



**College of Humanities and Social Sciences
English and Translation Department**

Investigating Major Issues in Translation Advertising

Presented to

**The Faculty of Effat University
Jeddah, Kingdom of Saudi Arabia**

**In Partial Fulfillment of the Requirements for the Degree in
Bachelor of Science in English and Translation
Concentration: Translation**

Written

By

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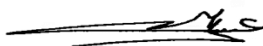
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4



Table of contents

| | |
|--------------------------------|----|
| Abstract | 3 |
| Chapter one: Introduction | 4 |
| Chapter Two: Literature review | 5 |
| Chapter Three: Methodology | 9 |
| Chapter Four: Discussion | 13 |
| Chapter Five: Conclusion | 16 |
| References | 17 |
| Appendices | 18 |

Abstract

This research study aims to identify and analyze the major issues faced in translating advertising content and examine their impact on global campaigns. By addressing these challenges, this study seeks to propose strategies and solutions to enhance translation practices in the advertising industry. In an increasingly globalized marketplace, effective advertising campaigns require accurate and culturally sensitive translation to resonate with target audiences across different regions and languages. However, the translation process poses numerous challenges that can hinder successful cross-cultural communication.

1. Advertising translation is affected by many factors.
2. Advertising translators can cope with these factors by increasing their awareness of both cultural and linguistic.

Hypothesis:

1: "The major issues in advertising translation stem from linguistic challenges, including idiomatic expressions, wordplay, and puns, which are difficult to convey accurately in different languages, potentially leading to loss of intended meaning and impact."

2: "One of the major issues in advertising translation is the cultural adaptation of messages, as cultural values, beliefs, and norms vary across different regions, requiring careful consideration to avoid potential misinterpretations or offense, and to ensure resonance with the target audience."

The importance of this study is provide valuable insights for advertising professionals, translators, and marketers, enabling them to overcome major issues in advertising translation. The proposed recommendations will enhance cross-cultural communication, strengthen brand perception, and foster successful global advertising campaigns. By addressing the major issues in translation, this research aims to contribute to the field of advertising by bridging the gap between different cultures and languages. In the end it will empower professionals in the industry to create impactful and culturally sensitive advertising campaigns, bolstering global brand recognition and consumer engagement.

I highly recommend conducting a thorough investigation into the translation of advertising materials to ensure that our marketing messages resonate effectively across diverse linguistic and cultural landscapes. This investigation will provide valuable insights into the accuracy, cultural relevance, and impact of our translated content, ultimately enhancing our ability to connect with international audiences and maintain brand consistency.

Chapter one:

1.Introduction

Translation in advertising plays a crucial role in bridging the gap between diverse cultures and markets, enabling businesses to expand their reach globally. However, the process of translating advertising materials is not without its challenges. This research aims to delve into the major issues faced in the field of translation in advertising, highlighting the complexities and nuances that arise when adapting messages from one language and culture to another.

In an increasingly interconnected world, successful advertising campaigns rely on accurate and culturally appropriate translations to effectively engage target audiences. Yet, the process of translation in advertising is far from straightforward. It involves not only transferring the literal meaning of words but also capturing the intended emotional impact, cultural references, humor, and persuasive techniques used in the source language. Failing to address these aspects can result in miscommunication, cultural insensitivity, or even unintentional offense, which can have detrimental effects on a brand's reputation and market presence.

This research will address several significant issues encountered in translation for advertising.

By examining the major issues, this research aims to provide insights, best practices, and recommendations for overcoming translation challenges in advertising. The findings will contribute to enhancing cross-cultural communication, facilitating successful global advertising campaigns, and fostering better understanding between diverse markets.

Ultimately, understanding the major issues in translation in advertising is crucial for marketers, advertisers, and translators alike, as it allows for the development of effective strategies to navigate the complexities of cross-cultural communication and ensure impactful advertising campaigns that resonate with diverse audiences.

