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8- Recommendations

- 1- Translators should be aware to the linguistic as well as cultural issues in translating products of any kind.
- 2- Translators in order to choose appropriate lexical items in the TT should have knowledge by searching and asking specialized people in the field of cakes and pastry. Using literal translation will be of a great violation for the target text.
- 3- Translators should be faithful and do not add to the source text. The researcher here means by faithfulness is to translate and manipulate the source text according to the needs of the targeted readership with being faithful not to add any text that may create problems for customers in particular and products marketing in general.
- 4- Translators should decide carefully about the shifts that can be used while translating; otherwise, the translation will not be appropriate.

Problems in the second shift (unit shift) can be solved by using the strategy of transposition. This strategy of finding an appropriate part of speech in the TT is essential. Translators should be aware when to change or keep the same class of the word according to the TT.

The researcher also finds that the other problems in the translation of brochures are related to the intra-system either sometimes by using a wrong transliteration¹ of the word translated like Vizyon into فيجن or by using a literal translation such as Vizyon Topping فيزيون تتصدر which is not acceptable. It should be translated as صوص التغطية من فيزيون as discussed in (Table 3). Problems related to intra-system can be also found through the inappropriateness in translating a word, phrase, or the whole sense as in “Pour the better on a frying pan” which is translated into ثم يتم أخذ العجين بالمغرفة للطهي في المقلاة مع الزيت الحار. The translator here fails to account for the general sense of the translation which causes an intra-system problem as discussed and suggested above in (Table 3). It is suggested above that the translators should avoid literal translation, and should use the strategy of transliteration when translating brand names. Besides, translators should build up greater knowledge and search for these terms within specialized people. Such unawareness will cause problems for customers who read the instructions and apply these products as presented above.

Finally, the researcher believes that In order to create a successful structural shift, translators should be aware of the other shifts Catford's points out (unit- class- intra-system). If the translator keeps into consideration these shifts, problems in structure would be limited.

Transliteration strategy as Catford defines it is “A translation strategy in which the translator¹ represents the sounds of the source language word using the target language writing system” (66).

shifts (unit- class- intra-system) while translating. These problems lead to problems within the structural shift as presented above with the verb spread and others.

On the other hand, a translation such as in “Use for decorating as desires amount” into

يتم الاستعمال بالشكل والمقدار المطلوب لإغراض التزيين Is appropriate because the translator is aware of the structure and other shifts.

7- Conclusion:

The above tables presented a deep analysis of the four shifts of translation as Catford points out. For these shifts, the researcher finds that most of the shifts in the translation of the 31 E-brochures of Polen cake products are done at the class shift whereby translators needs to do that.

In the class shift, as noticed in table (2), the translator sometimes tends to keep the part of speech as it is, but fails to account for the meaning such as in translating the verbs (keep, add, spread, knead, and others). It is suggested that if the translator used the strategy of transposition¹, translation will be acceptable in Arabic as the expressions suggested in comments and summary of (Table 2). As noticed in the examples, the translator sometimes tends to keep the same class of word while other times he doesn't. Translators should be aware when using such shift and strategy of transposition to match the expectations of the readership. At the end, translators are governed by the acceptability of the target text.

¹ Transposition strategy means a change in part of speech to make the translation sounds appropriate. It can be obligatory or optional (Vinay and Darblnet 88).

		الخليط يتم توفير which is inappropriate unit shift as discussed above in (table 1 ex.5). This problem leads to a problem in structure as well.
Smoothen the template surface with palette knife and remove extra paste with light pressure	يتم توفير التسوية بمقادير متساوية من الخليط للحشوات باستخدام الملاعقة كما يتم إخراج العجين الفائض	In (table2, ex.6), the word “smoothen” is translated into يتم توفير التسوية which makes the structure inappropriate. It is suggested that if the translator does not create a class shift, and translate the verb into a verb يملس, the translation would be better.
Based on temperatures of ambient and paste, use the modeling paste directly or warm in microwave oven	يمكن أن يتم توفير الأستعمال بشكل مباشر بالتوافق مع درجة حرارة الوسط المحيط أو درجة حرارة العجين أو يمكن أن يتم إستعماله بعد التسخين في فرن الميكرويف	In this example from (Table 2), the word “use” is translated into يمكن أن يتم توفير الأستعمال This translation causes a problem in the Arabic structure. If the translator uses يستعمل الخليط بشكل مباشر, it would be better.

