "Bag Holder" or "Bag Carrier".

○ **Example 14:**



The translation from Arabic, "إدارة سوهاج التعليمية", to English, "Sohag Educational Idara", contains a transliteration error, which is the process of representing the characters and sounds of one writing system in another. In this case, "إدارة" should be translated as "Directorate" or "Administration" without using phonetic transcription since there is its equivalent in English language. The acceptable translations would be "Souhag Educational Directorate" or "Souhag Educational Administration".

○ **Example 15:**



This sign contains two types of translation errors which are: omission and spelling errors.

-Omission errors: The service descriptions are missing in the English translation:

- "قص" is not translated, "قص" means "Haircut".
- "سشوار" is not translated and should be "Blow-dry".
- "فير" is not translated and should be "Color".
- "هاي لايت" is transliterated but it should be "Highlights".

-Spelling errors: The phrase "Beouty Centr" is written incorrectly, and it should be "Beauty Center". The translation should clarify the salon's name and services offered, as "Beouty Centr Hanna Mansour" is likely an incomplete or inaccurate representation of the salon's identity.

II. 3 Discussion of the results

The examples analyzed emphasize the need for precise translations that accurately convey the intended meaning in different contexts. There are numerous causes and many impacts are engendered because of errors in banners and signs translated to advertise or to inform the population. We enumerate all of them in the following:

II.3.1 Translation errors' causes

The occurrence of translation errors in the studied examples are caused by:

- **Misunderstanding of the Arabic Version:** Translation errors may arise from a misunderstanding of the Arabic version. To enhance the translation, it is crucial to select words, phrases, and sentences that closely align with the actual content and context of the Arabic text. Examples illustrating this include 1 and 5 in Banner Advertisements, 2, 5, and 6 in Shop Signs, and 4, 6, 8 and 13 in Signs for Services.

- **Literal translation without considering idiomatic or contextual differences:** Direct translation without considering idiomatic or contextual differences between source language (SL) and target language (TL) can lead to errors. Improving the translation requires a nuanced understanding of both languages while adhering to proper grammar. Instances of this can be seen in examples 2, 3, and 4 in Banner Advertisements, 5 in Shop Signs, 7 and 10 in Signs for Services.
- **Mispronunciation or spelling errors:** Errors in pronunciation or spelling can result in the selection of similar-sounding but entirely different words with distinct meanings. Attention to homophones and careful word choice based on context is essential to rectify such errors. An example illustrating this is 6 in Banner Advertisements and 3 in Signs for Services.
- **Language proficiency and attention to detail:** Language proficiency issues or a lack of attention to details during the translation process, including typographical errors, may contribute to errors. Ensuring proper grammar, word choice, and clarity is vital for improving translations. Examples reflecting this are 7 in Banner Advertisements, 1 in Shop Signs, and 2, 9, and 12 in Signs for Services.
- **Less accurate representation of the original Arabic message:** Errors can occur when there is a less accurate representation of the original Arabic message. Maintaining accuracy in conveying the intended message while considering the brand's style and marketing goals is essential. An example illustrating this, is 8 in Banner Advertisements.
- **Word order conventions:** Lack of attention to word order conventions in English can lead to errors. Presenting names in a common word order is crucial for accuracy. Examples demonstrating this are 5 in Banner Advertisements and 3 in Shop Signs.
- **Disregard for cultural aspects:** Errors may stem from a disregard for the cultural aspects of the native language. Examples reflecting this include 4 and 7 in Shop Signs.

