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Influential Translation of Advertisements from English to Arabic for Arab Women Consumers

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Advertisement has two functions:

1. **Introducing new products**
2. **Maintaining the established market share**

Importing ads to the Arab world→ translation is an issue

Methods

Our research is related to descriptive evaluation type, which, from a problematic situation of socio-demographic nature, develops questioning to frame the variables involved in this study. we have proceeded by shedding the lights on representative samples of this situation to draw rigorous explanations.

The background, methodology and ways to measure this research involved it in a near-theoretical space

1. **The Internet is an excellent source of information.**
2. **Important asset: Examples about advertisements showing how detrimental translation can be if it fails to maintain the spirit of the original meaning.**

Results

English and Arabic languages fundamentally and linguistically different

Main hurdles:

1. **Morphology**
2. **Syntax**
3. **Losing meaning when translating**
4. **Proverbs and idioms lacking the same impact**
5. **Drastically different ideologies**
6. **Some ads socially unacceptable in the Arab world**
7. **Religious ethics essential in Arab societies**
8. **Any conflict with any ethical conduct considered unacceptable**
9. **Cultural Barriers: Arab countries have many cultural limitations that stand in the way of accepting some messages in certain advertisements**
10. **Additional barrier: What animal symbols indicate and how those can be interpreted in Islamic countries**
11. **Translating taboos: Supernatural forces can be interpreted as equating to God, and therefore their demonstration is prohibited**
12. **Drugs, alcohol and even an empty glass of champagne cannot be used in advertising**
13. **Homosexuality and any hints at a non-traditional sexual orientation are also under the strict prohibition.**
14. **Translating taboos: Taboos in advertisement which contains sexual references, political figures, swear words, bad language, etc. are used in the British advertisements for humor and persuasive purposes**

Conclusion

- **Arabization as a fitting compromise**
- **Innovation and creativity to conserve the message and make it relatable**

The translator should be an innovative writer and must have the ability to switch between different styles in order to echo the tone and style of the original work.

We are currently designing a lexicon through technical choices and my experience to suit the Arabic vocabulary.