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Strategies of translating e-commerce terms from English into Arabic, translating “csp, e-commerce beginner guide” as case of study.

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*"Without translation, we would be living in
provinces bordering on silence."*

George Steiner

Dedications

As a seed sown in fertile ground, nurtured by mentors and watered by late-night struggles, this thesis has blossomed into a testament to my growth. I dedicate its fragrant bouquet to those who held my hand in the darkness, who steadied my steps on unsteady ground, whose unwavering love, endless support, and constant belief in me made this journey possible, my dearest parents, thank you for always being my rock.

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To my friends who battled doubt alongside me, who whispered courage when fear threatened to drown, this thesis is a humble offering for all of you especially: Aissa, Lydia & Imane.

Meziani Dihia

Dedications

I dedicate this work to my family, whose unwavering support and encouragement fueled my academic journey, this thesis is a testament to the collective effort of many hands, minds and hearts. To everyone who played a part, I am deeply grateful.

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INTRODUCTION

Human is a social being, and in order to communicate with others, they need means of communication that are sometimes incomprehensible, hence their incessant and rigorous search to find a way to understand and be understood. Among these tools, we have translation, which emerged as an activity as fascinating as it is complex in human thought, aiming to create connections between different communications in two or more languages, as well as their cultures. Beyond its complexity, translation stems from the fact that it aims to reconcile multiple languages and cultures. Therefore, translation is not exclusively the transfer from one language to another, but also the bridging of two or more cultures. This is how translation theories and approaches have emerged, aiming to produce translations as effective as possible, making translation a challenging task due to the differences and complexities that exist between languages.

Translation encompasses diverse fields, each requiring unique expertise and specialized knowledge. Literary translation involves preserving the essence and cultural nuances of novels, poems, and plays. Legal translation demands precision in translating legal documents, contracts, and court proceedings. Medical translation focuses on accuracy in medical records, research papers, and healthcare materials. Technical translation navigates complex terminologies in engineering documents, manuals, and IT materials. Audiovisual translation spans subtitling, dubbing, and voice-over work for movies and TV shows. Localization adapts content for specific cultural contexts in software and websites. Interpreting, distinct from written translation, involves real-time oral translation in conferences, courts, and diplomatic settings. Scientific translation navigates complex research across various scientific disciplines, while religious translation deals with sacred texts and spiritual literature. Each field demands linguistic finesse, subject matter expertise, and a deep understanding of both source and target cultures. Business translation handles corporate documents, financial reports, marketing materials, and E-Commerce.

The translation of E-Commerce terms is a pivotal aspect in today's globalized digital landscape, where seamless communication across linguistic boundaries is essential for successful business operations.

Our thesis titled "strategies of translating E-Commerce terms from English into Arabic." revolves around exploring the intricate strategies employed in translating E-Commerce terms from English into Arabic. We aim to delve into the complexities and nuances of this translation process, acknowledging the challenges, cultural implications, and technical intricacies inherent in transferring the essence of E-Commerce concepts from English to Arabic. The exploration encompasses linguistic theories, cultural contexts, technological adaptations, and practical applications, aiming to offer a comprehensive understanding of the challenges and best practices in effectively translating E-Commerce terminology between Arabic and English.

By scrutinizing various translation methods and their impact on maintaining accuracy, clarity, and functionality, this thesis aims to contribute valuable insights to the field of translation studies and support the enhancement of cross-cultural communication in the realm of E-Commerce.

While our corpus « CSP, E-Commerce beginner guide », we have chosen it firstly, for its relevance to our study and also for the significant E-Commerce terminology it encompasses, which sparked our interest. This task demands a deep and meticulous analysis to achieve a satisfactory translation while remaining faithful to the meaning expressed in the source language.

From this, our problematic: what are the suitable strategies of translating and analysing E-Commerce terms? which revolves around the following sub-questions:

- What are the possible difficulties of translating some E-Commerce terms?
- What is the importance of translating E-Commerce?
- Did the strategies employed successfully transmit the meaning?

These are the questions we will endeavour to answer in our thesis. To address these questions, we are considering the following hypotheses:

- employing a combination of linguistic expertise, contextual understanding, and specialized domain knowledge will lead to effective translation and analysis of E-Commerce terms. Strategies that involve a meticulous analysis of target audience preferences and adaptation to cultural nuances.

- E-Commerce terms may lack direct equivalents in other languages due to their technicality, cultural context, and the dynamic nature of the digital market.

- Effective translation of E-Commerce content may broaden market reach, enabling businesses to engage diverse audiences and transcend language barriers.

- The effectiveness of strategies employed in translating E-Commerce terms hinges on their ability to accurately convey the intended meaning while preserving contextual nuances.

From these our objectives are:

- Identify and analyze the challenges in translating E-Commerce terms.
- To explore strategies that facilitate accurate and culturally sensitive translations.
- To evaluate the impact of translated E-Commerce content on business communication and market engagement.

We aim through this research to deduce the main and appropriate strategies used in translating E-Commerce terms into Arabic, and the diverse challenges that may face translators in this field,

the possibilities of its enhancement and terminological treatment, as well as the role of the translator in this process, and how an effective translation in E-Commerce can make the difference to have a successful business.

This study aims to contribute to the field of translation studies by offering insights into translating E-Commerce terms. Additionally, it emphasizes the crucial role of translation in facilitating smooth commercial exchanges in today's globalized economy.

Our choice of theme was based on translating E-Commerce terms, within the chosen theme titled "strategies of translating E-Commerce terms from English into Arabic." We will attempt to work on an E-Commerce guide to analyse the strategies of translation used in the field of E-Commerce. This stands as the focal point of our discussion, considered one of the most intricate translations to undertake due to the distinct characteristics inherent in each language.

What drew us to our choice is the newness and the importance of E-Commerce nowadays, as it remains an ongoing topic, particularly concerning economic texts characterized by their lively yet highly technical language. Additionally, it highlights the role that translation holds in today's economic and professional world due to its importance in ensuring the smoothness of commercial exchanges. The economic and ecommercial landscape evolves daily, birthing new terminologies that demand translators to stay updated, familiarizing themselves with neologisms and everything encompassing this domain through magazines, journals, and websites. Another reason for delving into this subject is the evident lack of E-Commerce translations from English into Arabic in Algeria.

To respond to the needs of our study, we consulted a series of books that we have cited in the general bibliography, for instance: Ghazala, Hasan, (1995) translation problems and solutions 4th edition, Nida, E. A. and C. R. Taber. (2004). The theory and practice of translation. Shanghai foreign language education. Press.

Our methodology involves a descriptive approach. We will delve into theoretical aspects of translation and then conduct a practical analysis by translating an E-Commerce guide from English to Arabic.

To answer the previous problematic, we've structured a work plan starting with a general introduction, followed by a theoretical segment and a practical section. The first part comprises two chapters. The initial chapter titled "Translation, and translation strategies" aims to define translation, expound upon its history, and finally, offer insights about translation strategies in general then the strategies used in the field of E-Commerce and outline the associated translation difficulties. The second chapter revolves around "E-Commerce terms" encompassing the specialized language of economy, an overview of its characteristics, delineation of the importance of translating

E-Commerce terms after defining E-Commerce as a field then speaking about the difficulties that face translators of E-Commerce including the impact of the cultural side and how to have an effective translation, and finally, giving some solutions and suggestions to enhance the translation of E-Commerce terms.

The second part consists of one single chapter, where we will conduct an analytical study of a guide “beginner’s guide to E-Commerce” of Saint Paul university, and then translating it into Arabic, we will start by introducing our corpus, then comment the results by extracting the words of E-Commerce to deduce the appropriate strategies of translation used in the field of E-Commerce when translating from English into Arabic.

Finally, we will conclude our research with a conclusion where we will summarize the final results we have reached and which have helped us answer our problematic.

During our research, we encountered various difficulties like:

- The specificity of the terminology extracted from the economic field required in-depth documentary research to avoid inaccuracies and ensure accurate translation.
- Furthermore, the nature of our theme required long hours of work.
- The newness of the E-Commerce field which requires a lot of researches, and the lack of books of translation in this field.

Our research will not only offer valuable insights into effective translation strategies but also highlight the pivotal role of translators in the interconnected global business landscape. Furthermore, it will underscore the continuous need for innovation, adaptation, and ongoing research in the dynamic domain of E-Commerce translation. Future studies might focus on developing AI-assisted translation tools specific to E-Commerce or delve deeper into the socio-cultural impacts of accurately translated E-Commerce content on consumer behavior and market penetration.

CHAPTER -1-

Translation, and translation strategies

The complex art of translating meaning from one language into another while maintaining its core, subtleties, and cultural context is called translation. It acts as a link between various linguistic environments, facilitating understanding and communication. In every field, literature, commerce, technology, diplomacy, etc. Translation is essential to building cross-border relationships and mutual understanding. In addition to linguistic proficiency, this complex process requires a thorough comprehension of the historical, social, and cultural contexts of both the source and target languages. Translation is an undertaking that crosses boundaries and unites worlds; it is a monument to the strength of language and its capacity to do so.

1. An overview about translation

1.1 Definition of translation

Translation is a mental activity in which a meaning of given linguistic discourse is rendered from one language to another. It is the act of transferring the linguistic entities from one language into their equivalents in another language. Translation is an act through which the content of a text is transferred from the source language into the target language (Foster, 1958, p 32). The translator needs to have good knowledge of both the source and the target language, in addition to a high linguistic sensitivity as he should transmit the writer's attention, original thoughts and opinions in the translated version as precisely and faithfully as possible.

Due to its prominence, translation has been viewed differently, according to Nida and Taber (1982) in the theory and practice of translation, « *translating consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style possible approximation* ».

Whatever the translation is, the original definition is the same, so the discussion seems a little confusing and useless.

According to Ghazala (1995), « *translation is generally used to refer to all the process and methods used to convey the meaning of the source language into the target language* ». (Ghazala, 1995, p 01)

Ghazala's definition focuses on the notion of meaning as an essential element in translation. That is, when translating, understanding the meaning of source text is vital to have the appropriate equivalent in the target text thus, it is meaning that is translated in relation to grammar, style and sounds. (Ghazala, 1995, p01)

Translation is a process and a product according to Catford (1995), « *translation is the replacement of textual material in one language SL, by equivalent textual material in another language TL* », (p.20). this definition shows that translation is a process in the sense that is an activity. Performed by people through time, when expressions are translated into simpler ones in the same language (rewording and paraphrasing), it can be done also from one language into another different language. Translation is, on the other hand, a product since it provides us with other different cultures, to ancient societies and civilization life when the translated texts reach us (Yowel and Mutfah,1999: 20)

Translation is a complex process that involves transferring meaning, context, and cultural quirks from one language (the source) to another (the target). The goal of translation is to accurately convey intent, style, and cultural subtleties in addition to linguistic equivalency. The process entails a careful manipulation of language, utilizing linguistic expertise, cultural awareness, and contextual awareness to maintain readability and coherence in the translated version while capturing the spirit, tone, and nuances of the source material. Translation is more than just a language conversion; it is a complex combination of artistry and accuracy that acts as a barrier between languages, allowing for mutual understanding and cross-cultural communication in a variety of contexts, from academic writing and literature to business and diplomacy.

"The translation is indeed an extremely complex cognitive process during which different linguistic levels come into play (morphology, syntax, semantics, and even pragmatics to identify and try to resolve ambiguities related to the context of the utterance)." (DEPCKR, CHAUDIRON,et. Al : 2005,27).

Many linguistic levels, including morphology, syntax (sentence structure), semantics (meaning), and even pragmatics (the context and consequences of language use), are involved in translation, making it a very complex cognitive activity.

Translators frequently encounter ambiguities related to the original statement's context during translation, which they must recognize and make an effort to clarify. This suggests that comprehension of context, intentions, and suggested meanings in addition to word meanings is essential to the translation process.

1.2 History

Throughout history, translation has been a crucial conduit for the exchange of knowledge, culture, and ideas between different societies. From ancient civilizations like the Greeks, Romans, Egyptians, and Mesopotamians to the medieval and Renaissance periods, translators played pivotal roles in accessing and disseminating literature across diverse languages and geographical areas. Notable early translation efforts include the Septuagint in the 3rd century BCE, translating the Hebrew Bible into Greek, and the flourishing of translation in the Islamic world, where scholars translated works from ancient Greek, Persian, Indian, and other sources.

The Middle Ages saw a preservation and dissemination of literary, philosophical, and scientific works, fostering a significant cross-border interchange of information. This trend continued into the Renaissance, marked by a resurgence of interest in classical texts, such as sacred scriptures translated by figures like Saint Jerome and Martin Luther. These translations not only promoted the spread of new ideas but also influenced religious movements, fostering the evolution of European languages.

The translation of sacred scriptures, like the Bible, into different languages was a significant turning point, impacting religious beliefs and cultural identities. Figures such as George Chapman and their translations contributed to the development of English literature, particularly with translations of Homer's epics. Arabic translators in Toledo, Spain, made substantial contributions by translating scientific and philosophical texts, influencing the European Renaissance and early scientific thought.

The theoretical development of translation emerged in the 17th century, as influential translators like Dryden and Pope emphasized conveying the author's spirit and manner in translations. Subsequent centuries saw varying approaches, from emphasizing literalness and formalism in the 19th century to the social and political significance of translations in the 20th century.

Advancements in technology, particularly from the 1950s, led to the development of machine translation, which, while unable to replace human translators, became more efficient and cost-effective, especially with the advent of the internet and globalization. Overall, the historical evolution of translation highlights its enduring importance in facilitating cross-cultural understanding, fostering intellectual exchange, and shaping the development of languages and cultures across time.

2. Strategies and theories of translations

Early on, translators were obsessed with the *form* of the text emulating the rhythm and style of the source text, like Fitzgerald mirroring Flaubert's poetic pirouettes. This stylistic approach dominated the 20th century's first half.

But then came a mid-century functionalist revolution. Instead of mimicking steps, the focus shifted to *communication* ensuring the audience understood and felt the impact, even if it meant changing the

moves a bit. Vermeer and Reiss, our dance master, emphasized finding functional theory in the target language to keep everyone grooving.

Late 20th century saw a turn towards interpretation. Translators weren't just following orders; they became active participants, adding their own understanding and flair to the dance. Susan Bassnett reminded us that every translation is a cultural exchange, a blending of steps from different backgrounds.

Finally, the spotlight turned on how certain voices get lost or silenced in translation. Venuti challenged the practice of domestication, where cultural differences are smoothed out, potentially erasing unique perspectives, especially of marginalized groups like women.

This chronological order reflects the natural evolution of translation theory. We started with mimicking the surface, then focused on communication and understanding, before acknowledging the subjectivity and cultural nuances involved. Each era built on the previous, adding new layers of complexity and understanding to this intricate dance of cross-cultural communication.

By following this historical progression, we gain a deeper appreciation for the challenges and opportunities that translators face. It's not just about swapping words; it's a nuanced choreography where language, culture, and meaning intertwine in an ever-evolving waltz of understanding.

2.1 Comparative stylistics

In 1958, translation techniques were described by Vinay and Darbelnet, who were well-known for their research on comparative stylistics in translation. They entailed moving between two languages. Their work sought to derive language equivalencies in order to develop a comprehensive translation theory. In their investigation of translation processes, Vinay and Darbelnet mainly concentrated on three linguistic levels: lexical (*lexique*), morphosyntactic (*agencement*) and semantic (*message*).

Comparative stylistics, as developed by Jean-Paul Vinay and Jean Darbelnet, is a linguistic approach to translation that focuses on "analyzing and comparing the stylistic features of texts in different languages, particularly French and English" (Delisle, 1995, p. 14).

It aims to identify and explain "the differences in how meaning is conveyed through stylistic choices in each language" (Vinay & Darbelnet, 1958, p. 32), thus offering practical insights for translation processes.

Translators navigate between two linguistic systems one already expressed (the source language) and the other potentially adaptable (the target language). They start with a fixed source text, forming an impression of the desired target message as they read. The initial steps involve identifying translation units, assessing the content, reconstructing the context, and evaluating stylistic effects.

However, the ultimate goal is to create a target language message. Throughout this mental process, translators seek solutions, sometimes experiencing sudden insights akin to a flash of realization. Despite these moments, thorough review and ensuring no omissions from the source text remain crucial before finalizing the translation:

« In the process of translating, translators establish relationships between specific manifestations of two linguistic systems, one which has already been expressed and is therefore given, and the other which is still potential and adaptable. Translators are thus faced with a fixed starting point, and as they read the message, they form in their minds an impression of the target they want to reach. But translators cannot leave it at all; all these reflections upon the SL text as a whole and its units must lead to a target language message. Going through these processes in their mind translators search for a solution. In some cases, the discovery of the appropriate TL unit or sentence is very sudden, almost like a flash, so that it appears as if reading the SL text had automatically revealed the TL message. In such a case translator still have to go over the text to ensure that none of the elements from the SL have been omitted before the process is finished ».

(Vinay & Darbelnet, 1995, pp. 30_31)

- **Translation Procedures:** Vinay & Darbelnet identified seven main procedures for adapting linguistic expressions from one language to another, they mention only two methods of translating: direct, or literal translation and oblique translation. Within the framework of direct translation, they list three procedures:

- ✓ **Borrowing:** *"Directly using a word or phrase from the source language in the target language"* (Vinay & Darbelnet, 1958, p. 83). This often happens for cultural terms or specific concepts with no direct equivalent.

It is like finding a rare spice in a foreign market, so vibrant and unique you simply have to sprinkle it into your own dish. Borrowing lets you keep the exotic flavor of a word or phrase intact, enriching the target language with a touch of the source culture.

- ✓ **Calque:** *"Creating a new word or phrase in the target language based on the structure of the source language expression"* (Vinay & Darbelnet, 1958, p. 89). This can be a creative solution for conveying complex ideas, but may sound unnatural if not done carefully.

This is like playing linguistic origami, folding and shaping another language to capture the intricate folds of the source text. It's challenging, but when done right, it creates a beautiful new word that fits perfectly in the target language's tapestry.

- ✓ **Literal translation:** *"Translating word-for-word, often resulting in an awkward or unnatural sounding sentence in the target language"* (Vinay & Darbelnet, 1958, p. 93).

This procedure should be used cautiously and adapted when necessary.

This method can be a bit of a tightrope walk aiming for accuracy but risking a wobbly, unnatural translation. It is as a raw diamond; it needs careful polishing and adaptation to truly shine in the target language.

And in the context of oblique translation, they enumerate four procedures:

- ✓ **Transposition:** *"Replacing a grammatical category in the source language with a different one in the target language to maintain meaning"* (Vinay & Darbelnet, 1958, p. 99). For example, changing verb tenses or sentence structures to conform to the target language's conventions.

This is like a linguistic game of musical chairs, swapping grammatical roles to maintain the melody of meaning. It might sound unconventional, but sometimes changing the verb tense or sentence structure is the only way to keep the music flowing naturally in the target language.

- ✓ **Modulation:** *"Changing the style or register of the expression to adapt it to the target audience"* (Vinay & Darbelnet, 1958, p. 105). This might involve adjusting formality, level of detail, or tone to suit the target context.

It is like adjusting the volume knob on a speaker. Modulation lets you fine-tune the register and style of the translation to resonate with the target audience.

Think of it as switching from a formal lecture to a friendly chat, making sure the message lands with impact.

- ✓ **Equivalence:** *"Finding a completely different expression in the target language that conveys the same meaning as the source language expression"* (Vinay & Darbelnet, 1958, p. 111). This can be necessary when cultural references or figurative language require reinterpretation.

This is like finding a hidden treasure map, deciphering the clues in the source text to unearth a treasure trove of meaning in the target language. It might require exploring unexpected paths and reinterpreting metaphors, but the reward is a translation that truly captures the essence of the original.

- ✓ **Adaptation:** *"Modifying the message itself to fit the cultural context of the target audience"* (Vinay & Darbelnet, 1958, p. 117). This may involve omitting certain details, adding explanations, or even changing the overall message to be culturally appropriate.

This is like tailoring a suit to fit a different body. Sometimes, cultural differences require subtle adjustments, like nipping and tucking the message to ensure it sits comfortably with the target audience without losing its original form.

Understanding the stylistic differences between languages *"helps translators make informed choices about how to adapt the meaning and tone of the source text to the target language and audience"* (Newmark, 1981, p. 157).

By analyzing the source text through the lens of comparative stylistics, translators can make strategic decisions about which procedures to employ, ensuring the target text not only accurately conveys the message but also resonates with the intended audience.