- **Homonyms:** Words with the same pronunciation but different meanings (homonyms) can cause translation errors. Careful word selection to accurately convey the intended meaning in the given context is necessary. An example illustrating this is 1 in Signs for Services.
- **Diglossia:** Translation errors can result from diglossia, where there is a disconnect between formal and informal variations of a language. Accurately capturing the intended meaning based on context and considering regional variations is crucial. An example demonstrating this is 5 in Signs for Services.
- **Literal translation of individual words:** Translation errors can occur when translating individual words literally. Choosing terms that accurately convey the intended meaning in English, especially for idiomatic expressions, is essential. An example reflecting this is 6 in Signs for Services.
- **Diacritical marks in Arabic:** Errors can result from diacritical marks in Arabic. Considering context and specific meanings of words in different contexts during translation is crucial. Examples illustrating this are 4 in Banner Advertisements and 8 in Signs for Services.
- **Transliteration:** Errors may arise from transliteration instead of providing an appropriate equivalent in English, especially for proper nouns. Transliteration is suitable for names, organizations, and titles when a direct translation is not feasible. Example demonstrating is 14 in Signs for Services.
- **Incomplete translation effort:** Errors may occur due to an incomplete translation effort, where only a portion of the content is translated into English. An example reflecting this is 15 in Signs for Services.

By understanding and addressing these various reasons, one can significantly enhance the accuracy and effectiveness of translations.

II.3.2 Translation errors' impacts

In the field of language acquisition and societal understanding, the impact of translation errors is profound. Let us consider how these linguistic nuances, as illustrated by the examples we analyzed from our corpus, influence the society and the translation itself.

II.3.2.1 Impact on society

- **Impaired communication:** Society at large may face communication challenges if public signs, instructions, or official documents contain translation errors. This can lead to misunderstandings in public spaces, potentially affecting safety, civic engagement, and the overall functioning of the community. Example 11 in Signs for Services, incorrect translations such as "To kinder forbidden to stand in front of the house" can lead to impaired communication in society.
- **Cultural representation and respect:** Errors that disrespect cultural aspects can lead to misrepresentations. This lack of cultural sensitivity in translations may contribute to misunderstandings between diverse groups within the society, impacting respect for cultural diversity. The example 4 in shop signs, disregarding cultural aspects, like translating shop names, can lead to misrepresentations and impact how different cultural groups are perceived within society.
- **Economic consequences:** In a globalized society, accurate translations are crucial for economic activities. Businesses relying on signage, advertising, or communication materials with errors may face challenges in reaching their target audience, potentially impacting sales, brand perception, and market penetration. The example 3 in shop signs, word order errors may impact businesses, as the mistranslation "ARAB SHAT FRESH FISH" might not effectively reach English-speaking customers.

II.3.2.2 Impact on translation itself

- **Loss of Credibility:** Translation errors diminish the credibility of translation services. Whether in educational materials, public signage, or business communication, inaccuracies can undermine trust in the reliability and professionalism of translation providers. The example 9 in signs for services, the mistranslation "THE CAMPUS IS CONTROLLER BY SECURITY CAMERAS" compromises the credibility of the translation service, as it fails to use correct grammar and terminology.
- **Compromised Cross-Cultural Understanding:** Inaccurate translations contribute to misunderstandings between cultures. The primary purpose of translation is to facilitate understanding between different linguistic and cultural groups. Errors undermine this purpose, leading to potential conflicts and misinterpretations. The example 14 in signs for services, transliteration errors, such as "Sohag Educational Idara," compromise cross-cultural understanding by not accurately conveying the intended meaning in English.
- **Diminished Effectiveness of Communication:** The ultimate goal of translation is effective communication. Errors detract from this goal, as the intended message may be lost or distorted. This diminishes the effectiveness of translated materials in conveying information accurately. The example 12 in signs for services, word-by-word translation errors, like "the ears of Morocco," diminish the effectiveness of communication by failing to convey the concept of the call to prayer.
- **Reduced Impact of Marketing and Advertising:** In the context of marketing and advertising, errors can significantly reduce the impact of campaigns. Misinterpreted slogans, product names, or messages may fail to resonate with the target audience, leading to decreased market penetration and brand success. The example 5 in banner advertisements, semantic errors, like translating "أكل سريع" to "Golden Food," reduce the impact of marketing by failing to capture the intended meaning of "Fast Food" and misrepresenting the pizzeria.

