

Translating Automobile Spare Parts Industry into Arabic

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Abstract:

Translation is a communication tool between languages and cultures. It touches all fields of human activity including religion, politics, literature and other fields as well as scientific and technical domains. The act of expressing scientific content in a text is usually challenging as it requires accuracy, knowledge and understanding of the ideas behind specialized discourse. Thus, difficulties arise from the fact that language of science and technology has its own terminology and characteristics as it is the case in the automobile industry.

This paper intends to approach the translability of automobile spare parts industry into Arabic. Hence, the field of spare parts is new and ancient Arabic didn't know and some of its words were coined in the English speaking world meeting local circumstances.

Key words: Specialized translation; Terminology; Automobile industry; Genuine parts; Cadillac

Introduction:

Translation enriches language; the process of its enrichment takes different dimensions in terms of language development, knowledge implementation and cultural shinning. General or specialized, translation reflects an attempt to look for new horizons beyond one's own borders. The discovery of new horizons is an aim among others that translation provides to knowledge seekers and opportunities hunters. Automobile industry was developed outside the Arab world, nowadays the Arabic speaking world tries to implement

in their communities. Nevertheless, translation opportunities and resources may put challenges of a different nature. This paper aims at checking the appropriateness of textual and terminological equivalence in automobile industry translation in terms of stylistic dimensions, nature of equivalence and terminology in cars manuals and advertising documents. It tackles also the dimensions of exhaustive rendering of the spare parts into Arabic in a way that enriches language instead of impoverishing it.

It intends also to identify the problems that texts put to translators, then strategies and procedures to use when dealing with the field in translation. Identifying the functional dimension of technical texts through analyzing specialized texts and terminology in automobile industry is another aspect to consider.

Research questions and Hypothesis

This study is intended to answer the following questions:

Is genuine parts automobile industry translatable into Arabic? What is the state of art of the issue in the Arab world?

To answer the questions highlighted in this study, it is hypothesized that translating automobile genuine parts into Arabic functions at the world level. Precisely, it keeps textual and terminological equivalence in the target language.

Materials of research & methodology:

Investigating the strategies and procedures used in translating Automobile industry in general and translating genuine parts can be achieved through a descriptive theoretical method by selecting fragments from car manuals and advertising documents in the field. Then through analyzing the process in terms of stylistic features, and the nature of equivalence and the terminology used.

These methodology also help to identify difficulties of translating the genuine parts in automobile industry terms and texts through the data collected would be analyzed qualitatively in that translated fragment of texts and terms of arts.

1. Specialized translation in the service of Automobile industry:

According to Scarpa (2008) in *key terms in translation studies* by Palumbo (2009) The term specialized translation, also referred to as *LSP translation*, where LSP (Language for Specific Purposes) which can be defined as the translation of texts dealing with subject-specific knowledge, using specialist terminology, having a particular communicative purpose and addressing a specific audience. (Palumbo 2009, p.108)

At the same time, it refers to the translation of specific domains that require specialized knowledge. For instance, as our research case the automobile or auto vehicle industry this includes automotive engineering and mechanical tools and spare, and user oriented manuals that are technically designed to inform the buyer or the user.

It is estimated that 80 percent of the total volume of translation activities count for LSP translation, whereas the rest which is 20 percent goes to literary and bible translation this results are in accordance with the estimations made by the translation scholar Wolfram wilss 16 years ago. (Rogers, 2015, p.20)

Taking the Automobile industry as an example, it is estimated that 1 billion vehicles are on roads around the world and 20 million have been produced and sold in the national and international markets each year starting from 2012, and automotive industry has been a leader in adopting new methods of production in order to expand into new markets. (Rubenstein 2014, p.1)

The above mentioned outputs shows that the motor vehicle industry contribute greatly to the international technical translation and documentation activity, because this industry needs to use specialized translation service in order to expand in countries. For instance, Arabic speaking countries markets in terms of selling vehicles and spare.