The above discussed examples show that the translated structures are not appropriate for readers not only because of the wide difference between ST & TT grammar as Catford suggests, but also the unawareness of dealing with the other

ST	TT	Comments
Spread the acquired mix on the lace template using a palette knife	الخليط الذي يتم الحصول عليه يتم نشره على قالب الدانتيل باستخدام الملعقة	The verb spread is translated into الخليط الذي يتم الحصول عليه, The translator tries to create a unit shift and fails to account for the structure. Here, if the translator does not create this shift and changes the structure, it would be better. For example, he/she would translate the word spread into يوزع and solve the problem raised within the structure. In short, the problem of the unit shift caused a problem in structure shift. (Table 3, ex2)
Spread it with roller and use it for coating cakes and make decorative figures	يتم تخفيف المنتج باستخدام أداة الأسطوانة للحصول على السماكة المطلوبة لتوفير تطبيق التغطية على الكعك والجاتوة . يتم التشكيل وفق التصميم المطلوب للحصول على الأشكال اللازمة للتزيين وتزيين الكعك والجاتوة	In (Table 1, ex.4), there is an inappropriate structural shift which is raised due to the unawareness of translating the verb spread into يتم تحقيق المنتج
Homogenize with spoon	يتم توفير الخليط ببطء باستخدام الملعقة حتى الوصول الى القوام المتجانس	Also in this example, the translator translates the verb homogenize into

In the examples discussed above, the translator sometimes mistranslates words and other times he/she is unaware of such translation due to the ignorance in the field of cakes and pastries. Thus, reading, more and searching about such terms with specialized people, will create more acceptable translation. For instance, the word Decopowderlaco is translated into بودرة ديكور. This product is known for most people as خليط الدنتيل. In order to overcome this problem, the translator tends to use a literal translation which may not be accepted in the TT. In addition to these problems which are linked to the intra-system shift, translators sometimes cause phonological problems such as in translating the brand name Vizyon as فيجن. Translators should be aware in translating such names as they are using the strategy of transliteration. Using the strategy of addition in translating products may not be acceptable because it causes problems for customers when reading and applying the instructions as well as products marketing such as the above example of adding the phrase اختياريا يمكن إضافة الماء which doesn't exist in the ST.

4.3 Structural Shift:

In this shift, the researcher believes that the problems of structure in the translation are related to the other shifts in translation. Examples discussed below are from the examples in the above tables.

Table (4)

Milk 2000g	ماء 2000 جرام	Mistranslation of the word milk into ماء
Vizyon Filling Cream	كريمة الحشوات	Brand names as Vizyon should be mentioned in the translation of this example. كريمة الحشوات من فيزيون
Put the required amount of glamour cold glaze into a bowl and stir until it gets a smooth texture for an easy application. It can be applied directly on the surface of the product with a brush or spatula.	يمكن التطبيق على الكعك والجاته حيث يتم الخلط حتى الوصول الى الشكل السائل. اختياريا يمكن إضافة الماء، يتم التطبيق على المنتج باستخدام الملعقة أو الفرشاة	In this example, the translator changes in the translation by using الماء. Here when adding glaze to the cake, it cannot be used with water as a specialized person asserts. So adding such phrase will not be appropriate for the readers and will cause problems. Besides that, the word باستخدام is mistyped. It should be باستخدام. In addition, the translation of the word spatula into ملعقة may not be appropriate, because there is a big difference between الملعقة and السباتيولا in cakes tools.

		خليط كيكة ساتشر من فيزيون
VizyonVrowie cake Mix	خليط فيزيون كعكة براوني ميكس	In this example, the translation is inappropriate. It would be better to change it into خليط كيكة براوني من فيزيون
Dissolve the Charlotte/ Mousse Powder in water 25 C and mix it with the whipped cream at two phases. Rest the mixture in fridge.	يخفق مسحوق الموس كيك مع الماء (25 درجة مئوية) ومزجة مع قشطة الويب بسرعة بطيئة ثم وضعة في التلاجة.	Mistranslation of the words قشطة الويب as a translation of whipped cream. It should be كريم شانتي
Vizyon whipping cream	كريم شانتي فيزيون السائل	No need for the word السائل because this kind of liquid refers to another product in these brochures as in Liquid whipping cream كريم شانتي فيزيون السائل
Vizyon Custard Cream	كريمة فيزيون المخبوزة	In this example, the word custard doesn't mean مخبوزة . It means بنكهة الكاسترد . So, it should be translated into كريمة فزيون بالكاسترد
Trays should be put under higher than the oven surface	يجب أن تشعل النار من أسفل الفرن	In this example, there is a mistranslation for the sentence. It should be translated as يجب تجنب الوعاء على سطح الفرن مباشرة