2.2 The functional theories

Unlike the rigidity of traditional translation, functional theory flips the script, prioritizing the target audience and their context instead of mere linguistic mirroring. Here, the target text's function takes center stage whether it aims to inform, persuade, entertain, or fulfill a legal obligation. Translators become active decision-makers, wielding the "skopos" (aim) of the translation like a conductor's baton. This means adapting styles, adding or omitting information, and even restructuring content to resonate with the target audience's cultural expectations and knowledge levels. In essence, functional theory empowers translators to be creative agents, ensuring the translated text fulfills its purpose with finesse, leaving behind the stiff formality of bygone translation methods.

Functional theory of translation refers to a set of approaches in translation studies that share a common focus on the purpose (function) of the target text within its specific context and for its intended audience. This differs from traditional views that prioritized linguistic accuracy and fidelity to the source text.

Some of the main functional theories in translation:

- **The skopos theory**

Skopos theory is a theory of translation by the German translator Vermeer in 1978. In this theory, the process of translation is determined by the function of the product. This function is specified by the addressee.

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

Skopos is a Greek word for 'purpose'. According to skopos theory, the basic principle which determines the process of translation is the purpose (skopos) of the translational action. (Nord,1997:27).

In other words, Skopos theory, is a dynamic approach to translation that prioritizes the purpose (skopos) of the translated text for its specific target audience and context. It shifts the focus from mere linguistic equivalence to the intended function and effect of the translation.

- **The aspects of the skopos theory**

- ✓ **Skopos:** The driving force behind any translation action. It defines the intended role and impact of the target text within its specific context. Vermeer emphasizes that *"each text is produced for a given purpose and should serve this purpose"* (Vermeer, 2004, p. 81).
- ✓ **Action Theory:** Translation is viewed as a purposeful action, like any deliberate human activity, not just a mechanical transfer of words. This empowers translators to make informed choices to fulfill the skopos.
- ✓ **Target-Text Oriented:** Emphasis lies on the target text's success in achieving its skopos, not on mirroring the source text rigidly.
This allows for creative adaptation and cultural reinterpretation.
- ✓ **Flexibility and Creativity:** Translators are empowered to utilize various strategies and adapt the source text to suit the target audience and context. This goes beyond literal equivalence and embraces strategic deviations.
- ✓ **Contextualized Translation:** Analyzing the text's context including recipient expectations, cultural norms, and communicative situation becomes paramount for creating a skopos-fulfilling translation.

- **The application of the skopos theory**

Skopos theory's flexibility shines in diverse scenarios. A marketing slogan aimed at a young Arabic audience might adopt slang for an informal, relatable skopos, while a legal document translated for a courtroom would prioritize precision and formality in its skopos. This shapes choices on every level: selecting vivid Arabic adjectives to entice consumers in the marketing piece, or opting for precise legal terminology and formal sentence structure in the document. Consider a promotional tagline like "Get Lit!" translated for Arabic teens. Applying Skopos, the translator might opt for a vibrant local slang like "أشعلها!" (Ash'elha!) to retain the energetic, informal skopos and resonate with the target audience. This demonstrates how Skopos theory empowers translators to adapt, enhancing the target text's effectiveness and serving its unique purpose.

The skopos rule means that a translational action is determined by its skopos. That is to say, 'the end justifies the means'(Reiss and Vermeer ,1984:101).

Furthermore, Vermeer explains the skopos rule as follows (cited and translated by Nord , 1997 : 29): *‘Each text is produced for a given purpose and should serve this purpose. The skopos rule thus reads as follows: translate/interpret/speak/write in a way that enables your text/translation to function in the situation it is used and with the people who want to use it and precisely in the way they want it to function.’*

- **Benefits of Skopos Theory**

- ✓ **More dynamic and responsive translations:** It caters to the specific needs of the target audience and context.
- ✓ **Greater translator autonomy:** Translators are seen as active agents, not passive conduits, making informed decisions.
- ✓ **Greater transparency and accountability:** The skopos provides a clear framework for evaluating the success of a translation.
- ✓ **Applicable to diverse texts:** It can be applied to various translation types, from literary works to technical manuals.

In e-commerce, the skopos could be maximizing sales, building brand awareness, or establishing trust with Arabic-speaking customers. Translation strategies adapt to different skopos, like using local slang for marketing but prioritizing formal Arabic for legal terms.

In the ever-expanding realm of e-commerce, the dance between Arabic-speaking customers and translated content plays a critical role, dictated by the ever-shifting skopos – the translation's intended purpose. Take maximizing sales: imagine sizzling product descriptions that weave in a dash of local slang, piquing curiosity and triggering impulsive clicks.

"This phone is نار!" ("fire!") screams a translated ad, instantly connecting with a younger audience. But hold on, amigo! When legal terms and return policies waltz onto the scene, the skopos morphs into building trust. Here, formal Arabic takes center stage, ensuring clarity and precision to avoid misunderstandings and build customer confidence.

Now, picture brand awareness strutting down the catwalk. Translators don their creative cloaks, weaving cultural references and humor into product names and descriptions. An air conditioner translated as "طارد الهواء الساخن" ("hot air chaser") sparks an amused chuckle, etching the brand in the customer's memory.

But for complex technical features, the skopos demands accuracy and transparency. Here, transliteration takes the reins, accurately conveying technical jargon like "شاشة OLED" ("OLED screen") without compromising understanding.

The beauty of functional theory lies in this dynamic adaptation. A single product description can morph and twist, showcasing playful slang in marketing materials while donning a formal robe for legal agreements.

Imagine multilingual customer service agents, equipped with a quiver of skopos-driven strategies. They might greet a chat with a friendly "مرحباً!" ("hello") before switching gears to explain warranty terms with precise, formal Arabic.

Ultimately, understanding the skopos empowers translators to navigate the nuanced dance between languages and cultures within the e-commerce arena. It's a symphony of adaptation, where every word, every cultural reference, and every translation decision plays a part in building bridges, driving sales, and fostering trust with Arabic-speaking customers.

So, the next time you browse an e-commerce website in Arabic, remember – behind the seamless experience lies a skilled translator, wielding the skopos like a maestro, ensuring every phrase resonates and every click leads to a deeper connection.

- **Text typology theory**

Developed by Katharina Reiss and Hans J. Vermeer, text typology theory categorizes texts into different types based on their function and communicative purpose. (Reiss, 2000, p. 99)

Each text type has its own characteristic features and translation requirements, emphasizing the importance of adaptation over mere linguistic equivalence (Nord, 2011, p. 72).

For example, a text could be informative, persuasive, or expressive. The type of text will determine the translation strategies that are most appropriate.

E-commerce content falls under various types like informative (product descriptions), directive (calls to action), and persuasive (marketing copy). Translation strategies can change based on the typological category, ensuring the target text fulfills its intended function within the Arabic context.

This theory contrasts with approaches focused solely on linguistic equivalence and highlights the importance of adapting the translation to the target audience and context.

Reiss's theory categorizes texts into five types, each serving a specific purpose.

The translation approach is guided by the intended function, influencing language, style, and tone choices. Strategies vary across types; for instance, informative texts focus on accuracy, while persuasive ones use rhetorical devices. Contextual analysis of the audience and situation is crucial for effective translation, emphasizing adaptation for communicative impact rather than strict linguistic equivalence. This functional approach aligns with the evolving trend in translation studies, prioritizing the broader context over mere linguistic accuracy.

The aspects of Reiss's typological theory

- **Text Types :**

- ✓ **Informative:** Focuses on conveying factual information clearly and accurately (Reiss, 2000, p. 100).
 - ✓ **Expressive:** Aims to evoke emotions or attitudes in the reader, emphasizing subjectivity and artistic style (Reiss, 2000, p. 102).
 - ✓ **Operative:** Induces the reader to perform an action, relying on directives and imperatives (Reiss, 2000, p. 104).
-
- **Communicative Purpose:** The intended function of the target text within its specific context drives translation choices, influencing language selection, style, and overall tone (Baker, 2009, p. 159).
 - **Translation Strategies:** Different text types require distinct translation strategies to fulfill their communicative purpose. For example, an informative text might prioritize literal translation and technical accuracy, while a persuasive text might utilize metaphors and emotional appeals (Nord, 2011, p. 76).
 - **Contextualization:** Analyzing the target audience and situation is crucial for choosing appropriate strategies and ensuring the effectiveness of the translation (Baker, 2009, p. 160).

By identifying the text type of the source material, we unlock a powerful tool for informed translation choices. Reiss's typology guides: for the brochure, clarity and accuracy reign supreme, influencing the lexical choices towards precise terminology and sentence structures that prioritize factual delivery. On the other hand, the persuasive speech demands rhetorical finesse. We might utilize emotive language, carefully crafted sentence structures, and culturally relevant references to resonate with the target audience and achieve the speaker's aims.

This highlights the flexibility of Reiss's theory it empowers you to analyze diverse scenarios, from technical manuals (operative) to literary works (aesthetic), and tailor your translation strategies to ensure the target text fulfills its specific purpose and connects with its intended audience.

By understanding the communicative function of each text type, we equip ourself to navigate the nuances of translation, ensuring the work not only accurately conveys the message but also achieves its intended impact.

2.3 The interpretative theory

ITT posits that translation is a meaning-making process that involves interpretation, deverbalization, and reformulation. (Lederer, 2003, p. 54)

It emphasizes the translator's active role in understanding the source text's intent, detaching it from the original language form, and expressing it meaningfully in the target language. (Seleskovitch & Lederer, 1989, p. 25)

ITT finds applications in various translation fields, including literary, technical, and legal translation. It emphasizes on meaning, context, and the translator's role aligns with current translation practices that prioritize cultural sensitivity and communicative effectiveness.

ITT, or interpretative theory, is like a special code for language experts. It's not just about changing words when translating; it's a lively dance between what the author meant and how it's expressed. Picture it as a graceful tango where the translator takes the lead, guiding words across different languages with skill.

Forget about boring dictionaries and strict rules. ITT is an exciting journey. It dives beneath the surface of sentences, understanding the author's feelings behind the words. It is like cultural chameleons, shedding the original language's skin to let the true message come through in a new language. They call it "deverbalization» revealing the real meaning by stripping away unnecessary language.

Languages don't follow the same beat, and cultures express feelings differently. That's where ITT interpreters come in, clearing up confusion and creating understanding.

ITT is not just about translating poems or technical manuals; it's about empowering translators to do more than just switch words. It is like meaning midwives, bringing understanding to a foreign land. ITT celebrates the artistry of the translator, adding personal experiences and love for words to the translated text.

So, next time you read a beautifully translated text, think about the ITT translator the meaning whisperer, the cultural alchemist who bridges the gap between languages, word to word, heart to heart. It's not magic with smoke and mirrors, but the magic of understanding and a passion for a world where stories flow freely, no matter the language barriers.

The interpretative theory contains:

- **Comprehension:** The translator thoroughly grasps the source text's message, considering its context, style, and cultural implications. (Lederer, 2003, p. 48)

The person translating doesn't just get what the original text says but also thinks about where it's coming from, how it's written, and the culture it's from. They really understand the message in the original text and try to express it correctly and fittingly in a different language. It's more than just swapping words; they pay attention to how it's written and what the words mean in that culture to make sure it comes across the right way in the new language.

- **Deverbalization:** The translator mentally "detaches" the meaning from the source language's linguistic structure, forming a non-verbal mental representation. (Seleskovitch & Lederer, 1989, p. 32)

When translating, the translator takes the meaning of the original text and separates it from the specific words and structure of the language it's written in. This means creating a mental image that captures the main ideas and concepts without being tied to the original language's way of expressing them. The goal is to understand the essence beyond the specific words. This mental process allows the translator to then convey the message in the new language while staying true to the core meaning. This "detachment" helps make the interpretation smoother and contextually appropriate.

- **Reformulation:** The translator expresses the comprehended meaning using appropriate linguistic and stylistic choices in the target language, ensuring fidelity to the source text's intent. (Lederer, 2003, p. 56)

The translator conveys the understood meaning by carefully selecting words and adopting a style that suits the target language. This process ensures that the translation remains true to the original text's purpose and intent. By making thoughtful linguistic and stylistic choices, the translator strives to faithfully reproduce the essence of the source text in the new language, maintaining accuracy and coherence throughout.

Its characteristics:

- **Focus on meaning over form:** ITT prioritizes conveying the intended message effectively, even if it involves deviating from literal word-for-word translation. (Lederer, 2003, p. 61)

In translation, the main focus is on getting the message across clearly, even if it means not sticking to a word-for-word translation.

The priority is to make sure the meaning comes through effectively in the new language, even if it requires some changes from the exact words used in the original text. It's about conveying the intended message in a way that makes sense and is easy to understand in the target language.

- **Centrality of the translator:** The translator's active role in understanding, interpreting, and reformulating meaning is crucial. (Seleskovitch & Lederer, 1989, p. 28)

The translator plays a really important part in understanding, explaining, and putting the meaning into different words. It's not just about swapping words from one language to another; the translator actively works to grasp what the text is saying, interpret it, and then express it in a way that makes sense in the new language. They're like a bridge, making sure the message gets across clearly.

- **Emphasis on context:** ITT considers the broader context of the source text, including cultural and situational factors, to ensure accurate interpretation. (Lederer, 2003, p. 51)

When translating, it's important to think about more than just the words on the page. The translator looks at the bigger picture, considering things like culture and the situation in which the text was written. This way, they can make sure to understand and interpret the text accurately, taking into account the context that surrounds it.

It's not just about the words; it's about capturing the whole meaning in the right way. Imagine translation as a detective story, where instead of unraveling a crime, you're cracking the code of meaning hidden within another language. The Interpretive Theory (ITT) sees translating not as a simple swap of words, but as a thrilling journey of understanding. You delve deep into the source text, dissecting its message like a skilled analyst. You peel back the layers of language, separating form from intent, until the core meaning shines through. Then, armed with this understanding, you embark on a new quest: reformulating the message in a way that resonates with your target audience. It's a delicate dance, balancing fidelity to the original with the need to communicate effectively in a new linguistic landscape.

But in the end, when you witness the sparks of comprehension light up in the reader's eyes, you know you've solved the riddle and successfully bridged the cultural gap. This, in essence, is the magic of the Interpretive Theory an approach that makes every translation a unique act of creative interpretation.

2.4 Foreignization and domestication

In the intricate world of translation, two key approaches hold a prominent position: foreignization and domestication. These strategies guide translators in their choices, shaping how effectively a source text's message and essence are rendered for a target audience. Let's delve into their specifics, exploring their benefits and challenges as well as their interplay in translation practice.

2.4.1 Foreignization

Imagine stepping into a vibrant marketplace where exotic flavors abound. Foreignization embraces this diverse tapestry, aiming to preserve the linguistic and cultural distinctiveness of the source text within the translated version. This approach prioritizes:

- Retention of source language elements: Words, phrases, and even grammatical structures might be retained directly, often employing italics or footnotes for explanation (Shuttleworth & Cowie, 1997, p. 84).
- Emphasis on cultural specificity: References, allusions, and humor remain untransformed, allowing the target audience to experience the source culture's unique nuances (Venuti, 1995, p. 22).
- Challenging target language conventions: Sentence structures and stylistic choices might deviate from the target language's norms, prompting the reader to engage with a different perspective (Chesterman, 2000, p. 197).

Foreignization benefits:

- Preserves the richness and complexity of the source text. (Venuti, 1995, p. 22)
- Offers valuable insights into the source culture. (Venuti, 1995, p. 22)
- Challenges readers to expand their linguistic and cultural horizons. (Baker, 2009, p. 159)

Foreignization challenges:

- Potential comprehension difficulties for target audience unfamiliar with the source culture. (Baker, 2009, p. 159)
- May sound awkward or jarring within the target language. (Shuttleworth & Cowie, 1997, p. 86)
- Requires delicate balancing to avoid overwhelming the reader with foreignness. (Chesterman, 2000, p. 197)

2.4.2 Domestication

Now, picture a comfortable living room, familiar and inviting. Domestication seeks to render the translation palatable and readily understandable for the target audience by minimizing its "foreignness". This entails :

- Favoritism for target language equivalents: Substituting source language elements with familiar expressions and cultural references from the target language (Chesterman, 2000, p. 193).
- Smoothing out stylistic differences: Sentence structures and tone are adapted to conform to the target language's conventions, aiming for a natural reading experience (Shuttleworth & Cowie, 1997, p. 86).
- Universalizing the message: Cultural specificities might be explained, attenuated, or even omitted to ensure broader appeal (Venuti, 1995, p. 20).

Domestication benefits:

- Easier comprehension for the target audience. (Venuti, 1995, p. 20)
- Creates a more natural and fluent reading experience. (Chesterman, 2000, p. 193)
- Broadens the potential readership for the translated work. (Baker, 2009, p. 160)

Domestication challenges:

- Risk of homogenizing and diluting the source text's unique voice. (Venuti, 1995, p. 20)
- Potential loss of cultural nuances and richness. (Baker, 2009, p. 160)
- May create a less engaging and challenging reading experience. (Chesterman, 2000, p. 193)

Neither foreignization nor domestication exists in isolation. In practice, translators often navigate a spectrum, employing elements of both strategies depending on the specific text, context, and target audience. The key lies in achieving a balanced translation that:

- Conveys the core meaning and message of the source text accurately.
- Respects the linguistic and cultural integrity of the original work.
- Communicates effectively with the target audience in a way that resonates with them.

No translator walks solely on one path. Their journey becomes a dance between these two approaches, a constant weaving of foreign and familiar threads. The skillful translator crafts a balanced tapestry, ensuring the core message of the source text survives the transition while resonating with the target audience.

This delicate dance requires meticulous attention, not only to linguistic nuances but also to the ethical considerations of choice. Each decision becomes a bridge between cultures, each word a carefully placed tile in the mosaic of understanding.

3. Strategies of translation in economic translation

When translating terminology used in e-commerce, some of the most popular approaches are literal translation, borrowing, and calque. A literal translation is a word-for-word rendering of the source material, whereas a borrowing is the direct translation of words into another language without any additional meaning. Conversely, calque is the act of literally translating a term into another language from another language. These techniques are employed to guarantee the efficacy and correctness of the translated material, particularly when working with specific e-commerce terminology and ideas. Additional tactics employed in e-commerce translation encompass localization, translation of keywords, and hiring of qualified translators.

The translation of e-commerce terms involves several strategies to ensure the accuracy and effectiveness of the translated content. Some of the key strategies include:

1. **Localization:** Adapting the content to the cultural and linguistic nuances of the target market to ensure that it resonates with the local audience
2. **Keyword Translation:** Translating and optimizing keywords for the target market to improve search engine rankings and resonate with the local audience
3. **Professional Translation Services:** Investing in professional translation services to ensure the quality and accuracy of the translated content, including product descriptions, website copy, and marketing materials
4. **Prioritizing Website Localization:** Focusing on the localization of the entire website, including product pages, marketing materials, and customer support content, to provide a seamless experience for the target audience
5. **Content Prioritization:** Identifying the essential content for translation, such as keywords, product descriptions, customer service materials, and FAQs, to ensure a comprehensive and effective translation

These strategies are essential for the successful translation of e-commerce content, as they help in reaching a wider audience and maximizing the potential for global sales.

4. How can the right choice of translation strategies can impact e-commerce

Choosing the right translation strategies for e-commerce terms can have a monumental impact on the success in this field. It can literally mean the difference between winning new customers and alienating potential markets. Here's how :

Positive effects:

- **Increased sales and conversion rates:** When product descriptions, calls to action, and checkout processes are clear and compelling in the target language, customers are more likely to understand, trust, and complete their purchases.
- **Improved brand image and customer satisfaction:** Accurate and culturally appropriate translations reflect professionalism and respect for the diverse audience, building trust and loyalty. Conversely, clumsy or inappropriate translations can damage the brand and leave customers feeling confused and frustrated.
- **Enhanced website traffic and SEO:** Optimized translations with relevant keywords in the target language can improve the search engine ranking in foreign markets, leading to more organic website traffic.
- **Reduced costs and risks:** Choosing effective translation strategies upfront can save money and effort in the long run by avoiding costly mistakes like inaccurate terms, cultural misunderstandings, and legal issues.