Our examples' studies demonstrate how translation errors in different contexts can have successive effects on language learners, society, and the translation profession itself. Addressing these errors is crucial for ensuring accurate communication and understanding across languages and cultures.

In summary, the analysis of ads and signs, along with the identification of translation errors and their underlying causes, sheds light on the intricate challenges faced in the process of language conversion. The examples presented in banner advertisements, shop signs, and signs for services highlight the importance of linguistic precision, cultural sensitivity, and contextual understanding. These errors, stemming from diverse sources such as vocabulary misunderstandings, direct translation pitfalls, and cultural insensitivity, not only impact the accuracy of the message but also have repercussions on language learners, societal perceptions, and the integrity of the translation itself. The alternative translations proposed aim to rectify these errors, offering nuanced and culturally resonant renditions.

As language is a dynamic medium, this analysis serves as a valuable guide for translators, educators, and learners, emphasizing the need for meticulous attention to detail, cultural nuances, and idiomatic expressions to ensure effective and accurate communication across languages.

Conclusion

In addressing the complex landscape of translation errors in advertising banners and signs, this research has made significant strides toward resolving the identified issues. Through a meticulous examination of translation errors across various contexts, alternative translations have been proposed, demonstrating a proactive effort to rectify inaccuracies and improve the overall quality of linguistic conversions. While it is acknowledged that achieving perfection in translation is an ongoing effort, the research has undoubtedly contributed to mitigating the challenges posed by linguistic nuances and cultural differences in advertising materials.

In the pursuit of validating hypotheses set forth at the beginning of this study, several have been substantiated through empirical evidence. The hypotheses pertaining to the influence of translation errors on children's learning processes, societal communication, and the credibility of translation services have been affirmed. Conversely, the research has also unveiled instances where the impact of errors extended beyond initially hypothesized consequences. The interconnected nature of language and culture proved to be more intricate than anticipated, revealing the need for continued exploration in this dynamic field.

The discussed analysis of translation errors in ads and signs highlights the causes and impacts of translation errors, focusing on examples from various contexts such as banner advertisements, shop signs, and service signs.

Causes of Translation Errors:

- Misunderstanding of the Arabic version
- Literal translation without considering idiomatic or contextual differences
- Mispronunciation or spelling errors
- Language proficiency and attention to detail
- Less accurate representation of the original Arabic message

- Word order conventions
- Disregard for cultural aspects
- Homonyms
- Diglossia
- Literal translation of individual words
- Diacritical marks in Arabic
- Transliteration
- Incomplete translation effort

Impacts of Translation Errors:

- Impaired communication in society
- Disrespect for cultural representation and respect
- Economic consequences for businesses
- Loss of credibility for translation services
- Compromised cross-cultural understanding
- Diminished effectiveness of communication
- Reduced impact of marketing and advertising

Overall, addressing these causes and impacts is essential for enhancing the accuracy and effectiveness of translations, thereby improving communication and societal understanding.

Based on the causes and impacts discussed, here are some recommendations to improve translation quality and mitigate the negative consequences of translation errors:

1. Enhance Language Proficiency: Invest in continuous language training and development for translators to improve their proficiency in both the source and target languages.

2. **Contextual Understanding:** Encourage translators to thoroughly understand the context of the content they are translating, including cultural nuances, idiomatic expressions, and intended audience.
3. **Quality Assurance Procedures:** Implement rigorous quality assurance processes, such as proofreading, editing, and peer review, to catch and rectify translation errors before publication.
4. **Use of Translation Tools:** Leverage translation software and tools equipped with artificial intelligence to assist translators in producing accurate and contextually appropriate translations.
5. **Collaboration and Consultation:** Foster collaboration between translators, subject matter experts, and native speakers to ensure accuracy and cultural sensitivity in translations.
6. **Cultural Sensitivity Training:** Provide cultural sensitivity training to translators to raise awareness of cultural differences and avoid misrepresentations in translations.