		to decorate cakes. The translation would sound appropriate in the TT if it is as خليط الدانتيل من فيزيون
Vizyon Panna Cotta	مسحوق خليط بانا كوتا فيجن	The word vizyon is translated incorrectly which causes a problem phonologically. It should be translated as فيزيون as it is used throughout the brochures.
Vizyon Whipping Cream	كريم شانتي فيجن	
Vizyon Panna Cotta	مسحوق خليط بانا كوتا فيجن	
Pour the better on a frying pan	ثم يتم أخذ العجين بالمغرفة للطهي في المقلاة مع الزيت الحار	The translation here sounds inappropriate. If the translator translates it into تسكب الزبدة في المقلاة
Vizyon Sponge cake mix	مزيج فيزيون بانديسباتيا ميكس	Sponge cake is known as الكيك الأسفنجي. It would be better to use خليط فيزيون للكيك الأسفنجي
Vizyon Cookie Mix	بسكويت فيزيون ميكس	This product refers to a mix to make cookies not ready cookies, so it would be better to show the difference in the translation as خليط بسكويت من فيزيون
Vizyon Sacher cake Mix	خليط فيزيون كعكة ساتشر ميكس	In this example, the translation is inappropriate. It would be better to change it into

		in the TT appropriateness. It would be better if the translator uses خليط الماكرون من فيزيون
VizyonTresLeches Mix	خلطة فيزيون تريجلي ميكس	The word mix is also translated in this example and the following examples as ميكس. The translator uses here two words to mean خلطة أو خليط. It would be better if the translator deletes the word ميكس in the translation and uses it as كيكة التريجلي من فيزيون
Vizyon Cupcake mix	مزيج فيزيون إسلاك كيك ميكس	For this translation, it would be better to use مزيج كب كيك من فيزيون
Vizyon Salty cake mix	مزيج فيزيون الكيك المالح ميكس	For this example, it would be better to use خليط الكيك المالح من فيزيون instead.
Vizyon Diabetic cake mix	خلائط كعك السكري من فيجن	In this example, the meaning is not plural, it is better to be retranslated into خليط الكيك فيزيون لمرضى السكر
Vizyon Decopowderlaco mix	فيزيون بودرة ديكور	It is well known to all those who use this product that this powder is known as خليط الدنتيل which is used

lace template using a palette knife	على قالب الدانتيل باستخدام الملعقة	سكين عريضة أو مايسمى mean to use بالباستيولا. It should be noted that if the translator uses the word سكين عريضة, it would be better.
Vizyon Topping	صلصات محايد	صلصات التغذية من فيزيون The word صلصات in the translation doesn't make sense alone. The translator should add صوص التغذية من فيزيون to clarify the meaning. The translator uses another translation for the same source "Vizyon Topping" in another brochure about "Panna Cotta Mix" which is totally literal فيزيون تنصدر. It would be appropriate to translate it into صوص التغذية من فيزيون as discussed here.
Light Salmon	السلمون	Here the translator means that there is a color for the sugar paste which is light salmon. To sound better, it should be اللون السلموني
Vizyon Macaron Mix	مزيج فيزيون مكارونس ميكس	The translator uses here a literal translation which causes a problem

acceptable. If the translator uses this shift and translates it into a verb لتطبيق as discussed above, it would sound more acceptable.

When translating the word diversified which is a verb into a noun أنواع مختلفة, the translator succeeds in creating this shift and account for meaning. It is suggested that when a translator has this kind of shift, he\she has to put in mind the target text. He\she should ask these questions, “Is the translation acceptable in the target text”, and “Should I keep or change the part of speech”. The answer will be that it is essential to create this shift where necessary to make it acceptable in the TT.

4.3 Intra-System shifts:

The following table will analyze and discusses the examples that the researcher may find not acceptable in the translation of these 31 e-brochures.