Specific strategies and their impact:

- **Functional equivalence:** Prioritizing clarity and accuracy over literal translations ensures the e-commerce experience functions smoothly in the target language. This may involve adapting measurements, currencies, and date formats.
- **Cultural adaptation:** Recognizing cultural nuances and adapting terms to local preferences resonates with audiences and avoids potential faux pas. For example, a term like "flash sale" might need different translations depending on the cultural context.
- **SEO optimization:** Keyword research and translation optimization ensure target audience can find products in search results through relevant keywords in their language.
- **Consistency and terminology:** Maintaining consistent translations across all platforms (website, social media, marketing materials) builds trust and familiarity for customers. Additionally, establishing a glossary of key e-commerce terms ensures accuracy and efficiency.

Examples:

- Translating "free shipping" to "no additional delivery fees" in a language where the concept of "free" has different connotations. This shows cultural sensitivity and avoids confusion.
- Adapting product descriptions to highlight features relevant to the target audience can significantly increase product appeal and sales.
- Translating legal terms and return policies accurately and clearly fosters trust and protects the business from legal issues.

We dealt through this chapter with the meaning of translation, its history, its strategies and the strategies used in translating ecommerce terms. our exploration of translation has unveiled a rich tapestry of meaning, steeped in history and evolving strategies. Translation, at its core, is the art of conveying the essence of a message from one language to another, transcending linguistic boundaries to facilitate global communication.

Delving into the historical aspect of translation, we discovered its integral role in bridging cultures, enabling the exchange of ideas, knowledge, and literature across time and space. The evolution of translation has been marked by diverse approaches and methodologies, each influenced by the socio-cultural context of its time.

CHAPTER -2-

E-commerce terms

The language of economics has been analyzed by both economists (Henderson: 1982, 1986, 2000, Donald McCloskey: 1983, 1986, 1990, Samuels: 1990) and applied linguists.

The intricate world of economics, built on calculations and complex models, might seem far removed from the realm of language. Yet, the very words and phrases used by economists paint a fascinating picture, influencing how we understand and interact with markets, resources, and wealth.

In recent decades, both economists and linguists have turned their keen eyes to this unique language. Pioneering works by scholars like Henderson, McCloskey, and Samuels have shed light on how economic terms are crafted, debated, and evolve over time.

This exploration of the language of economics goes beyond mere dictionary definitions. It delves into the power of metaphors, the nuances of assumptions embedded in terminology, and the impact of language on economic policies and decisions.

By understanding the language of economics, we gain a deeper appreciation for the intricacies of this field, its historical development, and its ongoing influence on our lives.

1. Economic language and its characteristics

1.1 Specialized language

1.1.1. Definition

Specialized language refers to a type of language used within a specific field or domain, often characterized by its unique vocabulary, grammar, and syntax. It serves to communicate complex concepts and information with precision and efficiency among members of that field who share the necessary background knowledge.

Key Features:

- **Specific Vocabulary:** Specialized languages employ a distinct set of terms, often referred to as terminology, that are specific to the field and often have precise definitions. This can include technical terms, acronyms, and jargon. (Cabr , 1999, p. 13)
- **Grammar and Syntax:** While utilizing the basic grammar of the general language, specialized languages may have specific grammatical rules and syntactic structures to express complex relationships and concepts within the domain. (Hyland, 2004, p. 54)

- Function and Purpose: The primary purpose of specialized language is to facilitate precise and efficient communication within a specific field, enabling specialists to share knowledge, discuss complex ideas, and collaborate effectively. (Gotti, 2007, p. 23)

1.1.2. Language for specific purposes

According to Vicente (2007) LSP 'is built upon sub codes, partially coincident with that of the common language, and it is characterized by some specific features such as the subject matter involved, the level of abstraction of the message, the type of user, his or her intention, the communicative situation, the discourse linguistic particularities...etc' (p. 66).

LSPs entail several branches; among them, we find the language for business. Therefore, what is said about LSP applies completely on business language; and understanding the nature and characteristics of LSP will definitely help to clarify the nature of business writing. In this regard, Vicente (2007) highlights the main elements to consider when dealing with an LSP as follows:

- Any specialized field (including business) is characterized by a conceptual structure that is the sum of all its terminological units connected by a specific relationship (cause-effect, whole-part, contiguity...etc.).
- The level of abstraction of the text will determine the terminology to use: the more abstract the message, the more precise the terms; the grammatical, syntactical and semantic selection will be more rigid; the number of users more restricted and the lexical units and rules more international.
- Terms with higher or lower degree of specificity are employed depending on the type of user. While expert-to-expert communication involves the precise use of highly specialized terms, and paraphrase are reserved to explain neologism or redefine existing concepts; expert to initiate communication shows a lower density of specialized terms, whose meaning is frequently explained in an accessible and sometimes imprecise way. Hence, LSP's vocabulary varies from a technical to a semi-technical.
- The large use of an intermediate lexical category between the general and the technical one, or as it is called the sub-technical, semi technical or nontechnical vocabulary.
- LSP fulfils mainly a communicative function, thus, it chooses the more economical expression and make use of linguistic resources that transmit information objectively and impersonally: textual formulas such as description, definition, classification, enumeration, argumentation, citation, reference; together with the use of verbs in the present tense, the first person of the plural, short sentences,

passive verbs and noun phrases. Nevertheless, LSP shows also a poetic function, the specialized texts can be redundant, emotive, metaphorical and ambiguous.

- The transfer of a specialized text requires knowledge of its composition rules, typical structures and more suitable terminological resources. A specialized text is a sum up of units of knowledge pertaining to different levels of lexicalization (terminological units, phraseological units and specialized context), that present an important index of formal variation. In fact, the higher the specialization of text, the more opaque, dense and precise the terminology. (Vicente, 2007, p. 93)

Based on these elements, we can deduce that business discourse is a subdivision of technical texts. Its main feature is the use of a scientific or non-literary style, along with business terminology that is accessible only for specialists with a certain background and expertise in this field.

Economic texts like any other scientific or technical texts use a specialized language. This latter constitutes a pragmatic set of the General Language (GL). Language for Specific Purposes (LSP) is different from the common language due to the scientific prose style that marks various scientific reports and essays, and in which we notice the use of terminology, objectivity, accuracy and expert knowledge. (zábelková, 2009, p. 20)

1.2. Characteristics of economic language

The distinction is drawn between two main levels of economic discourse, namely, specialized and popular. Whereas the highly specialized economic discourse covers texts issued in the academic sphere by experts and analysts; for instance, journal articles and textbooks. The popular economic discourse covers articles in newspapers or magazines such as *The Economist*, *Financial Times*, etc. in addition to reports on television and radio delivered by non-experts aiming at describing the latest economic events.

At the academic level, economic language is considered to be one of the languages for special purposes (hereafter LSPs); that is, highly specialized languages (e.g. the language of medicine, physics, economics and law) with lexical, grammatical and textual features that are different from the ordinary language. Therefore, the general features that appear in different LSPs texts are also present in economic texts. This includes, but not limited to, the use of specialized terminology, abbreviations and acronyms, Conciseness, unambiguousness, objectivity, logical consistency, abstractness, rigid textual structure, informative function, etc.

Sager, Dungworth and McDonald (1980) have summarized these characteristics into three main aspects, namely, precision, economy and appropriateness.

Along with the application of general features of LSPs, other characteristics of economic discourse have been summarized by Swales as follows:

The language of the economic discourse tends to nominalization, the use of passive voice, an extensive use of hypotheticality, the importance of conditionals, the fluctuation between countable and uncountable uses of nouns (for example, equilibrium), a high degree of abstraction, the use of personification and, finally, the pervasiveness of metaphor. (Swales, 1990, p. 169)

Additional features not mentioned by Swales include:

- The use of visual information, such as tables, diagrams, calculations, charts, graphs, etc.
- Employing borrowed terms from various specialized languages; one reason that has led to this fact is the nature of the discipline itself; economics is a hybrid discipline that works on the basis of scientific methods borrowed from different scientific fields such as mathematics, sociology, statistics, psychology. (Swales, 1990, p. 192)

Economic language is not static. It evolves alongside economic theories, technological advancements, and societal shifts. This dynamism necessitates ongoing critical analysis and a commitment to inclusive communication, ensuring that economic discourse remains accessible and relevant to a diverse audience.

2. Definition of E-commerce

The rapid development of technology and its use in a business environment created a range of new terminology such as e-commerce which is a shorthand for electronic commerce (Burt and Sparks 2003) and has been accompanied by more special terms namely e-business, e-marketing, etc. (Chaffey 2009). Simply defined, commerce refers to the buying and selling of goods for money, and e-commerce is commerce facilitated by the Internet (Kütz 2016; Chaffey 2009; Whiteley 2000). Broadly it can be also defined as “all electronically mediated information exchanges between an organization and its external stakeholders” (Chaffey 2009, p. 10).

In the opinion of Burt and Sparks (2003), e-commerce refers to process innovation that is achieved using technologies and the Internet that enables the reconfiguration of existing business by improving the

collection and use of real-time data, replacing the inventory with information, and introducing new operations by changing traditional tasks and roles within the distribution channel.

As stated by Goswami (2013) and Chaffey (2009), the scope of e-commerce is broad and not restricted by the trade of goods and services. It also involves pre-sale and post-sale activities within the supply chain by the Internet.

According to Goswami (2013), e-commerce scope consists of the following business process elements: information exchange, order placement, payment and delivery, customer service and marketing. In the mid-to-late 1990s, the Internet created many opportunities, and many “dot-coms” were launched. To sustain growth many traditional “brick and mortar” enterprises that had limited Internet presence continued to adopt technological advancements and turned into “click and mortar” companies that combine an online and offline presence (Turban et al. 2015; Chaffey 2009; Burt and Sparks 2003; Katros 2000).

Virtual merchants that only had an online presence were called “Internet pureplay” or “click-only” companies (Turban et al. 2015; Chaffey 2009). Click-and-mortar is the most popular e-retailing model which competes with click-only models (Turban et al. 2015). Nowadays, e-commerce is usually described as transactions among an organization and its stakeholders (Chaffey 2009). Since 2000, the exponential growth of e-commerce activities has been noticeable in the developed world (Ghamdi, Alfarraj, and Bahaddad 2014). In the opinion of Katros (2000, p. 75) “Retailers have worked through the stages of shock, denial, anger, grief, and acceptance in coping with the Internet, and are now rushing to identify and secure ways to protect their customer relationship franchise”.

The world of e-commerce can be categorized into various types based on the nature of the transaction and the parties involved. These types include:

- ✓ Business-to-Consumer (B2C): The most common type of e-commerce involves businesses selling products or services directly to individual consumers. Examples include online retailers like Amazon and e-commerce platforms like Alibaba.
- ✓ Consumer-to-Consumer (C2C): This type of e-commerce involves individuals selling products or services to other individuals, often through online marketplaces like eBay or Craigslist.
- ✓ Business-to-Business (B2B): In B2B e-commerce, businesses conduct transactions with other businesses, primarily for the procurement of goods or services. Examples include online marketplaces like Ariba and SAP Ariba.

- ✓ Government-to-Consumer (G2C): This type of e-commerce involves government entities providing services or goods directly to consumers through online portals. Examples include tax filing and online utility bill payments.
- ✓ Government-to-Business (G2B): In G2B e-commerce, government entities conduct procurement activities with businesses through online platforms.

E-commerce businesses operate under various models, each with its own characteristics and advantages. Some of the most prominent models include:

- ✓ Brick-and-Mortar to E-commerce (B&M to E-commerce): This model involves traditional brick-and-mortar businesses expanding their reach by establishing an online presence.
- ✓ Pure-play E-commerce: Pure-play e-commerce businesses operate exclusively online, without any physical stores. Examples include Amazon and Netflix.
- ✓ Hybrid E-commerce: Hybrid e-commerce businesses combine both online and offline channels, providing a seamless shopping experience across both platforms. Examples include Apple and Walmart.
- ✓ Social E-commerce: Social e-commerce involves leveraging social media platforms like Facebook and Instagram to sell products or services directly to consumers.

In conclusion, e-commerce has redefined the landscape of commerce, weaving convenience and global reach into the fabric of everyday life. From humble beginnings, it has blossomed into a multifaceted giant, touching everything from groceries to travel, all at the click of a button. While its evolution continues at breakneck speed, one thing remains constant: e-commerce represents a revolution in how we connect, consume, and do business, a revolution destined to shape the future of retail for generations to come.

3. The importance of translation in e-commerce

In the ever-evolving landscape of e-commerce, translation stands as an unsung hero, silently yet powerfully shaping the success of businesses worldwide. As the global marketplace becomes increasingly interconnected, businesses are compelled to expand their reach beyond their domestic borders, venturing into new and diverse linguistic territories. Translation emerges as the bridge that connects these businesses to their global clientele, enabling seamless communication and fostering a positive customer experience across cultural boundaries.

- **Expanding Market Reach:** At the heart of e-commerce translation lies the ability to unlock a vast network of untapped potential customers. By translating product descriptions, website content, and marketing materials into multiple languages, businesses can break down the linguistic barriers that often hinder their global expansion. This linguistic democratization opens up a world of opportunities, allowing businesses to connect with customers from diverse countries and cultures, broadening their market reach and increasing their customer base.

Moreover, effective translation enhances brand recognition and establishes a strong international presence. A multilingual website with clear and accurate translations exudes professionalism, demonstrating a commitment to connecting with customers on their own terms. This cross-cultural understanding fosters brand loyalty and trust, encouraging customers to engage with the brand repeatedly and advocate for its products or services. (TransPerfect, 2023) <https://www.transperfect.com/industries/retail-and-ecommerce/e-commerce> Retrieved on December 12th, 2023 at 16h.

- **Enhancing Customer Experience:** The role of translation in e-commerce extends beyond mere information dissemination; it shapes the overall customer experience, influencing purchasing decisions and brand perception. When customers navigate an e-commerce platform in their native language, they feel more confident in their decision-making process. Clear and accurate translations instill trust, building rapport and encouraging customers to explore the website, engage with the brand, and, ultimately, complete transactions.

Localization, the process of adapting content to specific cultural contexts, further enhances the customer experience. By incorporating local idioms, cultural references, and appropriate terminology, businesses can resonate with customers on a deeper level, fostering a sense of cultural understanding and appreciation. This tailored approach not only increases customer satisfaction but also strengthens brand loyalty and encourages repeat business. (The Language Doctors, 2023) <https://activeloc.com/importance-of-translation-for-e-commerce-websites/> Retrieved on December 12th, 2023 at 16h

- **Improving Conversion Rates:** Translation plays a pivotal role in boosting conversion rates, the percentage of website visitors who take a desired action, such as making a purchase. Studies have consistently shown that localized e-commerce websites experience significantly higher conversion rates compared to those with untranslated content. This compelling evidence highlights the direct impact of translation on sales performance.

The reasons for this correlation are multifaceted. Effective communication in the customer's native language alleviates any language barriers, allowing customers to understand product descriptions, navigation menus, and checkout processes with ease. This clarity fosters trust and confidence, encouraging customers to proceed with their purchase. Moreover, localized content resonates with customers on a cultural level, enhancing their overall shopping experience and making them more likely to complete transactions. (Circle Translations, 2023) <https://activeloc.com/importance-of-translation-for-e-commerce-websites/> Retrieved on December 12th, 2023 at 16h

- **Building Trust and Credibility:** High-quality translation speaks volumes about a business's commitment to its global customers. It demonstrates a genuine desire to connect with customers on their own terms, conveying professionalism, attention to detail, and cross-cultural sensitivity. This attentiveness to language and cultural nuances fosters trust and credibility, establishing a reputation for reliability and customer-centricity.

In a competitive global marketplace, where trust is paramount, businesses that prioritize quality translation reap significant rewards. Positive brand perception attracts new customers, strengthens existing relationships, and ultimately contributes to long-term success. (YGYM group co., ltd. 2023) <https://www.translateplus.com/blog/e-commerce-translation-reasons-modern-retailers-need-it/> Retrieved on December 12th, 2023 at 16h

Translation stands as an invaluable tool for businesses seeking to conquer the global e-commerce landscape. By bridging language and cultural divides, translation enables businesses to connect with their customers on a deeper level, enhancing the overall shopping experience and driving conversion rates. As the world becomes increasingly interconnected, translation will continue to play a pivotal role in shaping the future of e-commerce, ensuring that businesses can thrive in a borderless marketplace.

In conclusion, translation is not merely a language service; it is a strategic investment that drives business growth and success. By effectively bridging linguistic and cultural divides, translation empowers businesses to unlock global potential, enhance customer experience, and build a reputation for trust and credibility. As the world becomes more interconnected, translation will undoubtedly continue to flourish, serving as the unsung hero of e-commerce, propelling businesses to new heights of success in the global marketplace.

4. E-commerce translators challenges

Translation stands as an indispensable tool for businesses seeking to expand their global reach and cultivate a loyal customer base. However, bridging linguistic and cultural divides poses a unique set of challenges for e-commerce translators. These challenges demand not only linguistic expertise but also a deep understanding of cultural nuances, technical terminology, search engine optimization principles, and brand identity.

E-commerce translation goes beyond simply converting words from one language to another; it requires a profound understanding of the cultural context in which the content will be consumed.

Translators must navigate the intricate world of local customs, idioms, humor, and social norms to ensure that the translated content resonates with the target audience. This necessitates extensive research, cultural immersion, and an ability to recognize and avoid unintentional cultural misinterpretations. (Laoret cited in encyclopedia, 2022) <https://www.encyclopedia.com/books/educational-magazines/multilingual-issues-e-commerce> Retrieved on December 12th, 2023 at 12h

E-commerce often involves complex product descriptions, technical specifications, legal disclaimers, and industry-specific jargon. Translators must possess a strong grasp of technical terminology in both the source and target languages to ensure accurate and precise translations. This requires ongoing research, specialized training, and collaboration with subject matter experts to maintain fluency in evolving technical fields. (Scriptis, 2022) <https://www.scriptis.com/ecommerce-translation/> Retrieved on December 12th, 2023 at 12:15h

In the competitive realm of e-commerce, search engine optimization (SEO) plays a crucial role in driving website traffic. Translators must carefully balance SEO requirements with the need for accurate and natural-sounding translations. This delicate balance requires a deep understanding of SEO principles, keyword research, and the ability to incorporate relevant keywords without compromising the integrity of the original content. (TextMaster,2022) <https://www.textmaster.com/ecommerce-translation-services/> Retrieved on December 12th, 2023 at 12:30h

The fast-paced nature of e-commerce demands quick turnaround times for translations. While meeting deadlines is essential, translators must also maintain high standards of quality and accuracy.

This balancing act necessitates efficient project management skills, effective prioritization of tasks, and the ability to utilize translation tools and technology to streamline the translation process.

E-commerce translations must adhere to the consistent voice and style of the brand they represent. Translators must carefully analyze the brand's messaging, tone, and target audience to ensure that the translated content aligns with the brand's overall identity. This requires a keen understanding of marketing language, branding principles, and the ability to adapt the brand's voice to the target language and culture.

E-commerce markets vary significantly across regions, with unique consumer preferences, regulatory requirements, and linguistic nuances. Translators must be able to localize content to specific markets, considering local dialects, cultural sensitivities, and compliance with local laws.

This requires in-depth knowledge of the target region, ongoing market research, and an understanding of regional regulations. (Scriptis, 2022) <https://www.scriptis.com/ecommerce-translation/> Retrieved on December 12th, 2023 at 12:30h

E-commerce websites and marketing campaigns generate a vast amount of content, requiring translators to manage large translation volumes efficiently. This necessitates effective workflow management strategies, collaboration with other translators and reviewers, and the use of translation management tools to streamline the translation process.

The e-commerce landscape is constantly evolving, with new technologies, marketing strategies, and consumer trends emerging. Translators must stay abreast of these changes and adapt their skills accordingly. This necessitates ongoing learning, professional development, and an understanding of emerging e-commerce trends.

To sum up, the challenges faced by e-commerce translators are not merely linguistic hurdles; they are a testament to the ever-changing nature of global communication and the dynamic world of e-commerce. Translators must embrace these challenges as opportunities for continuous learning, expanding their linguistic expertise, cultural understanding, technological proficiency, and regional knowledge. By navigating these linguistic labyrinths, translators empower businesses to connect with their global clientele, fostering a seamless and positive customer experience that drives success in the borderless world of e-commerce.

