English- Arabic Translation of T.V. Advertisements Targeting Woman

By

Rula Amin "Moh'd Sharif" Fraiwan

Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Arts in the Department of English Language and Literature
At Yarmouk University, Irbid, Jordan

Committee Members

Dr. Lutfi Abulhaija ..................... (Supervisor)

Prof. Abdullah Shunnaq ................... (Member)

Dr. Hisham Obeidat .......................... (Member)

Dr. Mohammad Al-Hamad .................... (Member)

November, 2007
Abstract

English- Arabic Translation of T.V. Advertisements Targeting Woman

By
Rula Amin "Moh'd Sharif" Fraiwan

Supervisor
Dr. Lutfi Abulhaija

This study aims at evaluating the translation process of TV advertisements targeting woman from English into Arabic throughout a sample of TV advertisements targeting woman in different categories in terms of accuracy and faithfulness to the source advertisement to see whether the intended message is correctly conveyed to the target audience or not. These objectives are to be accomplished throughout the investigation and analysis of the discrepancies of the translators which are divided into two major categories: Translation Strategies and Linguistic Errors.

In analyzing the examples, the discrepancies analysis approach was adopted. Discrepancies found were calculated, categorized and explained and then attributed to their possible reasons of occurrence and suggested corrections of the source text erroneous renderings were added.

Finally, the researcher concluded that all translation strategies are adopted in Translating TV Advertisements targeting woman. She also found that one advertisement may include all the translation strategies at the same time. Therefore, the researcher recommends that this field still have a lot to be discovered as an encouragement to the future students to work on it and take advantage from the present study.