Chapter two

2. Literature review

2.1 Introduction

Advertising translation can be defined as the means of communication of a company exported its products or services. Translated advertising is the medium which helps the company in reaching the product to the large customer base. Types of the projects that needs to be translated in the advertising industry includes brochures, press releases, catalogs, magazines, newsletters, leaflets and websites translation, etc. Torresi (2010:67) argued that advertising translations are very helpful in international trade. Companies have to change their strategies, according to the tastes of the local customers. A good advertising strategy may not give positive results if it is not properly translated. Generally, the medium of advertising adopted by many companies are radio, press, television, and the Internet. Translating service companies helps the business in customizing and translating advertisements and they communicate the message to the target customers in international markets. (Christelle 2012 :89)

2.2 The effects of translating the language of advertisement:

According to Zhou (1984:76) there are three types of effects of advertising translation, they are:

Zero Effect The translation of the original message into foreign languages may not bring any change to the status of the company.

Positive Effect Advertising translation has positive effects as there is an increase in the brand awareness and also increase in the demand for the product.

Negative Effect In this case, advertising translation nullifies the strength of the company on the international market and produces a negative effect.

2.3 Translating advertisements:

To include copy adaptation in the domain of Translation Studies, the definition of translation must be reconsidered. Smith (2002:15) stated that “some form of translation” is carried out if business operating abroad want to make their advertising material appropriate to the target culture. As she argued that the definition of translation has to be broad, involving a whole range of strategies from complete transference of the source text into the target culture to the creation of a new advert for the target culture, based on the interpretation of the advertiser's creative brief as it is important to bear in mind that when dealing with advertising the message is conveyed by means of a series of codes, including verbal and non-verbal elements. The linguistic elements, the image, the format, typography, etc., play specific roles in the advertising message as a whole.

2.4 Advertising translation and factors that influence it

Wolf (2010:78) stated that translation skills which are normally applied to advertising translation are also applied to other types of translation. These various skills include: a good knowledge of the terminology and a good knowledge of the culture and the ideology of the target language audience since the translation of advertisements requires particular skills and marketers should be aware of the advantage of translating their advertisements in order to reach a larger audience because “Advertising translation is the means of communication excellence of a company exporting its products” (Guidère: 2005). Advertising materials need to be well translated so that the company or the institution that is launching a new product or that is attracting new consumers achieves good results from their advertising campaign. According to Torresi (2010: 8) “before translating an advertisement, translators should first determine the function of the text according to the requirements of the sponsor. According to Torresi (2010: 8) “agility, persuasiveness, creativity, knowledge of laws and restrictions and the ability to be flexible in the relationships one has with agencies, editors, and the end client” are useful non-linguistic skills for promotional translators According to Torresi(2010:8) agility means “the ability to recognize different functions and purposes embedded in the source text, and approach them appropriately, without losing sight of the overall function of the text, its coherence and cohesion.” Persuasiveness can be defined as the mastery of an emotional or evocative style that helps lure the addressee into the desired course of action. (Wolf 2010: 8) . Shafia (2012) stated that creativity is crucially important as it can attract

and allure people to watch the commercial or the infomercial. It can also affect consumer purchase intention. Moreover, the consumer gets entertained beside getting useful information about the product. According to Christelle (2012 :29) before translating an advertisement, translators should first determine the function of the text according to the requirements of the sponsor. The striking effect of translated advertisements can be produced through puns, neologisms and other stylistic devices. More than anyone else, the translator of advertising will feel a special predilection for creating neologisms, knowing not only that they will be well received by the public – who are always entertained by these formulations but will also serve to support the objectives of a message that is full of novelty and able to attract the reader’s attention. (Bueno Garcia in Munday 2004: 2003).

2.4.1 Ideology is one of the factors that affects advertising translation. Ideology can be defined as a system of social beliefs: a closely organized system of beliefs, values, and ideas, forming the basis of a social, economic, political philosophy or program. According to Christelle (2012) Advertising translation is affected by many factors. If they do not, they will assume that the advertisements do not address them and they may not trust the brand. Nord believes that “almost any decision in translation is consciously or unconsciously guided by ideological criteria” (2003:111).

2.4.2 Culture is another important factor that affects advertising translation. “Contemporary studies on translation are aware of the need to examine in depth the relationship between the production of knowledge in a given culture and its transmission, relocation, and reinterpretation in the target culture” (Alvarez and Vidal1996: 2). Christelle (2012:38) argued that in order to persuade a target audience, it is important to understand and to respect its culture. In other words, for an advertisement to be successful, the people that it targets should recognise in it their cultural values. A translator needs to avoid taboo expressions or taboo representations in the advertisements. For example, an advertisement for food produced in a Muslim region must not contain allusion to the “pig” because the pig is an unclean animal Islam.