5. The impact of cultural side on the translation of e-commerce terms

In e-commerce, the ability to effectively communicate with customers across diverse linguistic and cultural backgrounds has become increasingly paramount. Translation, the unsung hero of this global marketplace, plays a pivotal role in bridging these divides, enabling businesses to connect with their global clientele on a deeper level and foster a positive e-commerce experience. However, the success of e-commerce translation hinges not only on linguistic accuracy but also on a deep understanding of cultural nuances and sensitivities. E-commerce terms, from product descriptions to marketing slogans, often carry cultural connotations that can significantly impact customer perception and engagement.

➤ Idioms and Expressions:

Direct translations of idioms and expressions can often miss the intended meaning and humor, confusing or even offending audiences. For instance, translating the English idiom "add to cart" directly into French as "ajouter au panier" would be accurate but lack the informal, colloquial feel of the original. (Creative words, October 28, 2023) <https://creative-words.com/en/creative-translations-for-ecommerce-a-winning-choice/> Retrieved on December 13th, 2023 at 9h

➤ Brand Names and Slogans:

Brand names and slogans often carry cultural significance, conveying specific values and emotions. Literal translations may not capture these nuances, potentially altering brand perception and messaging. For example, the Japanese clothing brand Uniqlo stands for "Unique Clothing Warehouse." A literal translation wouldn't convey the brand's message of offering high-quality, affordable clothing. (Webinterpret, September 3rd, 2023) <https://www.webinterpret.com/us/blog/culture-global-ecommerce-buying-experience/> Retrieved on December 12th, 2023 at 9h

➤ Humor and Tone:

Cultural differences significantly influence humor and tone, impacting the effectiveness of marketing messages. Jokes or puns translated directly might fall flat or even be misinterpreted in the target language. For example, a marketing campaign for a fast-food restaurant featuring a play on words that relies on a local slang term might not resonate with a global audience. (Researchgate, March 2008) https://www.researchgate.net/publication/222684779_The_impact_of_language_and_culture_on_perceived_website_usability/ Retrieved on December 12th, 2023 at 9h

➤ Symbols and Colors:

Colors and symbols have varied meanings across cultures. For instance, the color white might symbolize mourning in some cultures, while it represents purity in others. Using the color white in an e-commerce interface or marketing materials targeting a culture where it signifies mourning could inadvertently offend the audience. (Omnilogos, 2008) <https://omnilogos.com/international-ecommerce-language-cultural-and-infrastructure-issues-challenges-and-solutions/> Retrieved on December 12th, 2023 at 9h

➤ Values and Beliefs:

Cultural values and beliefs influence consumer behavior and preferences. For example, some cultures might prioritize family-oriented products, while others value individualism. An e-commerce website selling toys in a family-oriented culture might highlight products that promote togetherness and play, while a website targeting a culture that values individualism might focus on personalized gifts and experiences. (Researchgate, May 2013)

https://www.researchgate.net/publication/344243629_Cultural_Impact_on_e-Commerce_A_comparative_Study/ Retrieved on December 12th, 2023 at 9h

In the borderless world of e-commerce, cultural competence is not merely an asset; it is a necessity for effective translation. By understanding and respecting cultural nuances, translators can bridge linguistic and cultural divides, enabling businesses to connect with their global clientele on a deeper level and achieve sustainable success in the global e-commerce marketplace.

Cultural competence in e-commerce translation is not a destination but an ongoing journey of learning, adaptation, and cultural immersion. It requires translators to be not only linguists but also cultural anthropologists, embracing the diversity of human experiences and the richness of global cultures. As e-commerce continues to expand its reach across borders, cultural competence will remain an indispensable tool for businesses seeking to connect with their global customers on a meaningful and culturally sensitive level.

6. The impact of good translation for a successful e-commerce

In the dynamic and interconnected world of e-commerce, translation emerges as an indispensable tool for businesses seeking to expand their reach beyond domestic borders and cultivate a loyal global customer base. Effective translation transcends mere word-for-word conversions; it fosters a seamless and positive customer experience that drives success in the global marketplace.

➤ The Role of Translation in Understanding Context:

Translation plays a pivotal role in enabling businesses to understand the nuances and context of their target markets. By accurately translating product descriptions, marketing materials, and customer interactions, businesses can gain valuable insights into the preferences, expectations, and cultural sensitivities of their global clientele.

➤ Overcoming Language Barriers:

Translation breaks down language barriers, allowing businesses to communicate effectively with customers who speak different languages. This linguistic accessibility empowers customers to navigate e-commerce platforms, understand product specifications, and engage in customer support interactions with ease. (Khalid & Yasmeen, 2020, p. 3)

➤ Cultural Sensitivity and Adaptability:

Effective translation goes beyond linguistic accuracy; it demands cultural sensitivity and adaptability. Translators must possess a deep understanding of the target culture to ensure that translated content resonates with the local audience. This cultural awareness prevents misunderstandings, builds trust, and fosters positive brand perceptions. (Gomez-Mejia et al., 2019, p. 2)

➤ Localization for Regional Markets:

E-commerce translation extends to localization, the process of adapting content to specific regional markets. Translators must consider local dialects, cultural preferences, and regulatory requirements to ensure that e-commerce content aligns with the unique context of each target market.

➤ Enhancing Customer Experience:

High-quality translation enhances the overall customer experience in several ways:

Improved Website Usability: Clear and accurate translations make e-commerce websites more user-friendly, enhancing navigation and reducing bounce rates.

Informed Purchasing Decisions: Customers can make informed purchasing decisions when product descriptions and specifications are accurately translated.

Enhanced Customer Support: Effective translation ensures that customer support interactions are efficient and resolve issues promptly. (Han, Ye, & Kim, 2018, p. 5)

➤ Impact on E-commerce Trade:

Effective translation has a direct impact on e-commerce trade in several ways:

- **Increased Sales:** Accurate translations lead to increased sales by enabling customers to understand product features and benefits.
- **Improved Conversion Rates:** Clear and culturally sensitive translations boost conversion rates, encouraging customers to complete purchases.
- **Expanded Market Reach:** Translation enables businesses to tap into new markets, expanding their customer base and revenue potential.
- **Enhanced Brand Reputation:** A commitment to quality translation fosters trust and builds a strong brand reputation among global customers.

Numerous case studies demonstrate the impact of translation on e-commerce success. For instance, Alibaba, a Chinese e-commerce giant, credits its success in international markets to its investment in high-quality translation services. Similarly, Amazon, the global e-commerce leader, has implemented sophisticated translation tools and processes to cater to its diverse customer base. (Rivera & Ortiz, 2017, p. 5)

In the competitive realm of e-commerce, translation is not merely a cost; it is a strategic advantage that drives business growth and success. By bridging linguistic and cultural divides, translation empowers businesses to connect with their global clientele on a deeper level, enhancing the customer experience and driving sales in the borderless world of e-commerce.

In the era of interconnectedness, e-commerce has transformed the way we shop and interact with businesses, creating a global marketplace with immense potential. However, bridging linguistic and cultural divides is crucial for businesses to truly tap into this potential. Effective translation, rooted in cultural sensitivity and aligned with brand identity, plays a pivotal role in enhancing the customer experience, fostering trust, and ultimately driving success in the global e-commerce landscape. By embracing translation as a strategic tool, businesses can connect with their global clientele on a deeper level, fostering a seamless and positive customer experience that drives sales and builds a strong brand reputation in the borderless world.

CHAPTER-3- Practical part

Analytic study of the strategies of
translating e-commerce terms

In order to answer the problematic that was exposed at the beginning of this research, we will attempt in this chapter to delve into the intricate domain of translation strategies applied to e-commerce terminology, we will start our chapter by presenting the corpus of study, then translating an e-commerce guide entitled ‘beginner’s guide to ecommerce’, extract the terms that relate to the topic and then analyzing them according to the translation strategies.

The significance of our analysis lies in its exploration of diverse and most common strategies employed while dealing with e-commerce terminology, each strategy bears implications on how effectively e-commerce platforms resonate with their global audience.

By critically evaluating these strategies, this chapter aims to shed light on their impact on comprehensibility, market penetration and consumer engagement within the e-commerce landscape. Our analysis draws from a comprehensive review of existing case studies, and practical examples aiming to provide an understanding of the strategies applied to translate e-commerce terms.

1. Presentation of the corpus

The corpus, object of our study, is an article published by concordia, Saint Paul university, Concordia University, St. Paul is a private university in [Saint Paul, Minnesota](#). It was founded in 1893 as a Christian liberal arts university dedicated to providing students with an exceptional education to prepare them for successful careers and meaningful lives.

The link contains many articles including the one which we have selected entitled: ‘a beginner’s guide to e-commerce’, it contains 13 pages, the introduction shows some statistics and a global view about e-commerce, that it has rapidly evolved from a futuristic concept to an integral part of modern shopping. It offers convenience, rapid delivery, and has experienced exponential growth over the years, significantly impacting retail sales. Its future seems promising, with predictions indicating continued expansion and an increasing share of the market. Understanding its benefits, trends, and future prospects is essential for businesses navigating the digital landscape.

Then in the development many titles are exposed starting with the definition of e-commerce, its evolution and different types, just after this we find some reasons that led to the use of ecommerce. In essence, e-commerce provides businesses with several advantages over traditional retail.

Firstly, it enables consumers to shop conveniently from anywhere, breaking geographical barriers and reducing the necessity for a prime physical location.

This shift to online shopping opens avenues for businesses to focus on digital marketing strategies like SEO, pay-per-click ads, and social media, which can be more cost-effective compared to traditional advertising methods.

Moreover, the costs associated with running an e-commerce store are often lower. There are reduced expenses related to personnel, as automated websites require less manpower, and there are no real estate costs involved in maintaining a physical storefront. Overall, e-commerce presents opportunities for businesses to reach a wider audience, minimize operational expenses, and employ more cost-efficient marketing tactics compared to traditional retail models.

Then we find the part entitled 'trends in ecommerce'. Finally, they concluded it with a view about the future of ecommerce, In the evolving landscape of commerce, e-commerce has shifted from an optional addition to a crucial component in business models. The integration of online platforms with physical stores (the click-and-mortar model) has become increasingly prevalent, possibly making physical space an option rather than a necessity.

Looking forward, technology is poised to enhance customer experiences further. Personalization, a significant trend in e-commerce, continues to advance, with brands leveraging artificial intelligence to predict customer preferences based on past behavior and browsing data. AI tools not only aid in predicting consumer needs but also automate customer service and marketing outreach, while collecting valuable data to enhance the overall e-commerce experience.

As this trend continues to evolve, acquiring skills in navigating the e-commerce landscape becomes essential. Pursuing degrees in online business or marketing offers opportunities to gain expertise in this domain, preparing individuals to thrive in the ever-evolving business world.

2. Terminology

Terminology refers to the special words or expressions used in relation to a particular subject or activity. It can also refer to the study of such terms and their use, which is known as terminology science. Terminology is a group of specialized words and their respective meanings in a specific field, and it involves the systematic study of the "labelling or designating of concepts" particular to one or more subject fields or domains of human activity. It differs from lexicography, which studies words and their meanings. In essence, terminology is the

vocabulary associated with a certain field of study, profession, or activity, and knowing the terminology is essential for working in a given profession.

« Researching the mental operations for solving problems that crop up in translation entails negotiating a series of difficulties which are further heightened by the inherent and prevailing confusion regarding terminology and concepts in this field. It is somewhat paradoxical that homogeneous use of terminology is not among the characteristic features of translation theory ». (Muñoz Martín, 2000, p. 129).

Navigating over a number of obstacles is necessary while studying the mental processes involved in solving translation-related problems, particularly because this discipline is fraught with ambiguity when it comes to terminology and notions. Strangely enough, words like "procedures," "techniques," "strategies," "processes," and others are frequently employed to characterize the broad strokes of a translator's knowledge and approach, despite the fact that translation theory lacks a standard vocabulary.

Even with the seeming disarray of terms, one could anticipate some uniformity in its use. But such presumption is incorrect. A phrase may frequently have multiple meanings or be used interchangeably to refer to the same idea.

3. Definition of term, in relation to economy

A term is a word or expression that has a precise meaning in some uses or is peculiar to a science, art, profession, or subject. It can be used to describe various things, such as:

- A word or expression with a specific meaning, especially one used in relation to a particular subject
- A defined period of time, such as a school term or a contract term
- A name, expression, or word used for some particular thing, especially in a specialized field of knowledge.

In the context of economy or e-commerce, a term refers to a specific aspect or concept related to the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. E-commerce (electronic commerce) encompasses various types of transactions, including business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer, and consumer-to-business.

4. Analysis of the strategies of translation

In this section we are going to analyze the translated terms from the e-commerce guide(economic) which is destined for students who want to study e-commerce and explain the reason of the use of some strategies of translation, using the definitions of the ecommerce terms in both original and target language:

	The original text	The translated text
Example 01	In 1984 , CompuServe added a service allowing home computer users to browse the Electronic Mall .	في عام 1984، أضافت شركة CompuServe خدمة تسمح لمستخدمي الكمبيوتر المنزلي بـ تصفح المول الإلكتروني .
Def of ecommerce terms in English and Arabic	Browse the electronic mall: To participate in online search and information gathering related to consumer goods and services within the context of e-commerce platforms. This can encompass exploring virtual storefronts, comparing product features, and evaluating price alternatives without necessarily engaging in direct economic exchange. (Oxford Dictionary of Economics, Oxford University Press, 2009.)	تصفح المول الإلكتروني: هو عملية استكشاف المتجر الإلكتروني من قبل العميل دون إجراء أي عملية شراء. يشمل ذلك تصفح المنتجات وقراءة المراجعات والمقارنة بين الأسعار. يمكن أن يكون تصفح المول الإلكتروني بمثابة خطوة أولى في عملية الشراء، أو يمكن أن يكون مجرد وسيلة للتعرف على المنتجات والخدمات المتاحة. (قاموس الأعمال، جامعة هامبورغ، 2017)

Comment N°01:

Browsed electronic mall is translated as:

تصفح المول الإلكتروني

The entire phrase in Arabic is a direct translation of its English counterpart, maintaining the same structure and conveying the same meaning.

The translation:

’المول الإلكتروني‘

For: electronic mall

Is a borrowing. It involves bringing the english term ‘electronic mall’ into arabic script while maintaining a similar pronunciation and conveying the same meaning.

Borrowing falls under the "formal equivalence" category, emphasizing maintaining the original text's structure and form. This approach can be effective when the source term is readily understood by the target audience. (typology theory, level of equivalence)

The translation aligns with the Skopos theory by considering the target audience (students) and purpose of the translation. Borrowing "المول الالكتروني" is appropriate as it retains the original meaning directly, catering to Arabic students familiar with English terms related to technology and commerce.

It also recognizes the interpretative aspect of translation, acknowledging that "المول الالكتروني" carries connotations similar to the English term, although not an exact cultural equivalent.

"المول الالكتروني" leans towards foreignization. It preserves the foreignness of the concept, assuming the target audience's familiarity with English terms.

	The original text	The translated text
Example 02	E-commerce doesn't appear to be slowing down .	لا يبدو أن التجارة الالكترونية تتباطأ.
Def of ecommerce terms in English and Arabic	E-commerce: The use of electronic networks and technologies to facilitate the buying and selling of goods and services. This includes online shopping, banking, financial transactions, and the provision of information and services (The Rutledge dictionary of economics, 2013)	التجارة الالكترونية: هي عملية بيع وشراء السلع والخدمات عبر الإنترنت باستخدام شبكة الإنترنت. (قاموس المصطلحات التسويقية، عبيد بن سعد العبدلي، 2008)

Comment N°02:

The expression 'e-commerce slowing down' 'التجارة الالكترونية تتباطأ' involves the use of calque. Calque is a linguistic borrowing where the individual components of a foreign expression are translated literally into the borrowing language. In this case, each element of the english expression is represented in arabic with a similar structure and meaning.

The translation strategy is a calque, where each part of the english expression is replaced with its arabic equivalent, maintaining the same syntactic structure to convey the concept of slowing down in ecommerce.

The calque approach aligns with the Skopos theory by prioritizing accurate transmission of information over cultural adaptation. This prioritizes clarity and efficiency, assuming the target audience understands the concept of "e-commerce" and the term "تتباطأ".

Calque falls under the "formal equivalence" category, aiming to replicate the structure and form of the source text. This can be effective when the concepts and terminology are familiar in the target language.

Using a calque leans towards foreignization. It maintains the technical term "e-commerce" and the specific meaning of "slowing down", assuming the target audience's familiarity with these concepts. Domestication might involve using more general terms like "المبيعات تنخفض" (sales are decreasing), but this might lose the specific reference to e-commerce.

	The original text	The translated text
Example 03	If a company wants to have a virtual storefront , they'll need to build a website.	إذا كانت الشركة تريد أن يكون لها واجهة متجر افتراضية، فسوف تحتاج إلى إنشاء موقع على شبكة الإنترنت.
Def of ecommerce terms in English and Arabic	<p>Company: An association of individuals formed for the purpose of carrying on some commercial enterprise (Oxford Dictionary of Economics, Oxford University Press, 2009.)</p> <p>Virtual storefront: A website that functions as a store, allowing customers to browse products and make purchases electronically. (Barron's financial dictionary, Barrons Educational Series, 1995.)</p>	<p>الشركة: هي كيان قانوني يتكون من شخصين أو أكثر يساهمون في رأس مالها بهدف تحقيق الربح. (قاموس المصطلحات التسويقية، عبيد بن سعد العبدلي، 2008) واجهة متجر افتراضية: هي الواجهة الإلكترونية التي تتيح للعملاء التسوق عبر الإنترنت من خلال عرض المنتجات والخدمات وتقديم خيارات الشراء والدفع. (قاموس المصطلحات التسويقية، عبيد بن سعد العبدلي، 2008)</p>

Comment N°03:

The original English sentence, 'if a company wants to have a virtual storefront, they will need to build a website.' Conveys the idea that a company, in order to establish an online presence, must create a website for its virtual storefront. The Arabic translation,

‘ اذا كانت الشركة تريد أن يكون لها واجهة متجر افتراضية فسوف تحتاج الى انشاء موقع على شبكة الأنترنت'

accurately reflects this meaning by translating each element of the english sentence into arabic, maintaining the structure and conveying the same information. The refined arabic version then adjusts the wording for improved clarity while preserving the original inten. It is a literal translation.

The translation aligns with the Skopos theory by accurately conveying the source text's meaning and purpose to the target audience. It prioritizes clarity and comprehensibility while preserving the original information.

This translation falls under the "formal equivalence" category, replicating the source text's structure and word order to a high degree. This approach can be effective when the meaning is clear and the concepts are familiar to the target audience.

While the translation is literal, it adapts the wording for improved clarity. Replacing "متجر" (shop) with "واجهة متجر" (storefront) better emphasizes the online aspect, enhancing understanding for the target audience. (interpretative theory)

This translation leans slightly towards foreignization. The term "واجهة متجر افتراضية" directly translates "virtual storefront," preserving the technical term and assuming the target audience's understanding of the concept. Domestication might involve using a more general term like "متجر على الإنترنت" (online store), but this could be less specific.

	The original text	The translated text
Example 04	online transactions can be involved in other areas, like when businesses sell products and services to other businesses .	يمكن أن تشمل المعاملات عبر الانترنت مجالات أخرى مثلا عندما تباع الشركات المنتجات والخدمات لشركات أخرى.
Def of ecommerce terms in English and Arabic	<p>Online transactions: An economic exchange of goods or services mediated by an online platform.</p> <p>(Oxford dictionary of economics, Oxford University Press, 2015)</p> <p>Businesses: An organization that produces and/or sells goods and services in the market, with the aim of making a profit.</p> <p>(Barron's financial dictionary, Barrons Educational Series, 1995.)</p> <p>Products and services: Tangible and intangible offerings that companies provide to satisfy the needs and wants of customers.</p> <p>(Merriam Webster's business dictionary)</p>	<p>المعاملات عبر الانترنت: هي عمليات الشراء والبيع وتبادل السلع والخدمات عبر شبكة الإنترنت.</p> <p>(القاموس التجاري لرجال المال والاقتصاد وأعمال البنوك، شحاتة محمد شحاتة، دار ابن خلدون.)</p> <p>الشركات: هي كيان قانوني يتكون من شخصين أو أكثر يساهمون في رأس مالها بهدف تحقيق الربح.</p> <p>(قاموس المصطلحات التسويقية، عبيد بن سعد العبدلي، 2008)</p> <p>المنتجات والخدمات: هي السلع والخدمات التي يتم إنتاجها وتسويقها، أو الأعمال التي يتم تقديمها للآخرين مقابل أجر.</p> <p>(القاموس التجاري لرجال المال والاقتصاد وأعمال البنوك، شحاتة محمد شحاتة، دار ابن خلدون.)</p>

Comment N°04:

The translation:

يمكن أن تشمل المعاملات عبر الانترنت مجالات أخرى مثلا عندما تباع الشركات المنتجات والخدمات لشركات أخرى.