Specialized Translation between Lexis and Terminology

LSP texts always have a communicative purpose which is situated in a particular socio-cultural context, often closely linked to a

particular professional discourse; they have communicative functions which such texts cover. LSP texts can inform, instruct, persuade, warn, regulate, describe and explain. What they do not do is entertain, with the possible exception of popular science writing (Rogers, 2015, p.31). In this sense, car's manual has to be a communication medium that inform and instruct the user of the vehicle even in the translated version such as in Arabic.

Terminology is the most important feature of specialized communication; this was first noted in the early starting days of specialized language studies in the 1970s. According to Fluck (1985) as cited in Roger (2015), terms are the important elements that provide referential information concerning the latest developments in texts, those terms is they are variable and subject to change through time because of rapid growth of sciences. (Roger, 2015:36)

Equivalence in specialized translation

One of the problematic issues in translation as a practice is to provide an equal translation from language A to language B, equal in terms of meaning, style and purpose designed to fulfill; all these explanation can be gathered in one word which is the issue of equivalence in translation studies.

According to Baker (1998) equivalence indicates "the relationship between a source text (ST) and a target text (TT) that allows the TT to be considered as a translation of the ST in the first place".

Many theorists in the field of translation say that translation is based on some kinds of equivalence depending on word, sentence and text level.

1.1 Equivalence at word level

We are primarily, as translators, need to be concerned with units and structures which carry the meaning, that according to Bolinger and Sears as cited in Baker (1992), the word is "the smallest unit of language that can be used by itself "meaning can be carried by units smaller than the word, e.g. "Rewrite", there are two different elements of meaning in it Re and Write (to write again). Elements of

meaning are represented by several orthographic words in one language, also may be presented by one orthographic word in another and vice versa .e.g. the “Type” is one word in English, but in Arabic three words يكتب على الآلة. This means that there is no one to one correspondence between orthographic words and elements of meaning within or across languages. (Baker, 1992, pp10-11).

1.2. Equivalence above word level

After tackling the issue of equivalence at word level, we move to equivalence above word level, that the former according to Baker, (2002) tackles the problem of word classes that each word collocates or associates with another one to form a meaningful stretch of language .On this basis, lexical patterning will be dealt with under two main headings: collocations, idioms and fixed expressions.

In the one hand, the grammatical structure differences of the source and target text oftentimes result in some change in the information content of the message during the process of translation. This change may appear in different forms such as adding to the target text information that does not exist in the source text and this happen when the TL has a grammatical category that SL lack. In the other hand, it may take the form of omitting a grammatical category that does not exist in the target language.

When referring to the equivalence between a SL text and a TL text in terms of cohesion, a translator should be aware not only of grammatical and other relations that form the cohesion network but also the lexical cohesion which refers to the role that the selection of vocabulary plays in organizing relations within a text.

2. Terminology

Terminology has more than one meaning. It is used to refer to the set of all terms that are used in specialized fields. Therefore, it is “synonymous with vocabulary”. Terminology also refers to the discipline that study “use” and “behavior” of terms in a given specific “domains” or “activities”.

Especially, implementing both “monolingual and multilingual perspective, terminology studies the practices of formatting terms, the

relationship between terms and concepts, and the “methodology” which are the basis for nomenclature direction. (Palumbo, 2009, p, 114).

In addition,

“Terminology, as lexicology, is concerned with the structuring of words and vocabularies, but its more restricted subject matter is the specialized words (or terms) and vocabularies (or terminologies) of special languages” (Rogers, 2015, p.51).

At the beginning, terminology studies were unplanned they were influenced by the motive for technology, and based on theories like the motive behind the beingness of science. During the 18th century, knowledge spread out, technology and communication witnessed a revolutionary growth; at that time, the need for terminology was increasing to avoid marginal problems that arose because of the huge development of the above mentioned elements. Terminology got its scientific feature in the 20th century, and simultaneously was an important social activity. (Rey 1995:49).