Table (3)

ST	TT	Comments
Neutral	المحايد	The translator here used the word المحايد which has nothing to do with the original text. The word سادة is used in the translation of the brochure about Charlotte Mouses. So, here it is not an appropriate word.
Spread the acquired mix on the	الخليط الذي يتم الحصول عليه يتم نشره	The words “using a palette knife”

palette knife	باستخدام الملعقة	توفير تغطية. If the translator uses a verb as يغطي السطح بالكامل instead, this would be more acceptable.
Based on temperatures of ambient and paste, use the modeling paste directly or warm in microwave oven	يمكن أن يتم توفير الاستعمال بشكل مباشر بالتوافق مع درجة حرارة الوسط المحيط أو درجة حرارة العجين أو يمكن أن يتم استعماله بعد التسخين في فرن الميكروويف	The word use is translated into a noun الاستعمال. It is an appropriate shift, but the translator uses a literal translation which makes it unacceptable. It would be better if it is translated into على حسب درجة حرارة الوسط المحيط وكذا العجين ، يمكن استعمال العجين مباشرة أو تسخينها في الفرن الحراري. Here يمكن استعمال is a unit shift between a verb and a noun and it may be more acceptable translation.

In the above table, most problems arise due to the unawareness of the translator of these unit shifts. Sometimes the translator tries to change the part of speech and fails to account for the meaning as in the translation of “smoothen” into "يتم توفير التسوية" whereas if the translator uses "يملس" as a verb, the translation would sound better.

Thus, for these problems, the translator should maintain the same unit shift in order to have an acceptable translation. On contrary , the translator sometimes tries to keep the same shift such as in translating “for making” as للتطبيقات. The word التطبيقات is a noun as the work making. Here the translator fails to make the TT sounds

		يتم الخلط which is also not unsuccessful shift.
Lay the paste on the mar surface or keep it in collar at 4 C until it reaches the right consistency in case of overheating.	في حالة تسخين العجين لدرجة حرارة عالية أكثر من المطلوب يتم توفير وضعة على الطاولة أو في الثلاجة بدرجة حرارة 4 درجات مئوية ليصل الى القوم المطلوب	The word keep is translated into يتم توفير وضعة على الطاولة which is unacceptable shift in the Arabic translation. It would be better if the translator doesn't make shift and translate it into ويوضع
And add liquid whipped cream slowly	ثم تتم إضافة مخفوق كريم شانتي السائل إلى هذا الخليط ببطء	The verb "add" is translated into يتم إضافة which is not acceptable in the translation. It would be better to translate it into يضاف كريم شانتي السائل الى الخليط ببطء
Served with desired vizyon pastry filling	يتم التقديم مع أنواع صلصات المعجنات فيجن وفق الطلب	The word served as a verb is translated into a noun يتم التقديم it would be more acceptable if it is translated as a verb تقدم.
Boil milk and milk cream	يتم الغليان من خلال الخلط مع الحليب وكريمة الحليب	The word boil here is translated into a noun الغليان, while if it is translated into يغلى الخليط مع الحليب وكريمة الحليب, instead, it would be better.
Cover whole surface with	يتم توفير تغطية السطح بالكامل	The verb cover is translated into يتم

<p>Knead until it reaches the right consistency then spread it with roller</p>	<p>يتم العجن للحصول على القوام المطلوب ليتم الفتح باستخدام الأسطوانة للحصول على السماكة المطلوبة</p>	<p>The word knead is translated into a noun يتم العجن which is an acceptable shift .But the translator fails in creating a shift when translating the word spread into ليتم الفتح . If the translator maintains the same class using a verb وتفرد instead, the meaning will sound better.</p>
<p>It is suitable for making figures</p>	<p>مناسب للتطبيقات الأشكال والتصاميم</p>	<p>“for making” here is translated into للتطبيقات which is a noun. If the translator uses a verb and keeps the same word class, it would be more acceptable as مناسب لتطبيق الأشكال والتصاميم</p>
<p>Put the required amount of glamour cold glaze into a bowl and stir until it gets a smooth texture for an easy application</p>	<p>يمكن التطبيق على الكعك والجاتو حيث يتم الخلط حتى الوصول إلى الشكل السائل</p>	<p>The verb put is translated into يمكن التطبيق which is inappropriate shift in the TT for the word put. It would be better if the translator keeps the same shift as ضع الكمية المطلوبة من الجليز في وعاء وأخلط حتى تصل الى القوام المطلوب لتطبيقها على الكيك The verb also stir is translated into</p>