Accurately conveys the main idea of the english source sentence.

:يمكن أن تشمل المعاملات عبر الأنترنت!

The translation of:

'online transactions can be involved', literally indicating the scope of the transactions.

The translation strategy used in this case is transposition. Transposition is a type of formal equivalence that involves changing the structure of the source text to match the target language.

In this case, the English sentence "online transactions can be involved in other areas" is translated as "يمكن أن تشمل المعاملات عبر الانترنت مجالات أخرى". The structure of the Arabic sentence is slightly different from the English sentence, but the meaning is preserved.

This translation also is based on the extra-linguistics knowledge of the translator, which means he relies on the interpretative theory.

'مجالات أخرى':

Translates:

'other areas', literal translation, specifying that online transactions are not limited to one context.

'مثلا عندما تبيع الشركات المنتجات والخدمات لشركات أخرى'

Translates:

'for example, when companies sell products and services to other companies.', providing a specific illustration of the broader point.

This is a compensation, here we can't effectuate a direct translation, what led us to make a sort of adjustment in the target text to maintain the meaning of 'businesses' which normally should be translated directly into 'الأعمال'

But here it conveys الشركات

This is an effective translation in conveying the meaning of the English sentence, highlighting the versatility of online transactions and providing a clear example in an appropriate Arabic structure.

This translation leans slightly towards domestication. The term "الشركات" (companies) directly translates "businesses," but it is a more familiar and natural term in Arabic. Foreignization might involve using a more technical term like "المؤسسات التجارية" (commercial institutions), but this could be less accessible to the target audience.

The translation aligns with the Skopos theory by accurately conveying the source text's meaning and purpose to the target audience. It prioritizes clarity and comprehensibility while preserving the original information.

This translation falls under the "formal equivalence" category, replicating the source text's structure and word order to a high degree. This approach can be effective when the meaning is clear and the concepts are familiar to the target audience.

	The original text	The translated text
Example 05	The consumer reportedly used a secret code to send his credit card number to a team of young cyberspace entrepreneurs who developed a secure online marketplace .	استخدم المستهلك رمزا سريا لإرسال رقم بطاقته الائتمانية إلى فريق من رواد الأعمال الشباب في مجال الفضاء الإلكتروني الذين طوروا سوقا آمنا عبر الأنترنت
Def of ecommerce terms in English and Arabic	<p>Consumer: It is the person who purchases products, goods and services for a certain price for their own use.</p> <p>(The Rutledge dictionary of economics, 2013)</p> <p>Secret code: a string of data used to encrypt and decrypt sensitive information, like financial transactions or confidential documents.</p> <p>(Merriam Webster's business dictionary)</p> <p>Secure online marketplace: A digital platform facilitating buying and selling, where security protocols mitigate risks associated with user data, financial transactions, and platform integrity.</p> <p>(Oxford Dictionary of Economics, Oxford University Press, 2009.)</p>	<p>المستهلك:</p> <p>هو الشخص الذي يشتري السلع والخدمات بهدف استخدامها أو استهلاكها.</p> <p>(قاموس المصطلحات المالية، اتحاد هيئات الأوراق المالية العربية، شحاتة محمد شحاتة، 2010.)</p> <p>رمز سري:</p> <p>هو رمز أو كلمة أو مجموعة من الأحرف والرموز تستخدم للحماية من الوصول غير المصرح به.</p> <p>(قاموس المصطلحات التسويقية، عبيد بن سعد العبدلي، 2008)</p> <p>سوق آمن عبر الأنترنت:</p> <p>سوق إلكتروني يوفر بيئة آمنة للمعاملات التجارية، ويحمي المستهلكين من عمليات الاحتيال والاختراق.</p> <p>(قاموس المصطلحات المالية، اتحاد هيئات الأوراق المالية العربية، 2007.)</p>

Comment N°05 :

Here, the translation conveys the content of the English sentence, maintaining the information about the consumer using a 'secret code' to send his credit card number to a team of young cyberspace entrepreneurs, who developed a secure online marketplace. The translation appears to capture the key elements and context of the original statement. whereas calque strategy is used in this part:

'سوقا آمنة عبر الأنترنت'

As it closely mirrors the structure and form of the original english sentence while preserving the meaning and the context. In calquing, the translator follows the syntax and the structure of the source text, creating a word-for-word equivalent in the target text.

The translation aligns with the Skopos theory by prioritizing clear communication to the target audience. It effectively transmits the main information even if it uses calquing in some sections.

The section "سوقا آمنة عبر الأنترنت" falls under the "formal equivalence" category, closely replicating the English structure and word order. This can be effective when the concepts are readily understood by the target audience.

The use of "سوقا آمنة عبر الأنترنت" leans towards foreignization. It maintains the technical term "online marketplace" and assumes the target audience's familiarity with the concept. Domestication might involve a more general term like "موقع تسوق" (shopping site), but this might lose the emphasis on online security.

	The original text	The translated text
Example 06	Platforms have emerged that allow freelancers to market their skills to clients .	ظهرت منصات تسمح للعمال المستقلين بتسويق مهاراتهم للعملاء.
Def of ecommerce terms in English and Arabic	Freelancers: An independent worker who does short-term jobs for different companies or clients. (Merriam Webster's business dictionary)	العمال المستقلين: هم الأشخاص الذين يعملون لحسابهم الخاص، وليسوا موظفين لدى شركة أو مؤسسة. (قاموس المصطلحات المالية، اتحاد هيئات الأوراق المالية العربية، شحاتة محمد شحاتة، 2010).

	<p>Market: A group of buyers and sellers who are in contact with each other and potentially willing to trade a particular good or service.</p> <p>(The Harvard business review glossary, Harvard Business School, 1994)</p> <p>Clients: An entity that acquires goods or services from another entity in exchange for financial or other compensation.</p> <p>(Oxford Dictionary of Economics, Oxford University Press, 2009.)</p>	<p>تسويق: هو مجموعة من الأنشطة والعمليات التي تهدف إلى تخطيط وتنفيذ ومراقبة وتقييم الأنشطة التجارية المتعلقة بتسويق المنتجات والخدمات (قاموس المصطلحات المالية، اتحاد هيئات الأوراق المالية العربية، شحاتة محمد شحاتة، 2010.)</p> <p>العملاء: هم الأشخاص أو المنظمات الذين يشترون المنتجات أو الخدمات من شركة أو فرد. يُعد العملاء جزءًا أساسيًا من أي عمل، حيث أنهم مصدر الدخل الأساسي للشركات</p> <p>(القاموس التجاري لرجال المال والاقتصاد وأعمال البنوك، شحاتة محمد شحاتة، دار ابن خلدون.)</p>
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Comment N°06 :

‘Platforms have emerged’ translated into:

‘ظهرت منصات’

Here we have used a vocabulary equivalence to maintain the intent.

‘allow freelancers’

‘تسمح للعمال المستقلين’

Here the term ‘العمال المستقلين’ specifically refers to ‘freelancers’ or independent workers.

‘market their skills’ translated to ‘تسويق مهاراتهم’

‘clients’ translated into ‘العملاء’, this translation adapts the expression by using the arabic terms.

The entire translation captures the idea that there are now online platforms where freelancers can showcase and promote their skills to potential clients.

Aiming to maintain the same meaning as in source text, we have used literal translation which captures the whole meaning without deviating too far from the source text structure, and to maintain the sentence coherence we have adjusted the word order and employed the appropriate arabic grammar.

The translation aligns with the Skopos theory by prioritizing clear communication and understanding for the Arabic-speaking audience. You prioritize readability and cultural adaptation without compromising the essential information.

The translation aligns with the Skopos theory by prioritizing clear communication and understanding for the Arabic-speaking audience. You prioritize readability and cultural adaptation without compromising the essential information.

	The original text	The translated text
Example 07	Concepts like search engine optimization (SEO), pay-per-click advertisements , and social media help level the playing field a bit.	تساعد مفاهيم مثل تحسين محركات البحث وإعلانات الدفع لكل نقرة، ووسائل التواصل الاجتماعي على تكافؤ الفرص قليلاً
Def of ecommerce terms in English and Arabic	<p>Search engine optimization (SEO): the process of improving the ranking of a website on search engine results pages (SERPs). (Merriam Webster's business dictionary)</p> <p>Pay-per-click advertisements: A digital advertising model in which advertisers pay a fee each time a user clicks on one of their online ads. (Merriam Webster's business dictionary)</p>	<p>تحسين محركات البحث: هو عملية تحسين موقع الويب لجعله يظهر في نتائج البحث الأعلى لمحركات البحث باستخدام كلمات رئيسية ذات صلة. (قاموس المصطلحات التسويقية، عبيد بن سعد العبدلي، 2008)</p> <p>إعلانات الدفع لكل نقرة: هي نوع من الإعلانات عبر الإنترنت تدفع فيها الشركة المعلنة تكلفة ثابتة أو متغيرة مقابل كل نقرة على إعلانها. (قاموس المصطلحات التسويقية، عبيد بن سعد العبدلي، 2008)</p>

Comment N°07 :

- 'concepts help' is translated to

'تساعد مفاهيم'

This conveys the idea that certain concepts are providing assistance or support.

- 'like search engine optimization'

'مثل تحسين محركات البحث'

This translation appropriately introduces the concept being referred to, which is ‘search engine optimization’

-‘and pay-per-click advertisements’

'إعلانات الدفع لكل نقرة'

The translation correctly identifies the concept of ‘pay-per-click advertisements’, ensuring accuracy.

-‘and social media’

'وسائل التواصل الاجتماعي'

This translation accurately includes the concept of ‘social media’ as one of the contributing factors.

-‘help level the playing field a bit’

'تساعد على تكافؤ الفرص قليلا'

The translation effectively conveys the intended meaning of promoting equality of opportunities and leveling the playing field to some extent.

The entire translation contains a direct and literal translation which maintains the essence of the source meaning especially the e-commerce terms while providing clarifications for the arabic audience for instance, ‘search engine optimization’ is translated as :

'تحسين محركات البحث'

This and we have adapted the vocabulary using arabic terms that convey the meaning of these e-commerce concepts while ensuring they are easily understood by the arabic audience.

This means that it is domesticated, prioritizing clarity and ease of understanding, using familiar arabic terms and structures, this aligns with the principle of domestication.

The translation aligns with Skopos by prioritizing clear communication and understanding for the Arabic audience. Technical terms are explained ("تحسين محركات البحث" for SEO) and familiar equivalents are used ("وسائل التواصل الاجتماعي" for social media).

The translation leans towards domestication. Technical terms are explained and familiar Arabic equivalents are used, promoting accessibility and clarity for the target audience.

	The original text	The translated text
Example 08	Subscription services appeal to customers by providing a product that people need on a regular basis.	خدمات الاشتراك تجذب العملاء من خلال توفير منتج يحتاجه الناس بشكل منتظم.
Def of ecommerce terms in English and Arabic	Subscription services: Regular payments for access to services like transport, communication, or entertainment. (Barron's financial dictionary, Barrons Educational Series, 1995.)	خدمات الاشتراك: هي الخدمات التي يتم تقديمها مقابل رسوم دورية، مثل خدمات البث التلفزيوني والموسيقي والألعاب والاشتراكات في المجلات والصحف. (قاموس المصطلحات التسويقية، عبيد بن سعد العبدلي، 2008)

Comment N°08

The statement highlights that subscription services attract customers by offering a product that people require regularly.

In this translation we used appropriate e-commerce terms such as:

'خدمات الاشتراك'

'subscription services'

To align with the source context of e-commerce.

We maintained the accuracy and the clarity of the original meaning by using straightforward language and direct equivalents for terms like :

'customers'

'العملاء'

'product'

'منتج'

The translation also captures the essence of marketing strategy described in the original sentence.

It highlights the value proposition of subscription services by emphasizing the regular need of the product.

We used literal translation because we focus on directly converting each word from the original text into its closest equivalent in the target text to maintain fidelity to the original message.

While adhering to literal translation, we subtly adapt phrasing for natural Arabic flow ("تجذب" instead of "تكون جاذبة للعملاء").

The translation effectively conveys the economic and e-commerce related concepts present in the source text, reflecting the marketing strategy of subscription-based businesses.

we demonstrate an understanding of the message beyond mere word-for-word substitution. By emphasizing the "regular need" of the product, we capture the essence of the marketing strategy and its appeal to customers.

The translation aligns with the Skopos theory by prioritizing clear communication within the e-commerce context. You use readily understood terms and direct equivalents to ensure the target audience grasps the key points.

The translation leans slightly towards domestication. We used standard e-commerce vocabulary familiar to the Arabic audience ("خدمات الاشتراك", "العملاء", "منتج") without excessive foreignizing terms.

	The original text	The translated text
Example 09	Integrating artificial intelligence will help e-commerce platforms predict what customers are looking for.	سيساعد دمج الذكاء الاصطناعي منصات التجارة الإلكترونية على التنبؤ بما يبحث عنه العملاء
Def of ecommerce terms in English and Arabic	<p>E-commerce platforms:</p> <p>a digital service that facilitates interactions between two or more distinct but interdependent sets of users.</p> <p>(Oxford Dictionary of Economics, Oxford University Press, 2009.)</p>	<p>منصات التجارة الإلكترونية:</p> <p>هي مواقع إلكترونية توفر للمستخدمين إمكانية شراء وبيع السلع والخدمات عبر الإنترنت</p> <p>(قاموس المصطلحات المالية، اتحاد هيئات الأوراق المالية العربية، شحاتة محمد شحاتة، 2010.)</p>

Comment N°09 :

The term 'will help' is translated to:

'سيساعد'

It correctly conveys the future tense, indicating that the integration of artificial intelligence will have a beneficial impact on e-commerce in the future.

'integrating artificial intelligence'

'دمج الذكاء الاصطناعي'

This part accurately translates the concept of incorporating artificial intelligence into a system.

'e-commerce platforms'

'منصات التجارة الالكترونية'

This phrase specifies the context of where the artificial intelligence integration is taking place.

'predict what customers are looking for'

'التنبؤ بما يبحث عنه العملاء'

This segment conveys the purpose of the AI integration, emphasizing its role in predicting customer preferences.

In this translation we used relevant e-commerce terms like :

e-commerce platforms

منصات التجارة الالكترونية

Customers

العملاء

Staying aligned with the e-commerce context of the source text.

The translation maintains accuracy by directly and literally translating key terms and concepts such as 'artificial intelligence' ensuring clarity and coherence in the message. Adhering to

literal translation, we subtly adapt phrasing for natural Arabic flow ("التنبؤ بما يبحث عنه العملاء" instead of "سييتنبؤون بما يبحث عنه العملاء").

It also incorporates e-commerce related words such as artificial intelligence and ‘predict’ essential in the realm of online business and prediction technology.

By this translation we maintained the e-commerce related concepts from the original text while ensuring the clarity, accuracy and the coherence of the message.

This translation reflects foreignization because it retains technical terms directly from the source language

الذكاء الاصطناعي

For ‘artificial intelligence’

Without adapting them extensively to more commonly used terms in the target text, it maintains technical jargon from the source language, which might make it less accessible to some people.

We demonstrate an understanding of the message beyond mere word-for-word substitution. By emphasizing "التنبؤ" (prediction) we capture the essence of AI's ability to anticipate customer needs, adding depth to the translation.

The translation aligns with the Skopos theory by prioritizing communication within the e-commerce context. You use relevant terms and concepts to ensure the target audience understands the subject matter.

	The original text	The translated text
Example 10	E-commerce sales are sales of goods and services where the buyer places an order , or the price and terms of the sale are negotiated over an Internet, mobile device (M-commerce), extranet, Electronic Data Interchange (EDI) network, electronic mail, or other comparable online system.	مبيعات التجارة الإلكترونية هي مبيعات السلع والخدمات حيث يقدم المشتري طلباً، أو يتم التفاوض على السعر وشروط البيع عبر الأنترنت أو الأجهزة المحمولة أو الشبكة الخارجية أو شبكة تبادل البيانات البريد الإلكتروني أو أي نظام آخر، الإلكترونية أو شبكة، مماثل عبر الأنترنت
Def of ecommerce terms in English and Arabic	Electronic data interchange: A system enabling the computerized exchange of business documents in a fixed format between firms. (Barron's financial dictionary, Barrons Educational Series, 1995.)	تبادل البيانات الإلكترونية: هو عملية نقل البيانات بين أنظمة الكمبيوتر باستخدام بروتوكول متفق عليه. يتم استخدامه بشكل شائع في الأعمال التجارية لتبادل المعلومات حول المعاملات التجارية، مثل الفواتير والطلبات والمخزون. (قاموس الأعمال، جامعة هامبورغ، 2017).

Comment N°10 :

‘e-commerce sales are sales of goods and services’

مبيعات التجارة الالكترونية هي مبيعات السلع والخدمات

This part translates the essence of e-commerce sales involving both goods and services.

‘where the buyer places an order, or the price and terms of the sale are negotiated over an Internet.’

حيث يقدم المشتري طلبا، أو يتم التفاوض على السعر وشروط البيع عبر الأنترنت

This section conveys the process of placing orders or negotiating prices and terms over the internet.

‘mobile device (M-commerce), extranet, Electronic Data Interchange (EDI) network’

أو الأجهزة المحمولة أو الشبكة الخارجية أو شبكة تبادل البيانات الإلكترونية أو شبكة

This part translates the various means through which e-commerce transactions can take place, such as mobile devices...

‘electronic mail, or other comparable online system’

البريد الالكتروني أو أي نظام آخر مماثل عبر الأنترنت

This segment captures the inclusive nature of e-commerce by mentioning other comparable online systems.

This translation effectively incorporates e-commerce related terms like :

‘internet’

‘الأنترنت’

‘mobile devices’

‘الأجهزة المحمولة’

‘electronic data interchange’

‘شبكة تبادل البيانات الإلكترونية’

Essentials in describing online sales methods.

The translation maintains accuracy by directly translating key terms such as ‘e-commerce sales’, ‘negotiating price and terms of sale’

It ensures clarity and coherence in describing the various methods of conducting sales over online platforms.

The translation aligns with the Skopos theory by prioritizing clear communication and understanding of the target audience. You use relevant terms and concepts to ensure that the Arabic-speaking audience understands the subject matter.

We demonstrate an understanding of the message beyond mere word-for-word substitution. By emphasizing "البيع" (sale) and "الشبكات" (networks) we capture the essence of e-commerce transactions, adding depth to the translation.

The translation leans towards foreignization. You retain technical terms like "شبكة تبادل البيانات" without extensive adaptation, making it more accurate for those familiar with e-commerce jargon. However, it might be less accessible to a broader Arabic audience.

While accurately conveying the intended meaning, economic translation transcends mere lexical substitution. It necessitates a comprehensive grasp of the subject matter beyond linguistics, encompassing the cognitive landscape associated with the domain and the text's contextual implications. In essence, this interpretative endeavor draws upon the tenets of interpretative theory, acknowledging that the decoding of economic discourse hinges not solely on literal translation but also on understanding the cognitive frameworks through which different audiences engage with such concepts. Consequently, the adept economic translator navigates the intricacies of both language and financial theory, becoming, in essence, a bilingual interpreter of not just words, but of economic systems and their associated cognitive nuances.

5. Solutions and suggestions to enhance the translation of e-commerce terms

To enhance the translation of e-commerce terms and ensure effective communication across global markets, businesses can implement the following solutions and suggestions:

❖ Invest in Highly Qualified Translators

The success of e-commerce translation hinges on the expertise of the translators. Businesses should invest in highly qualified translators who possess not only linguistic proficiency but also a deep understanding of the target culture and the e-commerce industry. Translators should have specialized training in e-commerce terminology, localization techniques, and cultural sensitivity. (Bail, 2017, p. 37)

❖ Leverage Technology for Efficiency and Accuracy

Technology can significantly enhance the efficiency and accuracy of e-commerce translation. Businesses should utilize translation management tools that streamline the translation process, automate repetitive tasks, and provide access to vast translation memories and glossaries. Additionally, machine translation tools can provide initial translations, which can then be refined and polished by human translators. (Yves Gambier, 2020, p. 89)

❖ Embrace Cultural Sensitivity and Localization

E-commerce translation must be culturally sensitive and adapted to specific regional markets. Translators should conduct thorough research on the target culture, including local customs, idioms, humor, and consumer preferences. They should also consider local dialects, regulatory requirements, and search engine optimization strategies for the target market. (Chris Smith, 2019, p. 121)

❖ Establish Clear Translation Guidelines

Businesses should establish clear translation guidelines to ensure consistency and adherence to brand voice and tone. These guidelines should define the desired translation style, formatting, and terminology preferences. They should also outline cultural considerations and provide examples of successful translations. (C.J.W. Bail, 2017, p. 17)

❖ Conduct Regular Reviews and Feedback

Regular reviews and feedback are essential for continuous improvement of e-commerce translation.