2.4.3 Sociology - Any translation is necessarily bound up within social contexts: on the one hand, the act of translating, in all its various stages, is undeniably carried out by individuals who belong to a social system Christelle(2012:38); on the other, the translation phenomenon is inevitably

implicated in social institutions, which greatly determine the selection, production and distribution of translation, and as a result the strategies adopted in the translation itself. (Wolf 2010: 33). The translation strategies used by translators are determined by the environment in which they find themselves and by the people and the way of life of the people that the advertisements target. For instance, people speak differently. Women, men and children do not speak in the same manner. Similarly, rich and poor speak differently. For this reason, advertising translators should know how to appeal to these different categories in different ways. This means that the translator should adapt his language use depending on the target, using different words and styles for products and services targeted towards men than those targeted towards women. Similarly, texts that target children may not have words that can hurt the sensitivities of children; for instance, it should not contain words with sexual connotations. Finally, translations that target wealthy people may have words like V.I.P whereas in translations for less affluent people, this type of word may be omitted. Translators should pay attention to the different expectations of the social age groups of the country or region in which the company is launching a product. They should remember that their main function is not to render the perfect copy of the source advertisement but to produce the same effect (Smith 2006:87).

2.4.4 Functional equivalence - Functional equivalence, also referred to as dynamic equivalence is crucial in the study of advertising translation because it advocates the fact that equivalence should be determined by the function that the translated text is supposed to play in the target setting. This notion of functional equivalence therefore applies to advertising translation as the aim of translated advertisements is to have an equivalent effect or a better effect in the target setting (Wolf 2010: 39)

2.5 Enlightments for Advertising Translation:

According to Bo (2014) it is not easy to make a good conversion in translation while keeping the original meaning unchanged. To make a good translation, one should make conversion in all-dimensions, such as language, culture, communication and aesthetics. And then make the best adaptation and selection. Such translation will win the attention of the audience.

2.5.1 Language Dimension

Advertisement translation which has many characteristics in common with advertisement creation is influenced by many ecological environment factors such as cultural difference, language habits, beliefs, market rules. Many mistakes happen in the translation because translators think too little about the language or expressions they choose. To make a good translation, translator is better to avoid the using of ambiguous words, and use some soft words, paralleled sentences, or some homophonic words.

2.5.2 Culture Dimension

The translators should not neglect the cultural dimension. They should pay attention to the differences between two different cultures. For example, Some skin care products claim that they have the function of whitening. It contradicts to the international aesthetic perspective. Because in western country, rosy black is a symbol of health and wealth, while white color refers to poverty and disease. Therefore, a good translator should know the culture background of the relative country.

2.5.3 Communication Dimension

The translation of advertisement should think more about the target consumers, or who the investors are making service for. So, translators should care more about the intercourse when doing the translation of advertisement, so that the translation can achieve the same effect as the original. In the actual advertising translation, we can see good translations use many soft words. For example, “prohibit” is rarely seen in advertisements, because it often leaves consumers an impression of aggression. So we often use “no” to replace it. A more soft and easy-going word will get a perfect result. Bo (2014) argued that advertisement translation which has many characteristics in common with advertisement creation is influenced by many ecological environment factors such as cultural difference, language habits, beliefs, market rules. Therefore, a translator is supposed to have the above knowledge in the process of translation so as to achieve the purpose of advertising. The most important issue the translator should take into consideration is whether the translated advertisement is legal or not in target countries. In other words, a translator needs to know the bilingual culture, advertisement law, as well as the target language.

Chapter three

3. Methodology

3.1 Introduction

In this study, our methodology involves a systematic investigation into the intricacies of translation within the context of advertising. We aim to explore the nuances and challenges associated with conveying persuasive messages across language barriers, scrutinizing the impact of linguistic choices on the effectiveness of advertising campaigns. Our approach incorporates quantitative analyses, employing linguistic and cultural frameworks to assess the fidelity of translated content in preserving the intended marketing appeal. Through a comprehensive examination, we endeavor to provide valuable insights into optimizing translation strategies for enhanced cross-cultural advertising success.