<p>In the same conditions: it can also be used for decorative purposes by pouring on a marble surface.</p>	<p>وفي نفس درجة الحرارة يتم سكب المنتج على الرخام لتوفير إمكانية الاستعمال في تطبيقات الزينة.</p>	<p>The phrase “used for” is translated into لتوفير إمكانية الاستعمال. The translator here used this shift from a verbal phrase to a noun phrase to keep the meaning, but unfortunately fails to account for it. It would be better to translate it into ليستخدم في which is a verb.</p>
<p>Spread the acquired mix on the lace template using a palette knife</p>	<p>الخليط الذي يتم الحصول عليه يتم نشره على قالب الدانتيل باستخدام الملاعة</p>	<p>The verb spread here is translated into يتم نشره which is inappropriate shift in translation. If the translator uses the same class of the word as a verb يوزع , it would be better as سكين يوزع الخليط على القوالب باستخدام عريضة أو الباستيولا.</p>
<p>Smoothen the template surface with palette knife and remove extra paste with light pressure</p>	<p>يتم توفير التسوية بمقادير متساوية من الخليط للحشوات باستخدام الملاعة كما يتم إخراج العجين الفائض</p>	<p>The translator translates the verb smoothen into يتم توفير التسوية which is not acceptable because he\she changes the verb smoothen which means يملس الخليط into يتم توفير التسوية. It would be appropriate if the translator keeps the same class of word.</p>

Table (2)

ST	TT	Comments
For the best results	لتوفير الحصول على أفضل النتائج	The translator uses a verb لتوفير الحصول because the meaning in the ST sounds like “for having the best results”, while if the translator changes the verb having into للحصول it would be better.
Mix with any kind of mixer	يتم توفير الخلط والخفق باستخدام جميع أنواع الخلاطات	In this example, the translator uses الخلط والخفق as a translation for the verb mix. This shift is inappropriate in the TT. It would be better if the translator keeps the same class of the word to be يخفق المزيج باستخدام أي نوع من الخلاطات
Dissolve the Charlotte/ Mousse Powder in water 25 C and mix it with the whipped cream at two phases. Rest the mixture in fridge.	يخفق مسحوق الموس كيك مع الماء (25 درجة مئوية) ومزجه مع قشقة الوبب بسرعة بطيئة ثم وضعة في الثلاجة.	The word mix is translated into مزجه which is not acceptable in TT. The translator here tries to change the verb into a noun, but fails to account for the meaning. It would be better if the translator maintains it as a verb ويمزج to be parallel with the verb يخفق.

	أو التسخين في فرن الميكروويف	التذويب as a translation for the word Melt. Here this unit shift is inappropriate in the TT. The translator here tries to explain to the readers, but fails to account for meaning. التفضيل here means to make something better. If the translator prefers to make a shift from a verb into a noun, he/ she could use يتم تذويب المنتج
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From the above table, it can be noticed that the translator in most of the examples tries to create a shift from a lower level into a higher one. For example, the translator in some examples above tries to translate the word into a phrase such as in “melt” into “ ليتم التفضيل باستعمال المنتج من خلال ” which is not acceptable in the TT. Such problems can be solved by trying to create a unit shift which can be acceptable. This means that the word melt can be translated as a phrase “ يتم تذويب ” from a word into a phrase. They can be solved also by trying to keep the same shift from a word into a word in Arabic as “تذوب”.

4.2 Class Shifts:

The following table will present an analysis and comments about the examples which create a shift in part of speech from the ST to TT.

		<p>the TT. Using extra words such as <i>يتم توفير الخليط</i> to translate the word Homogenize may not be acceptable. In addition to that the phrase <i>حتى الوصول الى القوام المتجانس</i>, may or may not be needed. It would be better if the translator maintain this shift using a simple and short sentence in Arabic as <i>يتمزج الخليط باستخدام ملعقة</i></p>
Vizyon Filling Cream	كريمة الحشوات	<p>Here the translator uses lower level in translation which doesn't have the brand name (Vizyon). It should be translated as <i>كريمة الحشوات فيزيون</i></p>
For Coating Cakes	في تطبيقات تغطية منتجات الكعك والجاتو	<p>The translator tries to keep the same structure of a prepositional phrase in Arabic but he/she violates the meaning. It would be better if he/she changes it into <i>في تغطية الكيك</i> which is short prepositional phrase and serves the meaning here.</p>
Melt according to Bainmaine procedure or use microwave	ليتم التفضيل باستعمال المنتج من خلال التدويب باستخدام طريقة الحمام المائي	<p>The translator here uses the phrase <i>ليتم التفضيل باستعمال المنتج من خلال</i></p>