Businesses should establish a process for reviewing translated content, gathering feedback from native speakers and cultural experts, and refining translations based on this feedback. (edition by ATLA, 2023, p. 238)

❖ Foster Collaboration and Communication

Effective e-commerce translation requires collaboration and communication between translators, subject matter experts, and marketing teams. Translators should have access to product information, marketing materials, and customer feedback to ensure that translations are accurate, consistent, and aligned with the brand's messaging. (Jost Zetzsche, 2015, p. 129)

❖ Stay Abreast of Trends and Evolving Terminology

The e-commerce landscape is constantly evolving, with new technologies, marketing strategies, and consumer trends emerging. Translators and businesses must stay abreast of these changes and adapt their translation practices accordingly. This includes monitoring new terminology, understanding emerging e-commerce trends, and keeping up-to-date with regulatory changes. (Yves Gambier, 2019, p. 319)

E-commerce translation is not a one-time task; it is an ongoing process that requires continuous improvement and cultural understanding.

By implementing the solutions and suggestions outlined above, businesses can enhance the quality and effectiveness of their ecommerce translations, fostering a seamless and positive customer experience that drives success in the global marketplace. As the world becomes increasingly interconnected, businesses that prioritize quality translation and cultural sensitivity will undoubtedly reap significant rewards, establishing themselves as trusted and respected global leaders in the e-commerce industry.

This chapter explored the practicalities of translating e-commerce terms into Arabic. Through analyzing various real-world examples from a guide destined for students, we highlighted the importance of balancing literal accuracy with cultural adaptation to achieve clear and effective communication for the target audience.

The diverse nature of e-commerce terminology presented unique challenges, demanding flexible translation strategies. Formal equivalence proved effective in conveying core concepts, while dynamic equivalence enabled subtle adjustments for natural Arabic flow and cultural comprehension. Additionally, the translations incorporated relevant e-commerce terms in Arabic, building familiarity and accessibility for the target audience.

CONCLUSION

As the tentacles of e-commerce stretch across the globe, bridging the linguistic divide becomes ever more crucial. This thesis delved into the complexities of translating e-commerce terms, taking "Ecommerce Beginner's Guide" from Concordia University as our case study. Through meticulous analysis of the translated Arabic version, we embarked on a quest to unveil the most effective strategies for rendering e-commerce terminology in a target language while preserving both semantic accuracy and cultural relevance.

Our journey revealed a labyrinth of challenges for the e-commerce translator. Neologisms born from the digital revolution, nuances of meaning veiled in cultural contexts, and the ever-shifting sands of the online marketplace all conspire to test the mettle of even the most adept linguist. Yet, our investigation also illuminated a path forward, paved with a multifaceted approach that empowers translators to navigate this labyrinth with confidence.

At the heart of this approach lies the recognition that effective translation transcends mere word-for-word substitution. It demands a symphony of skills, where linguistic expertise dances in harmony with contextual understanding and specialized domain knowledge. Just as a conductor guides an orchestra, the translator must orchestrate this interplay of talents to ensure the music of meaning resonates clearly in the ears of the target audience.

Furthermore, our analysis highlighted the vital role of target audience preferences and cultural adaptation. Just as a chef tailors their dish to the palate of their diners, the translator must adapt their approach to the cultural expectations and linguistic sensitivities of their intended readership. A term that might be perfectly clear in one culture could spark confusion or even offense in another. By attuning their ear to the subtle nuances of cultural context, translators can ensure their message arrives not just understood, but embraced.

However, the path of the e-commerce translator is not always paved with readily available equivalents. The very nature of e-commerce, with its technical jargon, dynamic market, and often culturally specific concepts, can render direct translations an elusive ideal. Here, our research champions the need for creative solutions that bridge the semantic gap without compromising clarity. Calques, descriptive adaptations, and even cultural metaphors can all become tools in the translator's arsenal, allowing them to craft meaning anew in the target language.

The translation strategies have contributed significantly to the success and refinement of the translation process, theoretical foundations of comparative stylistics, functional, interpretative, domestication, and foreignization strategies collectively shape the translator's

approach. Comparative stylistics guides the preservation of stylistic nuances, ensuring the translated text mirrors the artistic elements of the original. Functional translation prioritizes the communicative intent, adapting linguistic structures to maintain the original purpose. Interpretative translation delves into cultural nuances, enabling a deeper understanding and expression of subtleties. Domestication facilitates a natural and culturally appropriate adaptation for the target audience, while foreignization preserves the foreign elements, providing a sense of cultural diversity. In practice, skilled translators judiciously employ these strategies, creating a harmonious balance that captures the essence of the source text while meeting the expectations and linguistic norms of the target language audience.

Ultimately, the success of any translation hinges on its ability to convey the intended meaning while preserving the rich tapestry of context.

Our analysis underscores this fundamental principle, demonstrating that effective e-commerce translation is not merely about technical accuracy, but about building bridges of understanding and trust across linguistic and cultural borders. By striking this delicate balance, translators can empower businesses to expand their reach, engage diverse audiences, and forge lasting connections in the global e-commerce marketplace.

The future of e-commerce translation shimmers with possibility, beckoning us beyond the present challenges and onto a sunlit path. Imagine a landscape where translators, navigating the ever-shifting sea of terminology, are no longer lost alone. Instead, they are guided by specialized dictionaries and glossaries – lighthouses illuminating obscure neologisms and domain-specific jargon. Under the steady glow of these resources, each intricate term becomes a beacon, charting the course towards accurate and nuanced translation. In this future, AI and machine translation are not merely automated tools, but trusted allies. Tailored to the specific needs of e-commerce, they streamline the translation process, democratizing access to global markets and allowing businesses to connect with previously isolated audiences.

However, technical efficiency alone is not enough. This future stands firm on a foundation of cultural understanding and sensitivity. We envision a community of translators empowered not only with linguistic mastery but also with a deep appreciation for the subtle nuances that weave the tapestry of each culture. Through rigorous training and open dialogue, they become adept at the delicate dance of conveying accurate meaning while honoring cultural expectations. Only then can the bridges built through language stand strong, their foundations cemented in mutual respect and understanding.

This future, moreover, invites us to explore the fascinating intersection of translation and user behavior. Imagine the insights we could glean by delving into the intricate ways effective translation influences user choices and navigates cultural preferences. Armed with this knowledge, both translators and businesses can optimize their strategies, crafting messages that resonate across borders and ignite the spark of engagement in diverse audiences. By understanding how cultural context shapes the user journey, we can empower e-commerce to reach its full potential, fostering connections and driving growth in a truly globalized digital landscape.

As we embrace these exciting perspectives, the future of e-commerce translation transforms from a distant mirage to a tangible reality.

It is no longer simply about the technical act of translating words; it is about bridging cultures, sparking connections, and unlocking the boundless potential of a world united by shared understanding.

This is the path we choose, the future we build, brick by brick, translation by translation, towards a global e-commerce landscape where everyone has a seat at the table and the language of commerce speaks not just to wallets, but to hearts and minds.

By pursuing these future perspectives, we can pave the way for a future where e-commerce translation transcends mere technical accuracy and becomes a powerful tool for fostering cultural understanding, bridging linguistic divides, and unlocking the boundless potential of the global marketplace. As we continue to explore the intricacies of this dynamic field, let us remember that the ultimate goal of e-commerce translation is not just to translate words, but to translate ideas, emotions, and the very essence of human connection across the vast digital landscape.

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ANNEXE 1

Corpus in English

ANNEXE 2

Translation of the Corpus into Arabic

دليل المبتدئين الى التجارة الالكترونية

الفهرس

- 3..... ما هي التجارة الالكترونية؟
- 4..... تطور التجارة الإلكترونية
- 4..... رواد التجارة الالكترونية
- 5..... أمازون وإباي يدخلان في المحادثة
- 5..... المظهر الحديث للتجارة الإلكترونية
- 6..... أنواع التجارة الإلكترونية
- 6..... التجارة الإلكترونية بين الشركات والمستهلكين B2C
- 6..... التجارة الإلكترونية /الأعمال التجارية بين الشركات: (B2B)
- 6..... التجارة الإلكترونية بين المستهلكين والشركات (C2B)
- 7..... التجارة الإلكترونية من مستهلك إلى مستهلك (C2C)
- 7..... التجارة الإلكترونية الحكومية C2G
- 8..... لماذا التجارة الإلكترونية؟
- 8..... الصيحات في التجارة الإلكترونية
- 8..... التسويق المؤثر
- 8..... الشراء بنقرة واحدة
- 9..... التسوق الاجتماعي
- 9..... خدمات الاشتراك
- 9..... مستقبل التجارة الإلكترونية

منذ وقت ليس ببعيد، بدت فكرة التسوق دون زيارة متجر وكأنها مفهوم مستقبلي. تقدم سريعا لعقدين من الزمن فقط، وهذا أمر مسلم به. في أقل من دقيقة واحدة، يمكنك فتح تطبيق أو متصفح ويب والحصول على شيء يتم تسليمه في اليوم التالي أو حتى قبل ذلك. أو يمكنك حجز طلبك واستلامه في نفس اليوم.

إن ظاهرة التجارة الإلكترونية تجذب المستهلكين والشركات على حد سواء، وكما تظهر الإحصائيات، فقد انطلقت بشكل كبير. وفقا لمكتب الإحصاء الأمريكي، شكلت مبيعات التجارة الإلكترونية في عام 2018، 9.7% من إجمالي المبيعات. وهذا أكثر من ستة أضعاف الرقم قبل 15 عاما، عندما كانت مبيعات التجارة الإلكترونية في عام 2003 تمثل 6.1% فقط من إجمالي المبيعات.

لا يبدو أن التجارة الإلكترونية تتباطأ. في عام 2017، توقعت شركة أبحاث السوق فورستر أن تشكل التجارة الإلكترونية 17% من مبيعات التجزئة في الولايات المتحدة بحلول عام 2022 وتوقع التقرير نفسه نموا بنسبة 13% على أساس سنوي للمبيعات عبر الأنترنت. وقدرت توقعات منفصلة من الاتحاد الوطني للبيع بالتجزئة نمو التجزئة السنوية عبر الأنترنت بنسبة 10-12%.

هذه الأرقام مبشرة وتساعد على وضع التجارة الإلكترونية في منظورها الصحيح، ولكن هناك الكثير مما تحتاج الى معرفته. يمكن أن يساعدك هذا الدليل على معرفة فوائد واجهات المتاجر عبر الأنترنت، وفرص التسويق للعملاء المحتملين عبر الأنترنت وتنمية معرفتك التجارية العامة.

تستكشف الأقسام القادمة موضوعات مثل فوائد التجارة الإلكترونية والصيحات المحددة في التجارة الإلكترونية ومستقبل التجارة الإلكترونية. تابع لتطوير الفهم الأساسي للتجارة الإلكترونية.

ما هي التجارة الإلكترونية؟

أسهل طريقة لتعريف التجارة الإلكترونية هي أنها المعاملات الإلكترونية التي تتم عبر الأنترنت.

إذا كان الشراء أو البيع يتعلق بمنتجات أو خدمات عبر الأنترنت فإنه يعتبر تجارة إلكترونية ونتيجة لذلك فإن جميع الأمثلة التالية تعتبر تجارة إلكترونية:

- شراء وتنزيل ملفات الموسيقى الرقمية عبر الأنترنت.

- شراء كتاب ورقي عبر الأنترنت وتوصيله الى منزلك.

- حجز المنتجات في الموقع الإلكتروني لمتجر تحسين المنزل ثم استلامها شخصيا.

يستخدم كل من هذه السيناريوهات منصة عبر الأنترنت في جزء ما من دورة حياة المعاملة. يمكن أن يكون ذلك عبر الأنترنت بالكامل، في حالة شراء الموسيقى الرقمية أو ببساطة استخدام الأنترنت للعثور على ما تحتاجه في متجر محلي. لاحظ أن جميع الأمثلة السابقة هي تجارة إلكترونية بين الشركات والمستهلك. كما ستكتشف في هذا القسم أنواع التجارة الإلكترونية، يمكن أن تشمل المعاملات عبر الأنترنت مجالات أخرى مثلا عندما تبيع الشركات المنتجات والخدمات لشركات أخرى.

إذا كنت تتساءل عن مدى اختلاف بعض المصادر في تعريفاتها للتجارة الإلكترونية فهذا يدور عادة حول مقدار المعاملة التي يجب إجراؤها عبر الأنترنت يقول البعض أنه إذا لم تتم شروط البيع عبر الأنترنت على سبيل المثال، ترى منتجا عبر الأنترنت وتشتريه شخصيا محليا، أو أنه إذا لم يتم الدفع عبر الأنترنت فهذه ليست تجارة إلكترونية.

لا داعي للقلق بشأن هذه التعقيدات، ولكن إذا كنت مهتما برؤية تعريف شامل، فإليك كيفية تعامل مكتب الإحصاء الأمريكي مع هذا المصطلح.

مبيعات التجارة الإلكترونية هي مبيعات السلع والخدمات حيث يقدم المشتري طلبا، أو يتم التفاوض على السعر وشروط البيع عبر الأنترنت أو الأجهزة المحمولة أو الشبكة الخارجية أو شبكة تبادل البيانات الإلكترونية أو شبكة إلكترونية. البريد أو أي نظام آخر مماثل عبر الأنترنت. قد يتم أو لا يتم الدفع عبر الأنترنت.

تطور التجارة الإلكترونية

قد تستحوذ التجارة الإلكترونية على حصة كبيرة من سوق التجزئة الحالي، ولكن هذا تطور حديث نسبيا. هيمنت الشركات التقليدية حتى استخدمت شركات مثل أمازون وإبائي تقنيات الأنترنت للوصول إلى العملاء. الآن تقوم شركات النقر والهاون بدمج المتاجر الفعلية والمنصات عبر الأنترنت بانتظام لبيع المنتجات والخدمات.

كيف وصل الجيل الحالي من الشركات المتخصصة في استخدام الأنترنت إلى ما هو عليه اليوم؟ فيما يلي بعض الأحداث والصيحات الرئيسية في تاريخ التجارة الإلكترونية.

1960-----1970-----*1980-----*-----1990-----*-----2000-----*2010---اليوم

رواد التجارة الإلكترونية

أدت العديد من التطورات التكنولوجية إلى ظهور التجارة الإلكترونية في العصر الحديث. يمكنك العودة إلى الستينيات، التي تميزت بالمعاملات الإلكترونية على شبكات الكمبيوتر البدائية فبدلا من معالجة أجهزة الكمبيوتر لأوامر الشراء والفواتير على الورق، كان بإمكانها توصيل المعلومات إلكترونيا من خلال مفهوم يعرف باسم تبادل البيانات الإلكترونية وفي الوقت نفسه، أنشأ الجيش أربنت مما يسمح بنقل المعلومات المهمة في حالة وقوع هجوم نووي من الصعب أن تتخيل ذلك، لكن EDI وARPANET كانا بمثابة الأساس للتجارة الإلكترونية كما نعرفها. وقعت المجموعة التالية من الأحداث في الثمانينات، في الجزء الأول من العقد. تمكنت أجهزة الكمبيوتر البحثية في الجامعات من إرسال رسائل البريد الإلكتروني ومشاركة المستندات، في عام 1984، أضافت شركة Compuserve خدمة تسمح لمستخدمي الكمبيوتر المنزلي بتصفح المول الإلكتروني، والذي يضم منتجات من أكثر من 100 بائع تجزئة عبر الأنترنت. كانت العروض التوضيحية للمنتج والصور كاملة الألوان متاحة أيضا للمستهلكين وهو ما كان مبتكرا في ذلك الوقت. لم يحقق المركز التجاري الإلكتروني نجاحا كبيرا، لكنه كان واحدا من أقدم الأمثلة على البيع بالتجزئة عبر الأنترنت.

حتى عام 1991 كان هناك حظر يمنع الشركات التجارية من العمل عبر الأنترنت وعندما رفعت مؤسسة العلوم الوطنية الحظر الذي فرضته في ذلك الوقت أصبحت التجارة الإلكترونية ممكنة. الشيء الوحيد المتبقي للمعالجة هو الأمن. وتم حل ذلك في عام 1994 وتم دمج طبقة المقابس الأمنة SSL في متصفح الأنترنت 1.0 مما أتاح إجراء المعاملات المالية

الأمنة عبر الإنترنت. NETSCAPE لم يستغرق الأمر وقتاً طويلاً حتى يبدأوا. في 11 أوت 1994، اشترى أحد المستهلكين ألبوم ستينغ عبر الإنترنت وبحسب ما ورد استخدم المستهلك رمزا سرىا لإرسال رقم بطاقته الائتمانية إلى فريق من رواد الأعمال الشباب في مجال الفضاء الإلكتروني الذين طوروا سوقاً آمنة عبر الإنترنت، تصدرت هذه الصفقة عناوين الأخبار ومهدت الطريق للتجارة الإلكترونية الحديثة.

أمازون وإبائي يدخلان في المحادثة

ليس هناك شك في أن شركتي أمازون وإبائي فعلتا المزيد من أجل تطور التجارة الإلكترونية أكثر من أي شركة أخرى، لقد بدأوا في منتصف التسعينيات وفي غضون عقد واحد فقط جمعت الشركتان عشرات الملايين من المستخدمين. بدأت أمازون ببيع الكتب للمتسوقين مع عدم وجود منافسة تقريباً، تمكن جيف بيزوس، المؤسس والرئيس التنفيذي لشركة أمازون من التوسع من الكتب إلى فئات المنتجات مثل الموسيقى والملابس والأن أي شيء يمكنك التفكير فيه تقريباً. في عام 2005 بعد 10 سنوات من بيع أمازون لكتابها الأول حققت الشركة إيرادات بقيمة 359 مليون دولار وفقاً لـ

International business times

وفي الربع الأول من عام 2019 وحده أعلنت أمازون عن إيرادات بقيمة 59.7 مليار دولار. بدأ موقع إبائي في نفس العام الذي أطلق فيه بيزوس موقع أمازون، وبدأ باسم Auctionweb وقدم للمستخدمين القدرة على المزايمة على العناصر المستخدمة لأشخاص آخرين، لقد جذبت منصة المزاد مجموعة واسعة من المستهلكين الذين يمكنهم الآن العثور على صفقات على مجموعة واسعة من المنتجات بحلول عام 2007، جمع موقع إبائي أكثر من 220 مليون مستخدم وحقق 52.5 مليار دولار.

المظهر الحديث للتجارة الإلكترونية

هناك تداخل واضح مع ما فعلته أمازون وإبائي وبالنظر إلى ماهية التجارة الإلكترونية اليوم بفضل عملاقي التجارة الإلكترونية، أصبحت المعاملات عبر الإنترنت الآن جزءاً منتظماً من كيفية قيام الشركات بأعمالها.

إنه أمر أساسي للغاية لدرجة أنه من غير المعتاد الآن أن يكون بائع التجزئة بنسبة 100% من بريك ومورتار. اليوم، يتوقع المستهلكون من الشركات أن تقدم منتجاتها عبر الإنترنت ببعض القدرات. بدءاً من الحصول على كتالوج عبر الإنترنت وحتى القدرة على حجز المنتجات عبر الإنترنت لاستلامها من المتجر، بالنسبة لتجار التجزئة الكبار أصبح أسلوب النقر والهون في العمل قياسياً الآن وتشير هذه الصيحة إلى كيفية قيام الشركات بعملياتها عبر الإنترنت وخارجها، لتلبية احتياجات العملاء في كلتا الحالتين. بحيث يمكن للأشخاص الاستمتاع براحة في كل من الخيارين. يمكن للمستهلكين التسوق من منازلهم في وقت متأخر من الليل أو التوجه إلى المتجر لرؤية خيارات المنتجات المختلفة شخصياً.