By implementing these recommendations, organizations can enhance the quality of translations, improve communication effectiveness, and minimize the negative impacts of translation errors on society and business outcomes.

As this research marks a critical point in understanding and addressing translation errors in advertising banners and signs, the perspectives for future exploration are expansive. Further investigations into the evolving dynamics of language and culture, especially in the digital age, could unveil new challenges and opportunities. The integration of machine learning and artificial intelligence in translation processes warrants exploration, offering potential solutions and innovations. Additionally, expanding the scope of research to include a broader array of cultural contexts and linguistic pairs can enrich our understanding of

translation challenges on a global scale. Ultimately, this research sets the stage for continued inquiry, innovation, and improvement in the realm of advertising translation.

Appendix

➤ *The English/ Arabic glossary*

➤ *The Corpus*

- *Banner advertisements*

- *Signs*

1. *Shop signs*

2. *Signs for services*

➤ The English/ Arabic glossary:






A	
Accuracy	الدقة
Accurate translation	ترجمة دقيقة
Acronyms	المختصرات
Advertising	الإشهار
Advertising translation	الترجمة الإشهارية
B	
Banner	اللافتة
Bilingual banners	لافتات ثنائية اللغة
Bilingual teammates	فريق ثنائي اللغة
Brand image	صورة العلامة التجارية
C	
Catchphrase	جملة جاذبة
Colloquial language	لغة عامية
Color scheme	مخطط الألوان
Communication	التواصل
Company's reputation	سمعة الشركة
Connotations	دلالات ثانوية
Consistency	الاتساق
Constructions	بنية الجملة
Context	السياق
Corpus	المدونة
Critical eye	عين ناقدة
Cultural consideration	الاعتبارات الثقافية
Cultural contexts	السياقات الثقافية
Cultural nuances	التفاصيل الثقافية
Cultural sensitivity	الحساسية الثقافية
Culture	الثقافة
Customer	الزبون
D	

Device	أداة
Diacritical marks	علامات التشكيل
Dialect	اللهجة
Diglossia	اللغة المزدوجة
Directional signs	إشارات الإتجاه
E	
Editing	تحرير
Educators	المعلمون
Equivalence	التكافئ
Error	خطأ
F	
Fines	غرامات
Fluency	طلاقة
Freelance translators	المرجمين المستقلين
G	
Global communication	التواصل العالمي
Globalization	العولمة
Goods	السلع
Grammar errors	أخطاء القواعد
H	
Historical linguistics	اللغويات التاريخية
Homonyms	المترادفات
I	
Idiomatic error	خطأ إصطلاحي
Indoor signs	إشارات داخلية
Informational signs	إشارات إعلامية
International advertising	الإشهار الدولي
Intralingual interference	تداخل اللغات
J	
Jargon	مصطلحات متخصصة
L	
Language	اللغة
Language errors	الأخطاء اللغوية
Learners	المتعلمين
Linguistic	اللسانيات

Linguistic approach	المقاربة اللسانية
Linguistic aspect	جانب لغوي
Linguistic conventions	التقاليد اللغوية
Linguistic perspective	منظور لغوي
Linguistic phenomenon	ظاهرة لغوية
Literal translation	الترجمة الأدبية
Literature	الأدب
Logo	شعار
Loyalty	وفاء
M	
Machine translation	الترجمة الآلية
Marketing	التسويق
Mispronunciation	خطأ لفظي
Mistranslation	ترجمة ركيكة
Modern translations	الترجمات الحديثة
Modulation	التعديل
Morphology	علم الصرف
Mother tongue	اللغة الأم
N	
Native language	اللغة الأصلية
Neurolinguistics	علم اللغة العصبي
Non-equivalence	عدم التكافؤ
O	
Omission error	خطأ الحذف
Outdoor signs	إشارات خارجية
P	
Personal glossaries	معاجم شخصية
Phonetic transcription	نقل صوتي
Phonology	علم الصوتيات
Post-editing	مراجعة ما بعد التحرير
Product	المنتج
Product logo	شعار المنتج
Proficiency	براعة
Proofreading	تدقيق لغوي
Purpose	الغرض
R	

