

Lecture 10

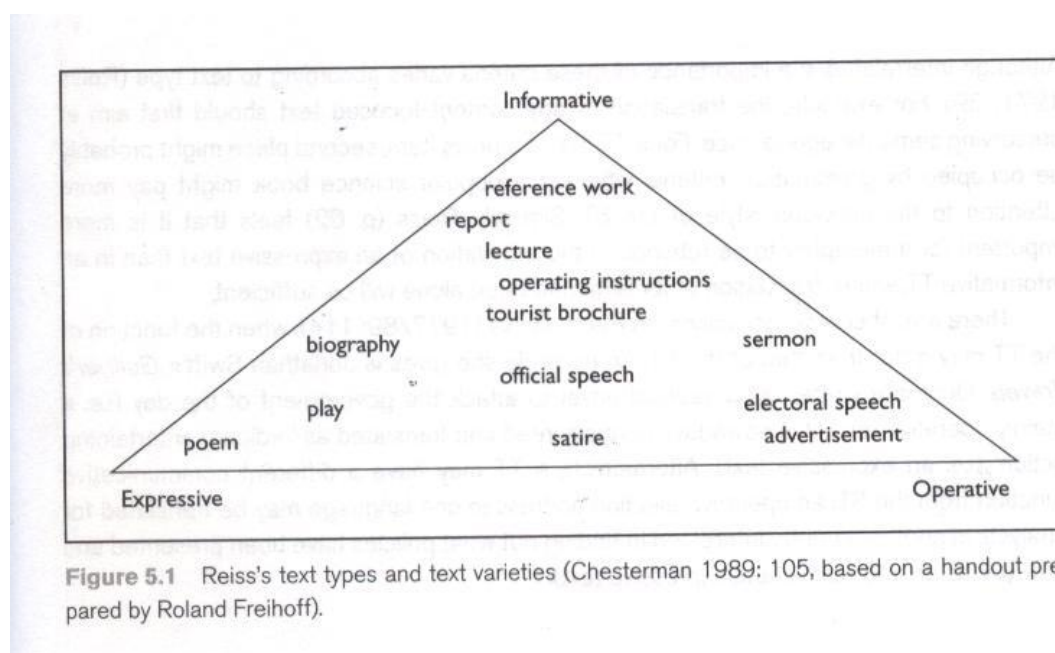
Practical Translation 4

Practical 4

In light of the theoretical background outlined before, discuss the strategic decisions that you have to take before starting detailed translation of the following text then translate it into English:

Tourist Brochure

(Advertisement)



SI

Outdoor 'Adventure Tourism' is expanding at a fast rate in Jordan, and promises to remain one of the most dynamic and innovative travel industry sectors for years to come.

TI

تتوسع سياحة المغامرات والتشويق بسرعة كبيرة في الأردن. وقد بدأت العديد من الشركات الأردنية بالتخصص في سياحة المغامرات، موفرين بذلك مزيجاً من الأمان والمغامرة والتسهيلات المريحة.

The underlined part of the ST is totally omitted from the TT. This is due to the target audience who are not interested so much in adventures in the case of Arab audience so this information is omitted here. The English audience is very interested in adventures so the information is added there.

ST

Several Jordanian companies have started to specialize in eco-tourism and action tourism, providing the combination of safety, adventure, and comfortable facilities that make action tourism such an exciting proposition today.

TT

وقد بدأت العديد من الشركات الأردنية بالتخصص في سياحة المغامرات، موفرين بذلك مزيجاً من الأمان والمغامرة والتسهيلات المريحة.

The two underlined parts of the ST are omitted from the TT.

The first part is about "eco-tourism" which means the following:

Ecotourism is travel to fragile, pristine, and usually protected areas that strives to be low impact and small scale. It helps educate the traveler; provides funds for conservation and fosters respect for different culture. This is obviously something that westerners are interested in.

A few people in the Arab world pay attention o that kind of tourism (eco-tourism) for some reasons. So it is no use to attract the target audience to such a kind of tourism.

The second part talks about action tourism in detail which the Arab target audiences are not interested in, so it is omitted from the target text. But the new Arab generation may be attracted to that kind of tourism in the coming years that this information may be added in the coming updates.

ST

Often referred to as the white city due to its low size canvas of stone houses, Amman offers a variety of historical sites. Towering above Amman, the site of the earliest fortifications is now subject to numerous excavations which have revealed remains from the Neolithic period as well as from the Hellenistic and late Roman to Arab Islamic Ages.