هناك الكثير حول الشكل الذي يبدو عليه مظهر التجارة الإلكترونية الحديث، ويبحث باقي الدليل في هذا الأمر بشكل أكبر. قم بإلقاء نظرة على الأقسام القادمة للتعرف على ما أدى إليه تطور التجارة الإلكترونية. الموضوع التالي حول أنواع التجارة الإلكترونية، يوضح مدى انتشار المعاملات عبر الإنترنت في جميع أنواع نماذج الأعمال.

أنواع التجارة الإلكترونية

أثرت نماذج أعمال التجارة الإلكترونية الثورية لأمازون وإبائي على ما هو أكثر من البيع بالتجزئة عبر الأنترنت. مما أدى إلى إدراك الشركات في أي نطاق من أشكال الأعمال لمدى امكانية التجارة الإلكترونية من تعزيز الأعمال.

وكنتيجة لذلك تتعدد الآن أنواع التجارة الإلكترونية. وإليك نظرة سريعة على كل نوع.

التجارة الإلكترونية بين الشركات والمستهلكين B2C

ربما تكون التجارة الإلكترونية بين الشركات والمستهلكين هي ما يتبادر إلى ذهنك عندما تسمع مصطلح التجارة الإلكترونية لأول مرة. ويشير بشكل أساسي إلى المنتجات أو الخدمات التي يتم تسويقها من شركة إلى أفراد.

توضح العديد من الأمثلة الشائعة التجارة الإلكترونية بين الشركات والمستهلكين، على سبيل المثال، إذا توجهت الى موقع أمازون أو المرمت لشراء شيء ما. فهذه هي التجارة الإلكترونية B2C قيد التنفيذ وينطبق الشيء نفسه على معظم الأشياء التي تشتريها عبر الأنترنت للاستخدام الشخصي. إذا تم بيعها من قبل شركة، فهي تتناسب مع هذا النوع من التجارة الإلكترونية.

المول الإلكتروني: هي ما بدأ كل شيء، بدءاً من B2C الى أول عملية شراء رسمية عبر الأنترنت على شكل اليوم، فإن هذه الأمثلة المبتكرة متجذرة في التجارة الإلكترونية بين الشركات والمستهلكين.

التجارة الإلكترونية /الأعمال التجارية بين الشركات: (B2B)

لا تقوم جميع الشركات بالتسويق للمستهلكين الأفراد. يبيع البعض المنتجات والخدمات لشركات أخرى. عندما يتم ذلك عبر الإنترنت، يكون لديك تجارة إلكترونية بين الشركات.

أحد الأمثلة على التجارة الإلكترونية B2B تطوير الويب. تحتاج كل شركة عملياً إلى موقع ويب، ويرجع ذلك جزئياً إلى مفاهيم مثل التجارة الإلكترونية. إذا كانت الشركة تريد أن يكون لها واجهة متجر افتراضية، فسوف تحتاج إلى إنشاء موقع على شبكة الإنترنت. قد يبحث هذا النشاط التجاري عن شركة تطوير ويب تتمتع بخبرة في التجارة الإلكترونية، وإذا وجدوا شركة عبر الإنترنت يقومون بتعيينها، فهذه B2B هي التجارة الإلكترونية قيد التنفيذ. قدمت شركة تطوير الويب منتجاً لشركة أخرى.

نفس الفكرة الأساسية تحدث في الصناعات الأخرى. قد تقوم شركتك المحلية النموذجية بشراء معدات مكتبية عبر الأنترنت من بائع تجزئة مثل: Xerox إذا كانت هذه الشركة المحلية بحاجة الى مركبات لأداء الوظائف الأساسية، فقد تطلب قطع الغيار، مثل الإطارات، عبر الأنترنت من شركة مثل: Goodyear زيروكس وجوديير في تلك الأمثلة. يشاركان في التجارة الإلكترونية B2B وبطبيعة الحال تشارك هاتان الشركتان أيضاً في التجارة الإلكترونية بين الشركات والمستهلكين C2B.

التجارة الإلكترونية بين المستهلكين والشركات (C2B)

وفي بعض الأحيان، يتم عكس الأدوار التقليدية. قد تكون معنأداً على الشركات التي تبيع المنتجات والخدمات للمستهلكين عبر الأنترنت ولكن في بعض الأحيان يمكن للمستهلكين الأفراد بيع المنتجات والخدمات للشركات.

أحد الأمثلة على ذلك هو المراجعات المدفوعة. إذا كان المستهلك يمتلك مدونته الخاصة، فقد يتعامل هذا الشخص مع شركة ذات صلة بفرصة وضع منتج أو خدمة على المدونة. تدفع الشركة للفرد مقابل مشاركة المدونة أو الفيديو أو البودكاست، وتستفيد من فرصة التسويق. نظرًا لأن كل ذلك يحدث عبر C2B الإنترنت، فهو بمثابة تجارة إلكترونية بين الشركات

يعكس المثال الجيد الآخر لهذه التجارة الإلكترونية صيحة شائعة للأفراد لكسب معيشتهم أو استكمالها. ظهرت منصات تسمح للعمال المستقلين بتسويق مهاراتهم للعملاء. في تلك المواقع، سيقوم المصورون والكتاب والمطورون المستقلون وغيرهم بتأمين المهام من الشركات.

لأن الأفراد يبيعون المنتجات والخدمات للشركات عبر الإنترنت. C2B إنها التجارة الإلكترونية

التجارة الإلكترونية من مستهلك إلى مستهلك (C2C)

إذا تمكن المستهلكون من بيع المنتجات والخدمات للشركات عبر الإنترنت في التجارة الإلكترونية صغيرة للمستهلكين الذين يبيعون للمستهلكين الآخرين. فهذه مجرد خطوة C2C إحدى الطرق السهلة لتوضيح التجارة الإلكترونية من نوع هي من خلال منصات العمل الحر في النوع السابق من التجارة الإلكترونية. بدلاً من قيام المستقلين ببيع C2C منتجاتهم وخدماتهم للشركات، يشارك المستقلون في التجارة الإلكترونية في العمل مع المستهلكين الآخرين. فكر في المستهلك الذي يريد إعلان حفل تخرج مصممًا بشكل احترافي أو إنشاء موقع ويب عائلي. لا يعتبر أي من الطرفين عملاً تجاريًا راسخًا.

وهناك أمثلة أخرى أكثر وضوحًا. تخيل زوجين يريدان التقاط الصور من شخص يجذبه عبر الإنترنت ولديه شغف بالتصوير الفوتوغرافي. وبما أن مقدم الخدمة ليس لديه عمل فعلي في مجال التصوير الفوتوغرافي، فإن هذا النوع من العلاقة والمعاملة سيشكل تجارة إلكترونية بين المستهلكين والمستهلكين. السيناريو الشائع الآخر هو عندما يقوم الأشخاص ببيع العناصر عبر الإنترنت، في مواقع مثل إيباي و Craigslist لأشخاص آخرين. تتم المعاملات عبر الإنترنت ولا يعتبر أي طرف عملاً تجاريًا راسخًا. وبالتالي، فإن التجارة الإلكترونية بين المستهلك والمستهلك قيد التنفيذ.

التجارة الإلكترونية الحكومية C2G

من الممكن أيضًا للشركات أو المستهلكين المشاركة في معاملات التجارة الإلكترونية ونجد أحد الأمثلة في التجارة الإلكترونية من المستهلك إلى الحكومة عبر الإنترنت مقابل الضرائب أو الرسوم الجامعية. نوع آخر من التجارة الإلكترونية الحكومية هو عندما يدفع الأفراد للحكومة عبر الإنترنت مقابل الضرائب أو الرسوم الجامعية، نوع آخر للتجارة الإلكترونية هو عندما تقدم الشركات خدمات للمنظمات الحكومية. لدى شركة تكنولوجيا المعلومات الاستراتيجية Synergetics قائمة عملاء تشمل المعاهد الوطنية للصحة، ووزارة شؤون المحاربين القدامى، ووزارة الدفاع، ووزارة الزراعة. ويشار إلى نموذج الأعمال هذا باسم التجارة الإلكترونية بين الشركات والحكومة B2G قد تكون الفرص الأخرى ممكنة في المستقبل أيضًا. دعا قانون تفويض الدفاع الوطني لعام 2018 إلى إنشاء بوابة تشبه Amazon.com للمشتريين الفيدراليين، مما وضع إدارة الخدمات العامة على جدول زمني ضيق لتطوير واختبار مثل هذه المنصة وفقا لخطط تجربة أولية للنظام في أواخر عام 2019 مع عدد محدود من المشاركين في الوكالة.

لماذا التجارة الإلكترونية؟

بالمقارنة مع تجارة التجزئة التقليدية، تتمتع التجارة الإلكترونية بفوائد يمكن أن تنقل الأعمال إلى المستوى التالي. يفترض الكثير من الأشخاص ببساطة أن الشركات يجب أن تدمج قدرات التجارة الإلكترونية في خطة أعمالها، ولكن من المهم أن نفهم سبب حدوث ذلك غالبًا.

إن الفائدة الأكثر وضوحًا للتجارة الإلكترونية هي فائدة أساسية لدرجة أنك قد تعتقد أنها لا تحتاج إلى معالجة: يمكن للمستهلكين التسوق عبر الإنترنت. إن قدرة الأشخاص على شراء المنتجات والخدمات عبر الإنترنت بدلاً من الشراء شخصيًا هي، بصراحة، قدرة هائلة. فجأة، لم تعد الجغرافيا ذات أهمية كبيرة. موقع التجارة الإلكترونية يعني أن الشركة لا تحتاج إلى موقع متميز في المدينة أو حتى متجر تقليدي على الإطلاق.

يؤدي تسوق العملاء عبر الإنترنت بدلاً من تسوقهم شخصيًا إلى فوائد أخرى للشركات. بدلاً من التسويق للجمهور محلياً من خلال طرق إعلانية أكثر تقليدية، فإن التسويق عبر الإنترنت هو محور التجارة الإلكترونية، تساعد مفاهيم مثل تحسين محركات البحث وإعلانات الدفع لكل نقرة، ووسائل التواصل الاجتماعي على تكافؤ الفرص قليلاً. عادة ما تكون التكاليف أقل في التسويق عبر الإنترنت من أساليب التسويق التقليدية المطلوبة للنجاح في تجارة التجزئة التقليدية. من الأرخص أيضاً تشغيل متجر للتجارة الإلكترونية بمجرد مراعاة تكاليف الموظفين مقابل ما يتطلبه تشغيل موقع ويب آلي. يعد عدم وجود تكاليف عقارية في التجارة الإلكترونية بمثابة مكافأة أخرى.

الصيحات في التجارة الإلكترونية

ما هي بعض المفاهيم البارزة التي تؤثر على عالم التجارة الإلكترونية. يمكنك العثور على العشرات والعشرات من الأمثلة، ولكن فيما يلي بعض الصيحات التي توضح ما يمكن للشركات فعله بواجهات المتاجر عبر الإنترنت.

التسويق المؤثر

التسويق المؤثر هو استراتيجية تسويق عبر وسائل التواصل الاجتماعي تستخدم المؤثرين لجذب الانتباه إلى المنتج أو العلامة التجارية. فكر في الأمر كدورة جديدة في وجود متحدث رسمي. ومع ذلك، غالبًا ما يكون التسويق عبر المؤثرين قصير المدى بطبيعته. في التسويق عبر المؤثرين، يتم التواصل مع شخص ما عبر الإنترنت من خلال شركة تتطلع إلى الاستفادة من المتابعين الكبار للمؤثر على وسائل التواصل الاجتماعي. إذا كان هذا التالي مرتبطًا ارتباطًا وثيقًا بمكانة العمل، فإنه يشكل شراكة جيدة. يتم الدفع للمؤثر مقابل تسويق منتج أو خدمة. قد يكون أحد الأمثلة على ذلك أحد الشخصيات المؤثرة في عالم الموضة الذي يتقاضى أجرًا من مصمم صاعد لعرض خط جديد من الإكسسوارات. يمكن أن توجد هذه الأنواع من العلاقات في أي نوع من الأعمال تقريبًا. عبر منصات مثل انستغرام، يمكن للتسويق المؤثر على تويتر وحتى يوتيوب أن يساعد الشركات على الوصول بسرعة إلى جمهور محدد تحاول استهدافه.

الشراء بنقرة واحدة

الشراء بنقرة واحدة هو بالضبط ما يبدو عليه الأمر. يمكن لمتاجر التجارة الإلكترونية تبسيط عملية التسوق من خلال تمكين المستخدمين من إكمال عملية الشراء بالكامل دون الحاجة إلى اتباع عدة خطوات للدفع.

يستفيد كلا الجانبين من الشراء بنقرة واحدة. يوفر العملاء الوقت من خلال تجنب الحاجة إلى تحديد الخيارات المحفوظة أو الافتراضية، مثل سرعة الشحن وطريقة الدفع. يمكن للشركات تعزيز أرباحها لأن الشراء بنقرة واحدة يزيد من عمليات الشراء الدافعة. بالإضافة إلى ذلك، يلبي هذا المفهوم مستخدمى الهاتف المحمول الذين يحتاجون إلى إجراء عملية شراء عندما لا يكون لديهم الوقت الكافي لصرف خطوات الدفع غير الضرورية. إذا كان إكمال النظام سهلاً قدر الإمكان، فمن المرجح أن يقوم المستهلكون بإجراء عمليات شراء على الموقع.

التسوق الاجتماعي

التسوق الاجتماعي هو اتجاه آخر للتجارة الإلكترونية يبني فكرة أن تسهيل التسوق على المستهلكين سيؤدي إلى زيادة الأرباح. في التسوق الاجتماعي، يتلقى الأشخاص الذين يشاهدون المنتجات على شبكات التواصل الاجتماعي رابطاً مباشراً يمكنهم من خلاله إجراء عملية شراء. تم دمج هذه الميزة في انستغرام وبنتراس، عندما يبحث الأشخاص عن شيء مثل أفكار مشاريع فنية للأطفال أو طريقة لتزيين منازلهم، فقد يصادفون نشاطاً رائعاً أو مجموعة من الوسائد والبطانيات المتطابقة.

في كل سيناريو، يجد المشاهدون حلاً، ولكن حتى إذا لم يكونوا يتطلعون إلى شراء شيء ما، فقد يتم دفعهم إلى شراء منتج يمكن أن يساعد. إن توفير رابط مباشر يمكن الشركات من تسهيل عملية شراء المنتج قدر الإمكان. على غرار الشراء بنقرة واحدة. يعد القيام بإضافة رابط مباشر طريقة قوية لزيادة المبيعات.

خدمات الاشتراك

خدمات الاشتراك تجذب العملاء من خلال توفير منتج يحتاجه الناس بشكل منتظم. يقوم العملاء ببساطة بالتسجيل في صندوق الاشتراك، ويتلقون طلباً جديداً كل شهر. ما الذي يمكن أن يحصل عليه المتسوقون من خلال خدمات الاشتراك؟ عن أي شيء. أحد الأمثلة الأساسية هو منتجات الحلاقة. يحصل العملاء على نفس الشيء كل شهر أو شهرين، لتلبية حاجة بسيطة. توسعت الشركات لتشمل جميع أنواع الصناعات، بما في ذلك الموضة والجمال والطعام والألعاب والتعليم. تخيل أنك تحصل على مكياج أو ملابس أو نوع معين من الوجبات الخفيفة بين الحين والآخر. امزج هذه الراحة مع القدرة على تخصيص ما تتلقاه والقدرة على إرجاع ما لا يعجبك، ومن السهل معرفة سبب كون صناديق الاشتراك اتجاهًا كبيرًا في التجارة الإلكترونية.

مستقبل التجارة الإلكترونية

ليس هناك شك في أن التجارة الإلكترونية ستستمر في الازدهار وإعادة تعريف الطريقة التي تتم بها الأعمال. في السابق، كان يُنظر إلى التجارة الإلكترونية على أنها اختيارية لشركات إعادة البيع التقليدية،

ولكن الآن، أصبح نموذج النقر والملاط حياً وبصحة جيدة. ربما يكون امتلاك الأعمال التجارية لمساحة فعلية هو الخيار الآن. وبالنظر إلى المستقبل، نتوقع أن تلبى التكنولوجيا احتياجات العملاء بشكل أفضل. يعد تخصيص أحد أكبر الصيحات في التجارة الإلكترونية، وتستمر العلامات التجارية في إحراز تقدم في هذا المجال. سيساعد دمج الذكاء الاصطناعي منصات التجارة الإلكترونية على التنبؤ بما يبحث عنه العملاء، بناءً على عمليات الشراء السابقة والمؤشرات الأخرى، مثل ملفات تعريف الارتباط للمتصفح التي تشير إلى كيفية وصول المستهلكين إلى موقع الويب.

يمكن لأدوات الذكاء الاصطناعي أيضًا أتمتة خدمة العملاء، وإرسال رسائل بريد إلكتروني للمشاركة تلقائيًا لأغراض التسويق، وتجميع البيانات التي يمكنها تحسين النظام الأساسي للتجارة الإلكترونية بشكل عام.

هذه مجرد البداية لما يحمله مستقبل التجارة الإلكترونية، ويجب أن تكون الشركات بجميع أحجامها مستعدة. تعلم المهارات اللازمة لمساعدة الشركات الرائدة على التنقل في التجارة الإلكترونية من خلال درجة الأعمال التجارية عبر الإنترنت أو درجة التسويق عبر الإنترنت. وفي شكل كامل عبر الإنترنت، ستكتسب المعرفة والمهارات اللازمة للنجاح في عالم الأعمال.

يتميز كلا البرنامجين من Concordia, st. Paul بأحجام فصول دراسية صغيرة مع بيئة تعليمية شخصية موجهة نحو نجاحك. تعلم من أعضاء هيئة التدريس ذوي المعرفة الذين لديهم خبرة في الصناعة، ابدأ مع CSP اليوم.

95% من خريجي **CSP** يتلقون عروض عمل خلال عام واحد من التخرج.

- مسح الوجهات الأول الذي تديره جامعة كونكورديا، سانت بول

57,736 دولار أعلى متوسط راتب بين خريجي المدارس الخاصة في مينيسوتا (البكالوريوس) بعد أربع سنوات من التخرج.

- مصدر بيانات الراتب:

mnedtrends.org

خريجوا **CSP** يكسبون **44%** أكثر من المعدل الوطني

- مصدر بيانات كسب الخريجين:

Collegescorecard.ed.gov

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Not so long ago, the idea shopping without visiting a store seemed like a futuristic concept. Fast forward just a couple of decades, and it is a given. In under one minute, you can open an app or web browser and get something delivered the next day or even sooner. Or you can reserve your order and pick it up the same day. The phenomenon of electronic commerce, or e-commerce, appeals to consumers and businesses alike and, as the statistics demonstrate, it has taken off dramatically.

According to the U.S. Census Bureau, e-commerce sales in 2018 accounted for [9.7%](#) of total sales. That's more than six times the figure 15 years prior, when, in 2003, e-commerce sales represented just [1.6%](#) of total sales.

E-commerce doesn't appear to be slowing down. In 2017, market research company Forrester predicted that e-commerce would comprise [17%](#) of retail sales in the United States by 2022. The same report predicted 13% year-over-year growth for online sales. A separate forecast from the National Retail Federation estimated the annual online retail growth at [10-12%](#).

Those figures are impressive and help put e-commerce into perspective, but there's a lot more that you need to know. This guide can help you learn about the benefits of online storefronts, opportunities to market to prospective customers online, and grow your general business knowledge. The upcoming sections explore themes like the benefits of e-commerce, specific trends in e-commerce, and the future of e-commerce.

Follow along to develop a basic understanding of e-commerce.

What is E-commerce?

The easiest way to define e-commerce is electronic transactions that take place online. If buying or selling is involved of products or services online, then it qualifies as e-commerce. As a result, all of the following examples are considered e-commerce:

- Purchasing and downloading digital music files online.
- Buying a physical book online and having it delivered to your home.
- Reserving products at a home improvement store's website and then picking them up in-person.

Each of those scenarios uses an online platform in some part of the transaction's life cycle. It could be completely online, in the case of a digital music purchase, or simply using the internet to find what you need at a local store. Note that all of the previous examples are business-to-consumer e-commerce. As you'll discover in the section on the types of e-commerce, online transactions can be involved in other areas, like when businesses sell products and services to other businesses.