3.2 Research Design:

The primary research design for this study is a one-method approach that involves quantitative research methods. This approach will be used to gather both numerical and in-depth data to complement each other to arrive at a comprehensive understanding of the issue. This study will target translation undergraduate students rolled in Effat university that agrees with the concept of advertisement in translation.

3.4 Data Analysis:

Quantitative data from the online survey will be analyzed using descriptive and inferential statistics. Central tendency and variability statistics such as mean, median, mode, ranges, and standard deviation will be used to summarize the data. Inferential statistics such as chi-squared test will be used to examine the relationship between different variables.

3.5 Data Collection

For quantitative data collection, an online survey has been developed, consisting of close-ended questions. The survey will be distributed to the participants through email and social media platforms. The questions will be designed to capture demographic information.

Individual perspectives and experiences can be assessed through surveys.

Surveys, when done correctly, give actual statistics on people's attitudes and actions, which may be utilized to make

crucial choices. The survey contains of 15 questions. These questions will be close ended and semi – structured in nature. The survey will be divided in to two main sections – Demographic Information and main questions. The surveys will be sent out using the digital ethnography method – through emails and WhatsApp groups.

Survey questions:

1-What's your major?

2- Are you an Effat student?

3- What's your gender?

4- What's your age?

5-At what level are you, Freshmen, sophomore, Junior, Senior?

6-Are you familiar with the concept of translation in advertising?

7- Have you ever encountered advertisements that were poorly translated or culturally inappropriate?

8-How important do you think accurate translation is in advertising campaigns?

9- In your opinion, what are the major challenges faced in translating advertisements for different cultures?

10- Have you ever observed instances where translation errors in advertisements led to negative consequences for the brand or product?

11- What do you believe are the potential impacts of mistranslation or cultural insensitivity in advertising?

12- Are you aware of any specific cultural nuances or sensitivities that advertisers should consider when translating their campaigns?

13- How do you think technology, such as machine translation or AI, can aid in overcoming translation challenges in advertising?

14- Do you think it is necessary for advertisers to work with professional translators or localization experts for their global marketing efforts?

15- Are there any steps do you believe advertisers should take to ensure accurate and culturally appropriate translation in their advertising campaigns?

3.6 Sampling Methods

Convenience-Sampling

Convenience sampling is a research strategy in which researchers collect market research data from a pool of respondents who are easily accessible. It is the most often used sample technique because it is extremely quick, simple, and cost-effective. Members are often friendly and willing to participate in the study. Brands and organizations use convenience sampling to assess how their image is perceived in the marketplace. In this study, the target populations belong to Translation students at Effat University. A sample of 10 - 15 research participants is selected for this study from Effat University. The students are selected from English and Translation Department of the university for the purpose of this research. The students are also selected based on the age ranging from 18 years – 27 years.

3.7 Time Frame

The survey for the current research will be conducted in the month of October – November for nearly 2 weeks. Survey will only take 5 – 8 minutes to fill out by the research participants.

3.8 *Conclusion:*

In conclusion, our methodology offers a structured and comprehensive framework for delving into the complexities of translation in advertising. By using quantitative analyses, we aim to uncover the subtle dynamics that influence the success of cross-cultural messaging. This investigation not only provides a nuanced understanding of linguistic and cultural considerations but also offers practical insights for refining translation strategies in advertising. Through the lens of our methodology, we anticipate contributing to the optimization of communication strategies, ensuring that translated advertising content resonates effectively with diverse target audiences, ultimately fostering global marketing success.

Chapter four

4. Discussion:

The researcher has collected data by using a questionnaire which consists of fifteen statements in order to investigate the factors that influence translating advertising texts. The questionnaire was given to 12 respondents who have experience in translating texts.

The following table shows the mean and standard deviation for the following study Hypotheses:
The following hypotheses are postulated:

1. Advertising translation is affected by many factors.
2. Advertising translators can cope with these factors by increasing their awareness of both cultural and linguistic.