		meaning and uses a different word in TT “فضي” which does not exist in the ST.
Vizyon White Gum Paste	عجين التشكيل	The translator here tries to translate from a higher to lower level but fails to complete the meaning. The translation should be عجين فيزيون البيضاء للتشكيل to sound acceptable.
Spread it with roller and use it for coating cakes and make decorative figures	يتم تخفيف المنتج باستخدام أداة الأسطوانة للحصول على السماكة المطلوبة لتوفير تطبيق التغطية على الكعك والجاتوه . يتم التشكيل وفق التصميم المطلوب للحصول على الأشكال اللازمة للتزيين وتزيين الكعك والجاتوه	In this example, the translator uses a long sentence in the TT to show meaning. He\she fails to account for unit shifts and uses many words which do not clarify the meaning of the ST. Such as the word تخفيف which should be تفرد العجين, and also the word coating which has been translated from a word into a phrase as لتوفير تطبيق التغطية which makes it unacceptable.
Homogenize with spoon	يتم توفير الخليط ببطء باستخدام الملاعقة حتى الوصول الى القوام المتجانس	The translator in this example tries to create a shift from a command sentence in English into a sentence in Arabic to make it acceptable in

In the following lines, the translation from Arabic into English of Polen cake products will be analyzed and assessed using Catford's linguistic approach.

4.1 Unit Shifts:

The following table will analyze the shifts that the translator used from higher to lower levels or from lower to higher levels at the levels of words, morphemes, phrases, clauses, and sentences.

Table (1)

ST	TT	Comments
Cheese Cake	الجبن	The translator tries to translate from higher to lower level (phrase-word) but fails to account for the meaning. Cheese cake is a kind of cake which is made by cheese, biscuit or cake, and other ingredients. But the translator used the word الجبن which only refers to cheese and has nothing to do with the cakes.
Vizyon Glamour Cold Glaze	الجل الفضي البارد	The problem here is a unit shift particularly at the level of word. Here, the translator tries to keep the shift between ST phrase and TT phrase, but fails to account for

Brochures are considered to be an easy way of communication because “the receiver of the brochure didn’t have to open an envelope or unfold a letter when they got it in the mail, the information was presented right in front of their eyes with little effort on their part” (Dayton 12).

3.3 Advertising Brochures as a Genre and a Text Type.

Brochure is a type of advertisement that is used today in the field of marketing. (Abu Toaima 18). Al-agma when classifying the types of advertisements says that advertisements can be of various types as “personal contact, radio and TV commercials, outdoor, sign advertisements, transportation posters and print advertisements such as magazine advertisements” (6). It should be noted that one feature of brochures is that they should have a persuasive function in language. Reiss when she views the importance of brochures advertising and that each type of brochures has its own function, she provides an example of brochures types “cosmetic”. She classifies this type to be “appeal-focus” type. She explains that the translator when dealing with this type of text should focus on the “persuasive function of language” (25-30). As cited by Al-agma, “Wong, a professional translator in the field of advertising, says that the translation of advertisements as well as brand names is an ‘international act of betrayal’ ” (17). This means that translators need to be creative in translating to persuade customers to help purchasing products. Another feature that Jewler discusses about brochures is that they should include scientific terms because “these terms add to the credibility of the product” (Shehab 7).

6- Data Analysis:

omission). She finds out that using inappropriate translation of these strategies will cause problems for product's marketing (59).

The following sub-sections will mainly discuss an overview on print media and these brochures as text type.

3.1 Advertising and Print Media

While the media are valued for their informational and entertainment functions, they also provide an important business function as a vehicle for advertising. Kipphan reports that tradesmen signs exist during the early Greek and Roman civilizations. And by the middle 17th century, advertising “was exclusively an outdoor medium used to direct customers to local merchants” (qtd. in Auvinen 4).

Print media started by “Johannes Gutenberg's invention of movable type printing in the mid fifteen century”. Print media refers to ways of communicative media in printed form. Kipphan comments “Today print media covers a large range of products and items that fall into its category- the main ones being books, newspapers, magazines, and other periodicals along with brochures and even product packaging”(qtd.in Auvinen 10).