If you're wondering how some sources vary in their definitions for e-commerce, that typically revolves around how much of the transaction needs to take place online. Some say that if terms of the sale don't take place online (e.g., you see a product online and purchase it in-person locally), or that if payment doesn't take place online, then it's not e-commerce.

You don't need to worry about those intricacies, but if you're interested in seeing a comprehensive definition, here's how the U.S. Census Bureau approached the term:

E-commerce sales are sales of goods and services where the buyer places an order, or the price and terms of the sale are negotiated over an Internet, mobile device (M-commerce), extranet, Electronic Data Interchange (EDI) network, electronic mail, or other comparable online system. Payment may or may not be made online.

Evolution of E-commerce

E-commerce may command a large share of the current retail market, but that's a relatively recent development. Brick and mortar businesses dominated until companies like Amazon and eBay utilized online technologies to reach customers. Now, "click and mortar" businesses regularly blend physical stores and online platforms to sell products and services.

How did the present generation of internet-savvy businesses get to where it is today? Here are some of the major events and trends in the [history of e-commerce](#).



PRECURSORS TO E-COMMERCE

Several technological advancements led to modern-day e-commerce.

You can go as far back to the 1960s, which marked electronic transactions on primitive computer networks. Instead of computers processing purchase orders and invoices on paper, they could communicate information electronically through a concept known as the Electronic Data Interchange (EDI). Meanwhile, the military created ARPAnet, allowing the transfer of important information if a nuclear attack occurred. It's hard to imagine, but the EDI and ARPAnet actually served as the foundation to e-commerce as we know it.

The next set of events took place in the 1980s. In the early part of the decade, research computers at universities could send emails and share documents. **In 1984**, CompuServe added a service allowing home computer users to browse the Electronic Mall, which featured products from more than 100 online retailers. Product demos and full-color photos were also available to consumers, which was innovative for the time. The Electronic Mall wasn't a big success, but it was one of the earliest examples of online retail.

Until 1991, there was a ban prohibiting commercial businesses from operating over the internet. When the National Science Foundation lifted its ban at that time, e-commerce became possible. The only thing left to address was security, and that was ironed out **in 1994**. Secure Socket Layer (SSL) was integrated onto the internet browser Netscape 1.0, enabling secure financial transactions to take place online.

It didn't take long for them to start. **On August 11, 1994**, a consumer purchased a Sting album online. The consumer reportedly used a secret code to send his credit card number to a team of young cyberspace entrepreneurs who developed a secure online marketplace. This transaction made headlines and paved the way for modern-day e-commerce.



AMAZON AND EBAY ENTER THE CONVERSATION

*There's no question that Amazon and eBay did more for the evolution of e-commerce than any other companies. **They began in the mid-1990s**, and within just a decade, both businesses had amassed tens of millions of users.*

*Amazon began by selling books to shoppers. With virtually no competition, Jeff Bezos, Amazon's founder and CEO, was able to expand from books into product categories like music, clothing, and now, virtually anything you can think of. **In 2005**, 10 years after Amazon sold its first book, the company earned [\\$359 million](#) in revenue, according to *International Business Times*. In the first quarter of 2019 alone, Amazon reported [\\$59.7 billion](#) in revenue.*

*eBay started the same year Bezos launched Amazon. eBay began as AuctionWeb and offered users the ability to bid on other people's used items. The auction platform appealed to a wide range of consumers who could now find deals on a wide range of products. **By 2007**, eBay amassed more than 220 million users and earned \$52.5 billion.*

THE MODERN E-COMMERCE LANDSCAPE

There's an obvious overlap to what Amazon and eBay did, and then looking at what e-commerce is today. Thanks to the two e-commerce giants, online transactions are now a regular part of how companies do business.

*It's so foundational that it's now unusual for a retailer to be 100% brick and mortar. **Today**, consumers expect companies to offer their products online in some capacity. From having an online catalog to, for larger retailers, the ability to reserve products online for in-store pickup, the click and mortar approach to business is now standard. That trend refers to how businesses have online and offline operations, to accommodate customers on either end of the spectrum. That way, people can enjoy the convenience of either option. Consumers can shop from the comfort of their own home late at night or head to a store to see different products options in person.*

There's a lot more on what the modern e-commerce landscape looks like, and the rest of the guide investigates that further. Take a look at the upcoming sections to get filled in on what the evolution of e-commerce has led to. The next topic, on the types of e-commerce, exemplifies how widespread online transactions have become in all kinds of business models.

Types of E-commerce

The revolutionary e-commerce business models of Amazon and eBay affected more than online retail. It led to companies across any business model spectrum recognizing how e-commerce could enhance business.

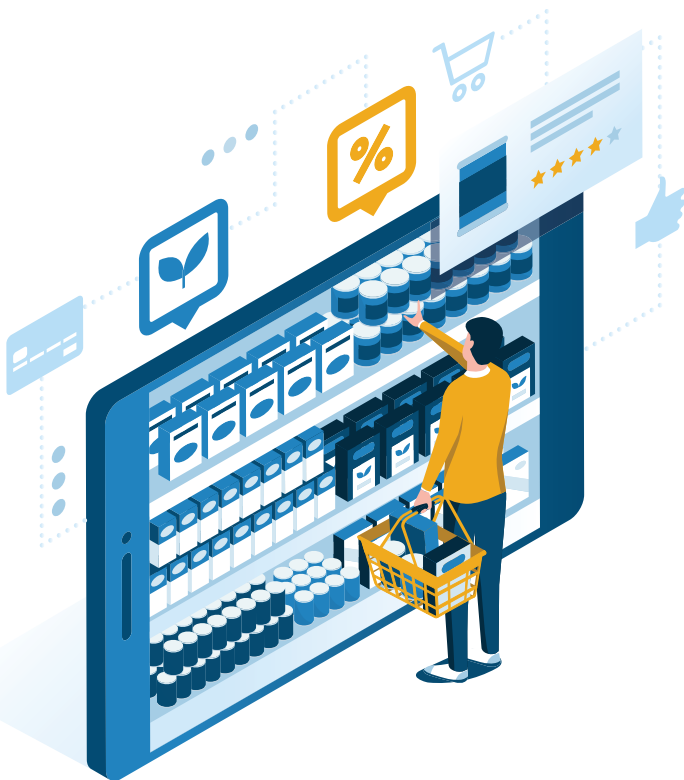
The result is that there are now several types of e-commerce. Here's a quick look at each one.

BUSINESS-TO-CONSUMER (B2C) E-COMMERCE

B2C e-commerce is probably what comes to mind when you first hear the term “e-commerce.” It basically refers to products or services marketed from a business to individual people.

Many popular examples illustrate B2C e-commerce. For instance, if you head to Amazon or Walmart's website to purchase something, that's B2C e-commerce in action. The same is true for most things that you purchase online for personal use. If it's sold by a company, then it fits in with this type of e-commerce.

B2C e-commerce is what started it all. From the Electronic Mall to the first official online purchase in the form of a Sting album, those early examples are rooted in B2C e-commerce.



BUSINESS-TO-BUSINESS (B2B) E-COMMERCE

Not all businesses market to individual consumers. Some sell products and services to other companies. When that takes place online, you have B2B e-commerce.

One example of B2B e-commerce is web development. Every company practically needs a website, due in part to, ironically, concepts like e-commerce. If a company wants to have a virtual storefront, they'll need to build a website. That business might look around for a web development company that has experience in e-commerce, and if they find one online that they hire, that's B2B e-commerce in action. The web development company provided a product for another business.

The same basic idea occurs in other industries. Your typical local business may purchase office equipment online from a retailer like Xerox. If that local business needs vehicles to perform core functions, they might order parts, such as tires, online from a company like Goodyear. Xerox and Goodyear, in those examples, are taking part in B2B e-commerce. Of course, those two companies are also involved in B2C e-commerce.

CONSUMER-TO-BUSINESS (C2B) E-COMMERCE

Sometimes, the traditional roles are reversed. You might be used to businesses selling products and services to consumers online (B2C e-commerce), but sometimes individual customers can sell products and services to businesses.

One example is with paid reviews. If a consumer owns his or her own blog, that person may approach a relevant business with an opportunity to place a product or service on the blog. The business pays the individual for the blog post, video, or podcast, and benefits from the marketing opportunity. Because all of that happens online, it qualifies as C2B e-commerce.

Another good example of C2B e-commerce reflects a popular trend for individuals to earn or supplement their living. Platforms have emerged that allow freelancers to market their skills to clients. On those websites, freelance photographers, writers, developers, and more will secure assignments from businesses. It's C2B e-commerce because individuals are selling products and services to businesses online.

CONSUMER-TO-CONSUMER (C2C) E-COMMERCE

If consumers can sell products and services to businesses online in C2B e-commerce, it's only a small step to consumers selling to other consumers.

An easy way to illustrate C2C e-commerce is through the freelance platforms in the previous type of e-commerce. Instead of freelancers selling their products and services to businesses, freelancers in C2C e-commerce engage in work with other consumers. Think of a consumer who wants a professionally designed graduation party announcement done or a family website built. Neither party is an established business.

Other examples are even more straightforward. Imagine a married couple who wants pictures taken from someone they find online who has a passion for photography. Since the provider doesn't have an actual photography business, that type of relationship and transaction would constitute C2C e-commerce. Another common scenario is when people sell items online, at websites like eBay and Craigslist, to other people. Transactions take place online and no party is an established business. Thus, it's C2C e-commerce in action.

GOVERNMENT E-COMMERCE

It's also possible for businesses or consumers to engage in e-commerce transactions.

One example is found in consumer-to-government (C2G) e-commerce, when individuals pay the government online for taxes or university tuition. Another type of government e-commerce is when businesses perform services for governmental organizations. The strategic information technology company Synergetics has a client list that includes the National Institutes of Health, the Department of Veterans Affairs, the Department of Defense, and the Department of Agriculture. That model of business is referred to as business-to-government (B2G) e-commerce.

Other opportunities may be possible in the future, too. "The 2018 National Defense Authorization Act called for the creation of an Amazon.com-like portal for federal buyers, which put the General Services Administration on a tight schedule to develop and test such a platform," according to Federal Computer Week. "GSA plans an initial pilot of the system in late 2019 with a limited number of [agency participants](#)."

Why E-commerce?

Compare to traditional retail, e-commerce has benefits that can take a business to the next level. A lot of people simply assume that businesses should integrate e-commerce capabilities into their business plan, but it's important to understand why that's often the case.

The most obvious benefit to e-commerce is so basic that you may think it doesn't need to be addressed: consumers can shop online. The ability for people to purchase products and services online instead of in person is, to put it plainly, huge. All of a sudden, geography doesn't matter as much. An e-commerce website means that a business doesn't have to have a prime location in the city or even a traditional store at all.

Customers shopping online instead of in person leads to other benefits for businesses. Instead of marketing to an audience locally through more traditional advertising methods, online marketing is the focus in e-commerce. Concepts like search engine optimization (SEO), pay-per-click advertisements, and social media help level the playing field a bit. Costs are typically lower in online marketing than the

traditional marketing methods required to succeed in traditional retail. It's also cheaper to run an e-commerce store once you consider personnel costs versus what it takes to run an automated website. Having no real estate costs in e-commerce is another bonus.



Trends in E-commerce

What are some notable concepts that are impacting the world of e-commerce. You could find dozens upon dozens of examples, but here are just a few trends that demonstrate what businesses can do with online storefronts.

INFLUENCER MARKETING

Influencer marketing is a social media marketing strategy that uses influential people to draw attention to the product or brand.

Think of it as a new spin on having a spokesperson. However, influencer marketing is often more short-term in nature. In influencer marketing, a person is approached online by a business looking to capitalize on the influencer's considerable social media following. If that following is closely linked to the business's niche, then it makes for a good partnership. The influencer is paid for marketing a product or service. One example might be a fashion influencer being paid by an up-an-coming designer to showcase a new line of accessories.

Those types of relationships can exist in nearly any type of business. Across platforms like Instagram, Twitter, and even YouTube, influencer marketing can help businesses quickly get in front of a specific audience that they're trying to target.

ONE-CLICK PURCHASING

One-click purchasing is exactly what it sounds like. E-commerce stores can simplify the shopping process by enabling users to complete their entire purchase without having to go through several steps to checkout.

Both sides benefit from one-click purchasing. Customers save time by avoiding the need to select saved or default options, like shipping speed and payment method. Businesses can enhance their profits because one-click purchasing increases impulse buys. Additionally, this concept caters to mobile users who need to make a purchase when they don't have the time to spend with unnecessary checkout steps. If the system is as easy as possible to complete, consumers are more likely to make purchases at the site.

SOCIAL SHOPPING

Social shopping is another e-commerce trend that builds off the idea that making things easier for consumers to shop will result in increased profits. In social shopping, people viewing products on social media networks receive a direct link where they can make a purchase.

This feature has been integrated on Instagram and Pinterest. When people are searching for something like art project ideas for children or a way to decorate their home, they may come across a great activity or a set of matching pillows and blanket. In each scenario, viewers are finding a solution, but even if they're not looking to purchase something, they may be led to buy a product that can help. Providing a direct link enables businesses to make it as easy as possible to purchase the product. Similar to one-click purchasing, doing adding a direct link is a powerful way to increase sales.

SUBSCRIPTION SERVICES

Subscription services appeal to customers by providing a product that people need on a regular basis. Customers simply sign up for a subscription box, and every month they receive a new order.

What can shoppers get with subscription services? Just about anything. One of the most basic examples is for shaving products. Customers get the same thing every month or two, fulfilling a simple need. Businesses have expanded into all types of industries, including fashion, beauty, food, toys, and education. Imagine getting a delivery of makeup, clothes, or a certain type of snacks every so often. Mix that convenience in with the ability to personalize what you receive and being able to return what you don't like, and it's easy to see why subscription boxes are a big trend in e-commerce.

The Future of E-commerce

There's no question that e-commerce will continue to thrive and redefine the way business is done. Once, e-commerce was seen as optional for brick and mortar retailers, but now, the click and mortar model is alive and well. Perhaps business having a physical space is now the option.

Looking ahead, expect technology to better cater to customers. One of the biggest trends in e-commerce is personalization, and brands continue to make progress in that area. Integrating artificial intelligence will help e-commerce platforms predict what customers are looking for, based on past purchases and other indicators, like browser cookies that indicate how consumers arrived at the website. Artificial intelligence tools can also automate customer service, send automated engagement emails for marketing purposes, and compile data that can improve the overall e-commerce platform.

That's only the beginning of what the future of e-commerce holds, and businesses of all sizes need to be prepared. Learn the skills to help lead companies navigate e-commerce with an [online business degree](#) or an [online marketing degree](#). In a fully online format, you'll gain the knowledge and skills needed to thrive in the business world.

Both of these programs from Concordia, St. Paul feature small class sizes with a personal learning environment geared toward your success. Learn from knowledgeable faculty who have industry experience. Get started with CSP today.

95%

95% of CSP grads receive job offers within one year of graduation.

*First Destinations survey administered by Concordia University, St. Paul

\$57,736

Highest average salary among MN private school grads (bachelor's) four years after graduation.

*Salary data source: mnedtrends.org

44%

CSP graduates earn 44% more than the national average.

*Graduate earning data source: collegescorecard.ed.gov



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GLOSSARY

Term	Translation
A	
Amazon and eBay	أمازون و إيباي
Auction web	شبكة المزاد
Audience	جمهور
Automate Customer service	رقمنة خدمة العملاء
Automated website	موقع ويب أوتوماتيكي
Automated engagement emails	رسائل بريد إلكتروني تلقائية
B	
Blog	مدونة
Brand	علامة تجارية
Brick and mortar retailers	شركات إعادة البيع
Browser cookies	ملفات تعريف الارتباط للمتصفح
Businesses	الشركات
Business to consumer e-commerce	التجارة الإلكترونية بين الشركات والمستهلك
Business to business e-commerce	التجارة الإلكترونية بين الشركات
Business's niche	مركز اهتمام العمل
C	
Company	شركة
Consumer	مستهلك
Consumer to business e-commerce	التجارة الإلكترونية من المستهلك الى الشركات
Consumer to consumer e-commerce	التجارة الإلكترونية من المستهلك الى المستهلك
Credit card	بطاقة ائتمان
Customer	عميل
Costs	تكاليف
D	
Data	بيانات
Digital music purchase	شراء الموسيقى الرقمية
Delivered	تم تسليمه
E	
e-commerce platforms	منصات التجارة الإلكترونية
Electronic commerce	التجارة الإلكترونية
Electronic data interchange	شبكة تبادل البيانات الإلكترونية
Electronic mall	المول الإلكتروني
Electronic transactions	المعاملات الإلكترونية

F	
Fashion influencer	المؤثرون في عالم الموضة
Federal buyers	المشترين الفدراليين
Freelancers	العمال المستقلين
G	
Government e-commerce	التجارة الإلكترونية الحكومية
I	
Impulse buys	عمليات الشراء الدافعة
Influencer marketing	التسويق عبر المؤثرين
Influential people	الشخصيات المؤثرة
L	
Local business	شركة محلية
M	
Marketing opportunity	فرصة تسويق
Market research	أبحاث السوق
Marketing strategy	
O	
Online business degree	شهادة الكترونية في الأعمال التجارية
Online catalog	كتالوج الكتروني
One click purchasing	الشراء بنقرة
Online platform	منصة الكترونية
Online retail	البيع بالتجزئة عبر الإنترنت
Online sales	المبيعات عبر الإنترنت
P	
Paid reviews	المراجعات المدفوعة
Partnership	شراكة
Pay-per-click advertisements	إعلانات الدفع لكل نقرة
Payment method	طريقة الدفع
Personalization	التخصيص
Products	منتجات
Product categories	فئات المنتجات
Purchasing	شراء
R	
Retail market	سوق التجزئة

Retail sales	مبيعات التجزئة
Revenue	العائدات
S	
Sales	مبيعات
Secret code	رمز سري
Secure online marketplace	سوق الكتروني
Secure socket layer	طبقة مدخل الامن
Shipping speed	سرعة الشحن
Social media	وسائل التواصل الاجتماعي
Social shopping	التسوق الاجتماعي
Spokeperson	متحدث رسمي
Storefronts	واجهات المتاجر
Subscription box	صندوق الاشتراك
Subscription services	
T	
Target	استهداف
Trends	صيحات
U	
Up-an-coming designer	مصمم صاعد
V	
Virtual storefront	واجهة متجر افتراضية
W	
Walmart's website	موقع والمارت
Web browser	متصفح ويب
Web development company	شركة تطوير الويب

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GLOSSARY

ABSTRACT

ABSTRACT

Abstract:

This study aims to explore the complexities and strategies of translating e-commerce terminology into Arabic, focusing on strategies for preserving semantic accuracy and cultural relevance. It analyzes the Arabic translation of Concordia University's "Beginner's Guide to E-commerce" to uncover challenges such as neologisms, semantic nuances, cultural specificity, and target audience considerations. It investigates a range of translation strategies, including comparative stylistics, interpretative, cultural adaptation and others to effectively address these challenges. The research presents a comprehensive framework prioritizing semantic fidelity, cultural sensitivity, and target audience accessibility, offering valuable insights for translators, educators, and e-commerce practitioners in this dynamic domain.

Keywords:

E-commerce terminology translation, cultural adaptation, translation strategies, target audience, e-commerce guide.

ملخص:

يهدف هذا البحث لاستكشاف ترجمة مصطلحات التجارة الإلكترونية إلى اللغة العربية، مع التركيز على استراتيجيات الحفاظ على الدقة في المعنى والملاءمة الثقافية. ويحلل ترجمة دليل جامعة كونكورديا "دليل المبتدئين للتجارة الإلكترونية" لكشف التحديات التي تواجه المترجمين مثل المصطلحات الحديثة، والفروق الدقيقة في المعنى، والخصوصية الثقافية، واعتبارات الجمهور المستهدف. ويستكشف مجموعة من استراتيجيات الترجمة، بما في ذلك المقارنة التحليلية، التفسير، التكيف الثقافي، وأخرى لمعالجة هذه التحديات بشكل فعال. ويقدم البحث إطارًا شاملاً يعطي الأولوية للدقة في المعنى والحساسية الثقافية وإمكانية الوصول للجمهور المستهدف، ويقدم رؤى قيمة للمترجمين والتربويين وممارسي التجارة الإلكترونية في هذا المجال.

الكلمات المفتاحية:

ترجمة مصطلحات التجارة الإلكترونية، تكيف ثقافي، استراتيجيات الترجمة، الجمهور المستهدف، دليل التجارة الإلكترونية.