When considering investing in translation for advertising, there are several factors to consider. First, evaluate the target audience for your advertising campaign. If your target audience includes individuals who primarily speak languages other than the one your advertisements are currently in, translation could be a valuable investment.

| <i>Questions</i> | <i>Yes</i> | <i>No</i> | <i>Sometimes</i> |
|---|------------|-----------|------------------|
| <i>Are you familiar with the concept of the translation in advertising?</i> | 9 | 1 | 2 |
| <i>Have you ever encountered advertisement that were poorly translated or culturally inappropriate?</i> | 12 | 0 | 0 |
| <i>Do you think accurate translation is advertising campaigns?</i> | 10 | 0 | 2 |
| <i>Have you ever observed instances where translation errors in advertisements led to negative consequences for the brand or product?</i> | 12 | 0 | 0 |
| <i>Are you aware of any specific cultural nuances or sensitivities that advertisers should consider when translating their campaigns?</i> | 11 | 1 | 0 |
| <i>Do you think it is necessary for advertisers to work with professional translators or localization experts for their global marketing efforts?</i> | 12 | 0 | 0 |
| <i>Do you believe advertisers should take to ensure accurate and culturally appropriate translation in their advertising campaigns?</i> | 12 | 0 | 0 |

The agreement among the 12 participants regarding the importance of accurate translation of advertisements suggests a consensus on the significance of this matter. Accurate translation ensures that the intended message and meaning of advertisements are effectively conveyed to the target audience in different languages. Here are some possible reasons why the participants deemed accurate translation important:

1. **Clarity and Understanding:** Accurate translation helps eliminate ambiguity and confusion by ensuring that the advertisements are correctly translated without losing their original intent. This clarity enhances the audience's understanding of the product or service being advertised.
2. **Cultural Sensitivity:** A precise translation considers cultural nuances, idioms, and context-specific references. This sensitivity allows the advertisements to resonate effectively with diverse audiences, avoiding potential misunderstandings or cultural missteps.

3. Brand Perception: Accurate translation plays a crucial role in maintaining a positive brand image. If an advertisement is poorly translated, it can negatively impact the perception of the brand, leading to reduced credibility and potential loss of customers.

4. Market Reach: By accurately translating advertisements, businesses can expand their market reach to different linguistic communities. This enables them to tap into new customer segments and maximize their potential for growth and success.

5. Legal and Ethical Compliance: In certain jurisdictions, there may be legal requirements for accurate translation of advertisements, especially when it comes to specific industries or regulated products. Adhering to these requirements ensures compliance and avoids potential legal issues.

Overall, the agreement among the 12 participants highlights the shared understanding that accurate translation of advertisements is essential for effective communication, cultural sensitivity, maintaining brand reputation, expanding market reach, and complying with legal and ethical standards.

Based on the participants answers and opinions:

Participant 1: "Investing in advertising translation is crucial for businesses in today's global market. It allows us to effectively communicate with diverse audiences, expand our reach, and generate higher engagement."

Participant 2: "Absolutely! By translating our advertising content, we can connect with customers on a deeper level, as language barriers are eliminated. It shows our commitment to inclusivity and creates a positive brand image."

Participant 3: "I couldn't agree more. Investing in translation is a strategic move that opens up new market opportunities. It enables us to tap into international markets, increase brand awareness, and ultimately drive revenue growth."

Participant 4: "Localization through translation allows us to adapt our messages to different cultures and regions. This level of personalization enhances customer engagement, as we speak their language, both literally and figuratively."

Participant 5: "Adapting our advertising content to various languages strengthens customer trust and loyalty. When we show that we value their language and culture, it fosters a connection that goes beyond a mere transaction."

Participant 6: "Furthermore, investing in advertising translation is cost-effective in the long run. While there may be upfront expenses, the potential returns in terms of expanded customer base and increased sales outweigh the initial investment."

Participant 7: "In today's interconnected world, social media plays a vital role in advertising. By translating our content, we can engage with a wider audience, increase social media shares, and generate organic growth through viral marketing."

Participant 8: "Investing in translation is not only about reaching international markets but also about serving local communities. In multicultural societies, translating ads into different languages demonstrates our commitment to inclusivity and respect for diversity."

Participant 9: "Localization through translation also helps us avoid potential cultural pitfalls. It ensures that our message is accurately conveyed without unintentionally causing offense or misunderstanding."

Participant 10: "I have witnessed first-hand the positive impact of investing in advertising translation. It has allowed our brand to expand into new territories, establish strong connections with customers, and gain a competitive advantage."

Participant 11: "Moreover, investing in translation can help us stay ahead of the competition. Many businesses overlook this aspect, so by embracing it, we position ourselves as more accessible and customer-centric."