TT

غالبًا ما تسمى بالمدينة البيضاء بسبب مجموعة منازلها الحجرية صغيرة الحجم، تقدم عمان تشكيلة من المواقع التاريخية مثل بالقلعة ، والقصر الأموي والكنيسة البيزنطية و المدرج الروماني الذي يضم ٦٠٠٠ مقعد ما زال يستخدم في المناسبات الثقافية

ST

Jordan has great comparative advantage in this sector, based on several assets: guaranteed sunshine for eight months of the year;

TT

يمتلك الأردن أفضلية كبيرة في هذا القطاع، تركز على موجودات عديدة: طقس ملائم لمدة ثمانية أشهر في السنة؛

The part that is important here is that of the weather which is changeable in the west in general. People who suffer from this will be attracted by the fact that the weather in Jordan stays sunny for many months without any opportunity for any little rain. So it is guaranteed sunshine for eight months of the year. The Arab audience especially from the very hot Gulf region is fed up with sunny weather and just need suitable weather with suitable degrees of temperature. The skopos is to attract both types of clients in the suitable way depending on the translator's previous knowledge of the weather circumstances in both different regions.

ST

Jordan has great **comparative** advantage in this sector, based on several assets: guaranteed sunshine for eight months of the year; a base of **powerful**, unique **cultural** attractions such as Petra, Jerash, **Bethany Beyond the Jordan**, and the early Islamic Desert Castles; and, **a wide range of very different, often stunning natural environments that are easily accessible and virtually undiscovered by the tourism industry.**

TT

يمتلك الأردن أفضلية كبيرة في هذا القطاع، تركز على موجودات عديدة: طقس ملائم لمدة ثمانية أشهر في السنة؛ ومجموعة من المواقع التاريخية الفريدة مثل البتراء وجرش والقصور الصحراوية فضلاً عن البيئات الطبيعية المتنوعة

Each for a certain reason, all the underlined parts are omitted from the TT as can be noticed in reading the backtranslation. The third one which is "Bethany Beyond the Jordan" is omitted from the TT in the whole translation of the brochures issued by the JTB. Ms Tuhamah was asked about the reason for that omission and if it was for religious reasons and she replied: ' may be'. A full analysis of that omission will be presented later on.

The last part of the above text is managed and some parts of it are omitted. This part is "**a wide range of very different, often stunning natural environments that are easily accessible and virtually undiscovered by the tourism industry**" which is translated as " فضلاً عن البيئات الطبيعية المتنوعة " (in addition to different natural environments). It is just these issues (different and natural environments) that the Arabic audiences are

interested in while the English audience who have a lot of nature may need a wide range of very different, often stunning natural environments to be attracted to come and visit. Furthermore, as these audiences are interested in adventure and new sites more than normal nature, they may be attracted by sites which are not only natural but are easily accessible and virtually undiscovered by the tourist industry.

TT	ST
Jerash	جرش مدينة الالف عمود
The grandeur of Imperial Rome	
<u>ST backtranslation:</u> <i>Jerash ,the city of a thousand columns</i>	

<u>Wadi Rum</u> <u>where you will find adventure</u>	وادي رم المغمورة في أحضان الطبيعة
<u>ST backtranslation :</u> <i>Wadi Rum which is surrounded by nature</i>	

ST

تتحدى جبال رم هواة التسلق لكي يصعدوا الى ذراها العمودية، أو يسيروا في دروب الوادي ومساربه، ويتوغلوا بعيدا في المراع الفسيحة، أو يقوموا برحلات جماعية على ظهور الجمال.

Backtranslation of the ST

Today Wadi Rum challenges climbers to scale its sheer granite and sandstone cliffs, to hike along mountain trails and valleys, to trek deep into the enchanting landscape or to join two or three day desert safaris on camel back.

TT

Today Wadi Rum challenges climbers to scale its sheer granite and sandstone cliffs, to hike along mountain trails and valleys, to trek deep into the enchanting landscape **in four wheel drive vehicles, or to join tow or three day desert safaris** on camel back **or 4x4 vehicles.**

All the underlined parts of the TT are added to the TT because of the English target audience needs and interests which are different from those of the Arabic.

ST

إن وادي رم ذو الجمال الطبيعي الفاتن يلخص رومانسية الصحراء بأوديتها القديمة الشبيهة بسطح القمر والتلال الرملية التي ترتفع فوق الأرض. وعلاوة على ذلك فوادي رم يعتبر مسكنا للعديد من القبائل البدوية التي تعيش في مخيمات متناثرة في المنطقة.

TT

Stunning in its natural beauty, Wadi Rum epitomizes the romance of the desert. With its "moonscape" of ancient valleys and towering sandstone mountains rising out of the sand, Wadi Rum is also home to several Bedouin tribes who live in scattered camps throughout the area.

This is a direct translation of the ST as if it was backtranslated into English with a high level of language in both English and Arabic. The TT is very close to the source text.