Regulatory signs	إشارات تنظيمية
S	
Safety signs	إشارات السلامة
Sales	المبيعات
Seller	البائع
Semantic approach	نهج دلالي
Services	الخدمات
Sign	الإشارة
Slogan	الشعار
Sociolinguistics	علم الاجتماعيات
Standard language	اللغة القياسية
Strategies	الإستراتيجيات
Style	الأسلوب
Symbol	الرمز
Syntactic error	خطأ تركيبى
Syntax	النحو
T	
Translation review	مراجعة الترجمة
Translation service	خدمة الترجمة
Transliteration	الترقيم
Translator	المترجم
Target language	اللغة الهدف
Typographical errors	أخطاء مطبعية
Translation	الترجمة
Translation errors	الأخطاء الترجمية
Target audience	الجمهور المستهدف
Terminology	علم المصطلحات
U	
Untranslated	غير مترجم
W	
Word for word translation	ترجمة حرفية
Word order	ترتيب الكلمة في الجملة

➤ The corpus

Banner advertisements			
1			
<p>(Spices: https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcRfkPwgCHT7arCCa3nlcmDCM0EsKbaACKsmPxrzRy7DwgGOttPp3n4G1seD8GtX5ppyjbc&usqp=CAU . Accessed on 17 /02/ 2023 at 9am)</p> <p>(Illicium: https://pbs.twimg.com/media/E4HZc2_XoAEwDNh?format=jpg&name=large . Accessed on 17 /02/ 2023 at 9am)</p>			
3		4	
<p>(Desserts: https://encrypted-tbn3.gstatic.com/images?q=tbn:ANd9GcRRm9G_xmipPRMsfZQUIzwdhfehYIRDUBAqWXOsrBl-Bm7ZgB5Z . Accessed on 17 /02/ 2023 at 9am)</p>		<p>(Nuts: https://pbs.twimg.com/media/BT5a8ptIIAEdgbF.jpg . Accessed on 17 /02/ 2023 at 9am)</p>	
5		6	
<p>(Cream: https://watanimg.elwatannews.com/image_archive/original_lower_quality/11816837811505311378.jpg . Accessed on 17 /02/ 2023 at 9am)</p>		<p>(Chicken thighs: https://i.pinimg.com/236x/1d/9a/7f/1d9a7ff81db054a7a4531cb101812abf.jpg . Accessed on 17 /02/ 2023 at 9am)</p>	

<p>7</p> <p>*يحفظ في مكان بعيدا عن الحرارة و اشعة الشمس. *ملاحظة: المنتج طبيعي خالي من المواد الحافظة. *صالح لمدة ستة اشهر من التاريخ المطبوع.</p>		<p>*He keeps in the place of away from The heat and the sun rays. *An observation: the product is natural my uncle From the preservatives. *Saleh for six more famous who printed history.</p>	<p>8</p>
<p>(Crackers: https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcQi7r_6eVSwTy8H-kuoURyytvrbjb4ESwmyXtsD9tMuTBQMZFq. Accessed on 17 /02/ 2023 at 9am)</p>		<p>(Clothing trademark: https://pbs.twimg.com/media/B85eB_nCIAAaEaf.jpg . Accessed on 17 /02/ 2023 at 9am)</p>	