Participant 12: "In conclusion, the overwhelming consensus among us highlights the undeniable benefits of investing in advertising translation. It enables businesses to break language barriers, connect with diverse audiences, foster trust, and loyalty, and ultimately drive revenue growth. By embracing translation, we demonstrate our commitment to inclusivity, expand our market reach, and stay ahead of the competition. It's a strategic investment that propels us towards long-term success."

Conclusion: With unanimous agreement among the 12 participants, investing in advertising translation is a crucial step for businesses aiming to thrive in a globalized marketplace. By breaking language barriers, tailoring messages to different cultures, and showcasing inclusivity, companies can achieve higher engagement, customer loyalty, and revenue growth. Moreover, this investment positions businesses as customer-centric and provides a competitive advantage. Overall, the consensus strongly supports the transformative power of investing in advertising translation.

The unanimous agreement among the participants highlights the undeniable benefits of investing in advertising in translation. It enables businesses to break language barriers, connect with diverse audiences, enhance brand reputation, increase sales, and gain a competitive edge. By embracing translation, companies can foster inclusivity, expand their global reach, and pave the way for long-term success. Next, consider the potential reach and growth opportunities that translation can bring. By making your advertising materials accessible to a wider audience through translation, you can tap into new markets and attract customers who may not have engaged with your brand previously. This can lead to increased sales and brand recognition.

Additionally, analyse the competitive landscape. If your competitors are already translating their advertising materials and you're not, you may be at a disadvantage. Translation can help level the playing field and ensure that your brand remains competitive in global or multilingual markets.

However, it's important to weigh the costs associated with translation services. Translation can be a significant investment, especially if you require professional translation services or need to translate a large volume of content. Assess your budget and determine if allocating funds to translation aligns with your overall marketing strategy and financial goals.

Issues that translators might face in translating advertising:

1. Cultural differences: Cultural nuances play a crucial role in advertising, as messages need to be adapted to fit the cultural context.
2. Language limitations: Some languages may not have equivalent words or phrases to express a concept, slogan, or tagline accurately.
3. Humor and wordplay: Humor and wordplay are frequently used in advertisements to engage the audience.
4. Brand positioning and tone: Advertising aims to position a brand in a specific way and convey its desired tone.
5. Legal and regulatory constraints: Different countries have varying legal and regulatory requirements for advertising.
6. Localization and adaptation: Simply translating an advertisement may not suffice; localization and adaptation to the specific market are often necessary.
7. Time and deadlines: Advertising campaigns often have strict deadlines, leaving little time for translators to work on the localization process.

Lastly, consider the quality and accuracy of translation. Poorly translated advertising materials can harm your brand reputation and hinder effective communication with your target audience. Ensure that you work with reputable translators or translation agencies to maintain the integrity and effectiveness of your advertising content. Ultimately, investing in translation for advertising can open new opportunities for growth, expand your audience, and enhance your brand's competitive position. By carefully evaluating the target audience, market potential, costs, and quality considerations, you can make an informed decision that aligns with your business objectives.

In the end, investing in translation for advertising is a strategic decision that holds immense potential for businesses in today's globalized world. By breaking language barriers and tailoring messages to specific regions and cultures, companies can expand their customer base, enhance brand reputation, and increase sales and revenue. Moreover, investing in translation demonstrates a commitment to inclusivity and diversity, fostering long-term customer loyalty and positive brand perception. It also provides a competitive edge by differentiating businesses and positioning them as customer oriented. Ultimately, this investment in translation lays the foundation for sustainable growth, opening new markets and paving the way for long-term success.

Chapter five

5. Conclusion

In conclusion, this research has shed light on the major issues faced in translation in advertising and emphasized the importance of addressing these challenges for effective cross-cultural communication. The complexities involved in adapting advertising messages from one language and culture to another require careful consideration and expertise to ensure successful campaigns that resonate with diverse audiences.

Cultural adaptation emerged as a prominent issue, highlighting the need to understand and respect the cultural nuances, values, and preferences of the target audience. Translators play a critical role in conveying messages that are not only linguistically accurate but also culturally relevant, avoiding potential misunderstandings or cultural insensitivity.

Linguistic challenges, such as capturing idiomatic expressions, wordplay, and persuasive techniques, underscored the importance of skilled translators who possess deep knowledge of both source and target languages. Their ability to navigate linguistic intricacies while preserving the essence and impact of the original message is essential to effective translation in advertising.