2.1 Terminological equivalence

According to Vasconcellos (2001) as cited in the book of *LSP Translation Scenarios* (2007)

“Consistency in the selection of terms is usually promoted as an essential feature of good technical writing, and has been cited as one of the advantages of machine translation over human translation”.

Technical translation requires accuracy. However, some Arabized technical terms have more than one term (synonymy), because the Arabized terms unity in Arab countries has not been achieved yet. (Ghazala, 2008, p.168).

2.2 Automobile industry and translation

Automobile industry refers to the wide business in the world which is making and marketing self-powered vehicles, including trucks, wagons, passenger cars, farm equipment, and other commercial vehicles. It gives the customers the ability to shorten long

distances for work, shopping, trade activities, and entertainment. Also, the auto industry has contributed to the extensiveness of paved roads, and increases the possibility of suburbs growth and in developing shopping centers businesses around big and major towns and cities. In addition, it plays as an active engine to the oil and travel businesses. Automobile industry has turned into a big consumer of products at the national and international level, such as metals. Moreover, Auto industry employs a large number of workers which helps in the development of economic. (Rubentein, 2004, p.1)

Automobile vs. Automotive

According to Olivia (2011)

“We talk about automobile production, automobile accidents, and automobile safety and so on while the word automotive comes into play very rarely as when talking about a particular product. We say that chain or clutch or engine is automotive products which simply mean that they are used in automobiles.”

The word automobile comes from the French automobile that is made of Greek autos meaning self and mobiles meaning moving. So automobile means anything that moves on its own but in general it refers to a passenger vehicle that has wheels and is designed to run on road. The word automotive is used mainly in automotive engineering which is a branch of engineering that deals with designing, manufacture and operation of automobiles like cars, buses, trucks etc. There are some more differences between automobile and automotive that will be discussed in this article. The phrase automotive industry encompasses not just all the cars and other passenger vehicles made all over the world by all other ancillary industries that are connected with, and supply parts and systems to car makers. In a broader sense, all repair and fuel stations also come under automotive industry. All sellers, marketers and manufacturers are also included in automotive industry. As automobile is anything that moves on its own on roads, all motorcycles get included in the umbrella term and also the scooters and mopeds that have their own engine and run on two wheels. Even three wheelers and what is referred to as an auto in India is an automobile in this sense.

3. Procedures of Translating Automobile Industry Genuine Parts

Among these procedures, we find:

Calque: is a translation strategy that is defined as “an expression that consists of two words and respects TL syntax, but is idiomatic in the TL because it is modeled on the structure of an SL expression. (Dickins, Hervey, and Higings, 2002, p.31).

It is also called a loan translation that according to Vinay and Darbelnet (1995). This procedure refers to “*A special kind of borrowing whereby a language borrows an expression form of another, but then translates literally each of its elements*”.

There are two types of calque lexical and structural. (Vinay and Darbelnet, 1995, p.32).

Examples:

What is past has died اللي فات مات

A day of you, a day against you يوم لك ويوم عليك

Adaptation: according to Vinay and Darbenlet “it is used in those cases where the type of situation being referred to by the SL message in unknown in the TT culture. In such cases, translator has to create a new situation that can be considered as being equivalents”. (Vinay and Darbelnet, 1958, p.39).

Borrowing: according to Dickins et al. (2002), “*is the alternative transfer of a ST expression verbatim into the TT*”.

This is termed cultural borrowing; it introduces a foreign element into the TT (p.32).

Transliteration: النقرحة is a technique in which it is a phonetic transcription from a source language of a word by the usage of differing script is called transliteration ; that is , to transliterate is to write a letter or a word using the closet corresponding letters of a different alphabet or language (Compact oxford English dictionary,2008,p.1101).

In short, it is a letter for a letter exchange.

Examples: Malaria مالاريا malaryia Bacteria بكتيريا bakteriya.