SIGNS

1. Shop Signs

1	 <p>*محل عبد الله. *ديك بلدي. *حمام بلدي. *حمام فرنسي. *بيض بلدي.</p> <p>Replace Abdullah Baladi dick - Duck - homers Baladibathroom - bathroomFrench - rabbits - Sman My eggs Mob:0533664872 Delivery Service Riyadh - Rawabi Area - Al-Zubair bin Awam Street</p>	<p>*Replace Abdullah *Baladi dick. *Baladibathroom. *bathroomFrench. *My eggs.</p>	2	
<p>(Abdullah shop: https://forum.arabtravelers.com/attachments/699311/ . Accessed on 17 /02/ 2023 at 10am)</p>		<p>(Slaughtered chicken : https://pbs.twimg.com/media/FqO1S2ZXoAE P9lI.jpg . Accessed on 17 /02/ 2023 at 10am)</p>		
3		4		
<p>(Fresh fish: https://pbs.twimg.com/media/BI_29_MCMAAA1Gi.jpg . Accessed on 17 /02/ 2023 at 10am)</p>		<p>(Bakery: https://kafow.com/public/uploads/items/Local Host_kRFEg.jpg . Accessed on 17 /02/ 2023 at 10am)</p>		
5	 <p>GOLDEN FOOD</p>	6		
<p>(Fast food : La Tour, Nouvelle Ville, Tizi-Ouzou, on 14 /02/ 2023 at 11am)</p>		<p>(Beauty salon: https://i.ytimg.com/vi/opmihbZzjgM/hqdefault.jpg . Accessed on 17 /02/ 2023 at 10am)</p>		
7				
<p>(Key cutting: https://lh3.googleusercontent.com/p/AF1QipNq7A3jIlgKWq9MB7cnKHVbrSVgtUwOT3U-aX9=w1080-h608-p-no-v0 . Accessed on 17 /02/ 2023 at 10am)</p>				

2. Signs for services

<p>1</p> 	<p>2</p> 
<p>(https://watanimg.elwatannews.com/image_archive/original_lower_quality/13515003201505311257.jpg . Accessed on 17 /02/ 2023 at 12am)</p>	<p>(https://www.elbalad.news/Upload/libfiles/524/8/301.jpg . Accessed on 17 /02/ 2023 at 12am)</p>
<p>3</p> 	<p>4</p> 
<p>(https://watanimg.elwatannews.com/image_archive/original_lower_quality/20793824411505311685.jpg . Accessed on 17 /02/ 2023 at 12am)</p>	<p>(https://i0.wp.com/langwit.com/wp-content/uploads/2018/11/parking1-700x.jpg?resize=300%2C274 . Accessed on 17 /02/ 2023 at 12am)</p>
<p>5</p>  <p>سلامة الجميع خل المسافة متر</p> <p>For the safety of everyone Vinegar distance meter</p>	<p>6</p> 
<p>(https://pbs.twimg.com/media/EvpcMnDXUAYiogE.jpg . Accessed on 17 /02/ 2023 at 12am)</p>	<p>(https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcR6nSP2vsCCy308rGgXh0u94sUj1XsOkIj-VLQvvvTsysPGf5ypuojxT1_CoGaeQWxB0Xw&usqp=CAU . Accessed on 17 /02/ 2023 at 12am)</p>



The elevator has two holidays. المصعد عطلان

(https://encrypted-tbn3.gstatic.com/images?q=tbn:ANd9GcT8UE_YZW_e7gPJjgpuyfBDYYDttHwCZzjIH-Qa-gL9Qzi9zO35p . Accessed on 17 /02/ 2023 at 12am)



(<https://i.suar.me/8PPIV/> . Accessed on 17 /02/ 2023 at 12am)



(https://pbs.twimg.com/media/BEhVorUCQAARG_O.jpg . Accessed on 17 /02/ 2023 at 12am)



(https://pbs.twimg.com/media/DU8vjbUXUAA_dxIy.jpg . Accessed on 17 /02/ 2023 at 12am)




(https://encrypted-tbn3.gstatic.com/images?q=tbn:ANd9GcSB6jDzGr56_s5hVIYHv4IQpRWF08KrgxGwNrB88QrJ9fmDCxqt_z . Accessed on 17 /02/ 2023 at 12am)