Ethical considerations also surfaced as a vital aspect of translation in advertising. Adhering to ethical guidelines and legal restrictions in different countries is crucial in maintaining the integrity and reputation of brands. Translators must navigate these regulations while ensuring the original message's effectiveness and cultural appropriateness.

6.References

References

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7. Appendices

Research Questions

1. What's your major?

o Translation

o Literature

o Linguistics

2. Are you an Effat student?

o Yes

o No

3. What's your gender?

o Male

o Female

4. What's your age?

o 18-20

o 20-25

o 25-30

5. At what level are you?

o Freshmen

o sophomore

o Junior

o Senior

6. *Are you familiar with the concept of translation in advertising?*

o Yes

o No

o Sometimes

7. *Have you ever encountered advertisements that were poorly translated or culturally inappropriate?*

o Yes

o No

o Sometimes

8. *How important do you think accurate translation is in advertising campaigns?*

o Yes

o No

o Sometimes

9. *In your opinion, what are the major challenges faced in translating advertisements for different cultures?*

o Yes

o No

o Sometimes

10. *Have you ever observed instances where translation errors in advertisements led to negative consequences for the brand or product?*

o Yes

o No

o Sometimes

11. What do you believe are the potential impacts of mistranslation or cultural insensitivity in advertising?

Yes

No

Sometimes

12. Are you aware of any specific cultural nuances or sensitivities that advertisers should consider when translating their campaigns?

Yes

No

Sometimes

13. How do you think technology, such as machine translation or AI, can aid in overcoming translation challenges in advertising?

Yes

No

Sometimes

14. Do you think it is necessary for advertisers to work with professional translators or localization experts for their global marketing efforts?

Yes

No

Sometimes

15. What steps do you believe advertisers should take to ensure accurate and culturally appropriate translation in their advertising campaigns?

Yes

No

Sometimes

Ethical Approval

Dean of Graduate Studies and Research
Prof. Mady Mohammed
PO Box 34689
Jeddah 21478

[26th October 2023]

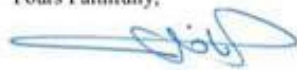
[Sulaf Shbily and Dr Obaida Al mommani]

Dear Sulaf Shbily and Dr Obaida Al mommani

As the Chairperson of the Ethics Review Committee and according to the Effat University's Research Ethics Guidelines, we are pleased to inform you that your research entitled "***Investigating Major Issues in Translation in Advertising.***" has been approved. There is no indication that the research processes will result in any harm or discomfort for the participants. Furthermore, we are confident that you have taken all precautions to guarantee that participants are safe and their rights are respected.

The necessary 'informed consent forms' are prepared, thus all participants will be required to formally, through signing this form, indicate their consent to participating in this study. Participants will be given the opportunity to withdraw from the research at any time prior to the publication of the research findings. The matter of how data will be collected and stored, with reference to Data Protection legislation if relevant will be clarified for participants, with information being stored in locked cabinets or on IT hardware protected with the highest security software. The final thesis and possible significant elements of the project will be published and therefore openly accessible; however, no individual respondents will be identified or identifiable. The information provided by individual participants will not be made available to their employers or managers. Where key themes or ideas are drawn out, they will not be attributed to individuals. Similarly, individual case-study institutions or departments will not be named.

Yours Faithfully,



Dr Mady Mohammad



Notification of Research Ethics Approval

To whom it may concern

The Research Ethics Committee of Effat University and according to the University's Research Ethics Guidelines, have decided to grant approval for the study as follows

| | |
|-----------------------------|--|
| Research team | Sulaf Shbily and Dr Obaida Al mommani |
| Decision number | RCI_REC/26.Oct.2023/7.1.Exp.11 |
| Research title | Investigating Major Issues in Translation in Advertising |
| Duration of approval | One Academic Semester |

The Research Ethics Committee have varied adherence of the following Principles:

- The research process will result no harm or discomfort for the participants.
- All precautions were taken to generate participants safety and rights are respected
- No harm will be generated to the used facilities.
- The information will be used by the research team for research purpose only.

Your cooperation is much appreciated,

Dean of Graduate Studies and Research

Prof. Mady A. Mohamed