However, Ghazala (1995) calls this method of translation a poor method, as he argues that this case: “*Transcription is the poorest and worst method of translation, for it means to open door widely to allow foreign words to invade the Arabic language*”.

Mona Baker in her book (In Other Words) (1992) proposed different levels in the issue of equivalence, including all different aspects of translation.

3.1 .Technical translation

According to Shubert in the handbook of translation studies (2010), technical translation is a type of translation. The word technical refers to the elements that form the content of the document rather than the tool used in it, what makes technical translation technical is that it has a tight relation with applied science and engineering. (Gambier. et al, p.350)

In academic settings, the technical translation has been considered as ‘an ugly duckling’ of translation for long time. It Lacks attractiveness that characterize other types of translation and it is regarded as an exercise of specialized terminology, that contributed negatively to technical translation portion, resulting less interest from scholars. According to the survey that was conducted by Franco Aixelá, If we come to the translation theory we find that this industrial type is neglected in the translation literature, in numbers language this survey shows that out of 20,495 of publications listed in the BITRA, i.e. is the Bibliography of Interpreting and Translation which was created by Javier Franco in the Department of Translation & Interpreting at the University of Alicante, only 9.3% or 1,905 concerned with technical translation. Whereas, 4,314 entry is the part given to literary translation, which is equivalent to 21% of the total number of entries.

Terminological and technical issues are the frames in which technical translation is restricted. The need for this commercial translation and technical communication contribute greatly which rise the importance of this specialized area. (Byrne 2006, p.1).

3.3. The importance of technical translation

According to Kingskott 90% of the world's output of total translation activities is technical translation each year.

The availability of technical information in nowadays most significant activities around the world, gives the push to this type of translation. In addition, it is the international companies focus, partly on legislation such as Council of the European Union Resolution C411 (1998a). Also, directives, laws and regulations throughout the world demands accurate and clear technical documentation in different languages. Moreover, the scientific, technological and industrial cooperation is increasing at the international level and rise the importance of this type of translation. (Ibid, p.2)

3.3.1. English- Arabic Technical translation

Depending on what is mentioned in Ghazala (2008), concerning technical translation (Arabization) which is defined as" the translation of scientific terms of all kinds". For instance, mechanical and technological.

3.3.2. Methods of setting English-Arabic technical terms

Following the same source of Hassan Ghazala (2008) in his book *Translation as problems and solutions*; we tackled these methods moving from the poorest method to more effective one.

3.3.3.2.1. Transcription

It is the exact pronunciation of the English term in Arabic letters, also this method called 'transference'.

Examples:

- Radio راديو
- Cassette كاسيت

3.3.3.2.2. Naturalization

This method based on adapting the English term to Arabic pronunciation, alphabet and grammar, by modifying its pronunciation only partly, changing the spelling of one or more of its letters into

close Arabic ones, and using it in a singular, plural, masculine, feminine or verb form.

Examples:

Mechanics ميكانيك/ميكانيكا

- Mechanism (n.) ميكانيكية
- Mechanisms (n.p) ميكانيكيات
- Mechanical (adj.) ميكانيكي/ميكانيكية
- Mechanic (n.) ميكانيكي/ميكانيكية
- Mechanize (v.) يمكن
- Mechanization (n.) مكننة
- Mechanically (adv.) ميكانيكيا

3.3.3.2. Literal Translation

Translation as a method is the transmission of English technical terms into Arabic, using words that are already part of Arabic language lexicon.

Examples:

- Geometry هندسة
- Valve صمام
- Radiation إشعاع
- Vibrations ذبذبات
- Capacity سعة

3.3.3.2. Coinage

It is one of the best methods of Arabization. It is the creation of new terms that have not been in Arabic language in the past time, and there are three ways of coinage as follow.

a) Revival

It is the use of old fashioned words with a new meaning, and ignoring the old one that these words implement.