3.2 Brochures as a Type of Print Media

Brochures as Dayton states “give detailed information about the product. These are mainly distributed at events or even at the main outlet when a consumer needs to read in detail about the product” (31). It is a kind of print media which has seven elements such as source idea, message, encoding, channel, receiver, decoding, and feed back (Permanand 15-16).

They are the most common shifts which deal with grammatical structures. Catford points out that it is a grammatical change between structures such as a translation from “modifier + head” into “head + modified”(141). He considers structure shift to be the most frequent shift due to the wide difference between ST & TT.

5- Review of Published Literature

To the best of the researcher knowledge, there exist no previous studies on the translation of the English-Arabic e-brochures of Polen Cake’s products; however, there are similar studies related to the field of advertisement such as translating care products and tourist brochures. The previous studies in this field are limited to care products as in Shehab research. This study examines 31 English-Arabic brochures about care products. It focuses on the translation of headlines, body copies and images (vii). The researcher uses a descriptive analytical approach by interviewing with those who work in the field of care marketing. Finally, the research concludes that in translating such products, the translator does not need to translate literally, but to manipulate the TT according to the needs of the targeted readership (95-96).

As far as the researcher knows, only one study has dealt with linguistic problems of translating Arabic tourist brochures into English by Obeidat. Another research by Obeidat in the same field of brochures is about “Translating Strategies in the English-Arabic e-brochures of Baby Care Products”. The research focuses on Skopos theory in which how the translation of care products brochures can be acceptable in terms of strategies suggested by the researcher (64). These strategies as Obeidat suggests are (transference, transliteration, and literal translation and

4.1.2 Unit Shifts or rank Shifts:

This shift exists when the translation equivalent of the SL is at a different rank in the TL. “Rank” here refers to the hierarchical linguistic units of sentence, clause, word and morpheme. Catford refers to word unit by using the word rank. Unit shift, as he explains, involves a change in rank, which means a departure from one level of ST into another in the TT. Catford explains that a unit shift is where “a strict rank-for-rank correspondence between SL and TL sentences, clauses, words and morphemes is not observed” (80). It can be from Lower level to higher level or from high to lower level.

4.1.3 Intra-system Shifts:

There are shifts that take place when the SL and TL possess approximately corresponding systems¹ where “the translation involves selection of non-corresponding term in the TL system” (Catford *Translation* 146). This means that there are changes where the translator may feel will be appropriate for the TT. For example, if a source text is plural and it has been translated into singular, the translation sounds acceptable while if the translator keeps the same structure, “the meaning will sound weird” (Herman 36). Intra-system can also be viewed acceptable if the whole sense of the translation sounds appropriate in the target text.

4.1.4 Structural² Shift:

Catford explains that “a system is meant that closed number of elements among which a choice can be made”¹ (11).

Structure as Herman defines is “The descriptive unit of the grammar of any language is arranged into meaningful² stretches or patterns. One single instance of these patterns is called structure”(33).

Catford means by the first type that the phonology of a text is replaced by adequate target language phonology without any change in terms of lexis and grammar. In graphological translation, a translator as Catford points out should translate the graphology of the text into the target text. A translator in the grammatical translation will try to find an equivalence of grammatical items without changing. He adds that lexis is replaced by an equivalent one with no replacement of grammar (56-71).

Catford believes that when translating any of the above four types of translations, a translator should be aware of shifts¹ that can be made while translation. He classifies these shifts into two major categories; level shift and category shift. He means with the former that “SL item at one linguistic level has a TL translation at a different level”. This shift is related with a shift from grammar to lexis and vice versa. The latter refers to a change in the “formal correspondence in translation” (qtd in Hatim 33).

This study will shed light on the second category which is category shift. This category is sub-divided into four shifts.

4.1.1 Class Shift:

This shift occurs when a given ST is translated into a different part of speech to match the expectations of the target readership. Catford defines class shift as “that grouping of members of a given unit which is defined by operation in the structure of the unit” (qtd. in Munday 45).

Translation shifts means “small linguistic changes occurring in translation of ST to TT” (Munday ¹ *Introducing* 55)

and Taber explain that these theories focus on the comparison of the structures of ST and TT linguistically. He says: “Linguistic theories of translation are based on a comparison of linguistic structure of source and receptor texts rather than on a comparison of literary genres and stylistic features” (69).