Evening: the ears of morocco to 10:00pm
مساء: من أذان المغرب إلى الساعة 10:00 مساءً

(<https://i.pinimg.com/236x/17/10/8d/17108d6b524f31f26c16343c85fb9b81.jpg> . Accessed on 17 /02/ 2023 at 12am)

<p>13</p> 	<p>14</p> 
<p>(https://www.thesun.co.uk/wp-content/uploads/2018/11/NINTCHDBPICT000450939554-e1542810589841.jpg?strip=all&w=614 . Accessed on 17 /02/ 2023 at 12am)</p>	<p>(Educational Administration: https://img.soutalomma.com/Large/02303.jpg . Accessed on 17 /02/ 2023 at 10am)</p>
<p>15</p>  <p>(https://img.soutalomma.com/ArticleImgs/2017/9/14/57667-16.jpg . Accessed on 17 /02/ 2023 at 12am)</p>	

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Abstract

This research explores translation errors in commercial advertising banners and signs from Arabic into English. The problematic is how can we correct translation errors in bilingual advertisement banners and signs? The corpus consists on a categorized collection of images, including banner advertisements, shop signs and signs for services, sourced from diverse online platforms.

The long-term effects of translation errors do not only affect linguistic accuracy but also business reputation, engendering legal risks and financial implications. Understanding the importance of linguistic approaches to translation, especially focusing on messages purpose and equivalence, becomes crucial when it comes to advertising for shops and services or informing population. Understanding how to convey meanings through language helps in obtaining accurate translations.

To eradicate translation errors, practical solutions include involving trained translators in the production of bilingual advertisement banners as well in reviewing signs for shops or services. Only professional translators can combine machine and human translation, develop and update glossaries. Overall, awareness of errors' causes and impacts on children learning, people and translation itself is necessary to get rid of bilingualism errors in the society. The stake being to ensure effective communication between existing language-cultures in our society.

Key words: Translation errors, advertising banners, signs, linguistic approaches, effective communication.

ملخص:

تستكشف هذه الدراسة أخطاء الترجمة في مدونة إعلانية وإشهارية من العربية إلى الإنجليزية. ويشمل التحليل الذي نجريه في البحث سياقات متنوعة مثل اللافتات الإشهارية و لوحات المحلات و لوحات الخدمات.

إنّ أخطاء الترجمة لا تؤثر على الدقة اللغوية فحسب، بل أيضاً على سمعة الشركات التجارية، مؤدية إلى مخاطر قانونية و عواقب مالية. لذلك، فإن إدراك أهمية الرهان اللغوي أثناء الترجمة و التركيز على الهدف و سبل تحقيق التكافؤ، يصبح أمراً بالغ الأهمية لنقل المعنى من خلال اللغة، مما يساعد في الحصول على ترجمات مقبولة.

و للحدّ من أخطاء الترجمة، تشمل الحلول المتوصل إليها إشراك مترجمين مختصين و مكوّنين في المجال يتحكّمون في وسائل الترجمة الآلية و طرائق استخدامها مع ضرورة توفير السياق للمترجمين و فسح المجال لتشغيلهم من أجل اجتناب تقشي ظاهرة الخطأ الشائع في اللغات و كذا المساهمة في إنتاج المسارد و تحيينها إذ يمكن للمصطلحات الموحدة وتوجيهات الأسلوب الواضحة أن تسهم في تعزيز الترجمة. و يعدّ الوعي بأسباب الأخطاء الترجمة وتأثيراتها والتفاصيل اللغوية أمراً ضرورياً للحدّ منها وضمن التواصل الفعّال عبر اللغات-الثقافات المختلفة.

الكلمات المفاتيح: أخطاء الترجمة، اللافتات الإشهارية، الإشارات، المقاربة اللسانية، التواصل الفعّال.