One main difference between linguistic theories and other theories such as philological theories of translating is that linguistic theories are descriptive. This means, they teach people how to translate unlike philological theories which are mainly prescriptive. This means that a translator will learn how he\ she should translate.

Catford’s, as Shaheen emphasize, is one of the best linguistic theories in giving priority to the equivalence of linguistic units. Catford defines translation as a “replacement of SL grammar and lexis by equivalent TL grammar and lexis with consequential replacement of SL phonology and graphology” (19). This study will use the model of Catford in translation to assess these products linguistically.

4.1 Catford’s Theory

Catford, in his preface of *Linguistic Theory of Translation*, states that the theory of translation has a strong relationship with language (vii). He stresses on the importance of context in translating any type of text. He explains that “a formal correspondent is any target language category, which may be said to occupy, as nearly as possible, the same place in the economy of the target language as the given source text occupies in the source language” (32). He classifies translation into four types: phonological, graphological, grammatical translation, and lexical translation.

targeted readership “customers” in order to fill their needs. This study is considered to be new in the field of advertising brochures and their translation into Arabic particularly cakes products of Polen.

3- Study Objectives:

This paper broadly examines the quality translation of the English- Arabic Polen Cake Products brochures with special reference to Catford’s theory of translation. This broad objective is divided into the following specific objectives:

- 1- To examine how the class shift, according to Catford, that the translator uses while translating Polen Cake Products' brochures into Arabic.
- 2- To examine how Catford’s view on unit shift is used while translating Polen Cake Products e- brochures into Arabic.
- 3- To assess the quality translation of Polen Cake Products be brochures into Arabic from the point of view of Catford’s structural shift.
- 4- To assess how Catford’s intra- system shift is translated into Arabic in Polen Cake Products be brochures.

4- Methodology

This research is part of the translation quality assessment with special reference to Catford’s linguistic theory. Based on Catford’s theory, this paper assesses and analyzes Catford’s shifts in the English-Arabic translation of 31 e-brochures of Polen Cake Products.

There exist a number of linguistic theories; these theories developed because of the great need to study language and therefore to assess translation linguistically. Nida

manufactured products are marketed in countries other than the original country. However, non-English audience will need to know about these products particularly in how to use the instructions. Al-agma explains this need saying that “The past few decades have witnessed an increased demand for the translation of advertisements from English into Arabic because most products and services available in Arab countries are imported from American and [sic] countries which use English & English commerce”(3).

Many companies all around the world rely on the internet for advertising their products. Cakes products are one which many websites market. Vizyon is considered as one of the famous trademarks which one would like to find out how their products’ brochures are transferred into Arabic and to what extent the translation of each brand name, assortments and directions for use are transferred into Arabic language. It is for the reasons presented above and for Hassen’s and Monday’s emphasis on the fact that “brochures are among the least examined text types” and that “advertising translation has long been ignored in translation theory”, the importance of this research lies (qtd. in Shehab 6; 210).

2- Significance of the Study

Good translation of advertising products is very important because such products are completely related to the life of people and their health and unless they are not translated efficiently and accurately, they might affect people’s health, particularly the ingredient. For these brochures of cake product, inappropriate translation would provide customers with the wrong use, so a good translation is needed. Here lies the importance of this study. Translation should be acceptable to the

Assessing the Translation of English-Arabic e-Brochures of Polen Cake Products

Ghadeer Ahmed Al-obal

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ملخص البحث

Abstract

This paper investigates the translation of 31 e-brochures of Polen products in the light of the problems discussed and strategies suggested in Catford's Theory. This study examines the appropriateness of translating, from English to Arabic, the products of cakes and to what extent these products' translation from English to Arabic is acceptable to the target language reader. According to Catford, translation has four shifts; structure shift, unit shift, class shift, and intra-system shift. The study concludes that most of the problems are related to class shift in which the translator tries to create a shift from ST into TT, but fails to account for the meaning. Translators in order to create an acceptable text, should be aware in using not only class shift, but also the other shifts suggested by Catford.

Key Words: Cake's Products- Brochures Translation- Catford Theory

1- Introduction

Translation in the field of marketing becomes an essential issue due to the need of customers in the whole world whose English is poor. They wish to benefit from foreign products brochures which mostly are in English. In fact, the