Examples:

- Train قطار is a word that had the meaning of ‘a line of camels’ in the ancient time. Nowadays, it is used to arabize the known word ‘train’, which resembles a line of camels in shape.
- Car سيارة it was in use in the old Arabic to refer to ‘long distance desert travelers’. But in our time it refers to all kinds of cars in general.

b) Derivation

Arabic well-known as the language of derivation. New technical terms have been derived through measures such as مفعول, مفعلة, مفعالة, مفعال.

Examples:

1. مفعول

Steering wheel مقود

2. مفعلة

Grease box مشحمة

3. فعالة/مفعالة

Wiper مساحة (زجاج السيارة)

4. مفعال

Air pump منفاخ (العجلة)

Rake مدراة

c) Neologisms

Neologisms form the major Arabized technical terms, they are words, ideas and expressions which were not known in old Arabic.

Examples:

- Electricity كهرباء
- Data processing معالجة المعلومات

4. Translating technical text

A text in reference to translation is the translation beyond sentence level; not words or phrases in isolation. (Rogers, 2015, p.59). Furthermore, according to Dickens et al, texts of all types can be characterized in terms of genre ‘text type’; consequently there is no

prior reason to give a particular attention to any other genre than the other e.g. technical texts.

4.1. Lexical and conceptual problems in technical translation

It is known that non-technical reader faces difficulties to have full access to technical texts. There two major problems beyond inaccessibility; lexical and conceptual.

4.2. Lexical problems

In more specialized context, technical, the lay translators are not completely familiar with technical terms; specialized terms that are familiar since they are being used in some technically specialized way, yet that are not clearly sound as if they are being used in some technical way in the source text, and also are used in non-specialized context. (Dickens et al, 2002, p.p. 184,185).

4.3. Conceptual problems

Conceptual problems in technical translation stem from the ignorance of implicit knowledge which is familiar to experts, whilst not known by non-specialist and not easy to be noted in the ST. Moreover, what may face technical translators from all conceptual problems is the difficulty of managing them in terms of syntax and vocabulary.

5. Features of English technical texts

Technical text characteristics differ in comparison to literal text because technical communication well-known of its direct style.

5.1. Informative language (Dickens et al, 2002, p.191). For the translation purposes informative texts are concerned with topics of knowledge of all types. (Newmark, 1988, p. 40).

Informative text is associated with plain communication of facts such as information, knowledge. The language dimension is used for information transfer in a logical and referential ways; that is the content is the principle focus of the communication. And the TT of an informative text ought to transmit the full referential or conceptual text with redundancy, but with the use of explication. (As-Safi, p.28).

5.2. Impersonal style: accordingly the following features are likely to be encountered

1. The subject of sentences is likely to be abstract.
2. The passive is likely to be extensively used; the use of passive or passive-like verbs focuses attention on the effect or result rather than on the person performing the action.

5.3. Localization

Is a concept in which refers to the meaning rendering a translated discourse TT understood by local readers as a specific region while the term locale may refer to the way of which recognizing language user's, country and other preferences .e.g.

“EU you should adapt a software product for EU market product to be used in English and cultural adaptation”.
(Sandrini, 2008.p2).

While the local industry standards define the term localization:

“As the process of making such a product linguistically and culturally appropriate to the target locale (country, region and language) where it will be used and sold”.

Whereby the aim of localization is to use such a product without any difficulty in their own language, also it is used for software application programs and websites localization.

5.4. Arabization

Is translating a technical term into Arabic that the former as according to Hashim(1988) sees that arabization “ as the use of Arabic as the language of thought education,science and communication”.(Hashim,1988,p.38) .However, Mattlub (1983) defines arabization “ as the writing of foreign words in Arabic or orthography”(Mattlub,1983,p.29).Similar to Mattlub's definition of arabization Ghazala (1995), in which calls this method:

“Naturalization”. He states that:

“it is to take the English term and adapt it to Arabic alphabet and grammar, by changing one or two of its letters into the Arabic ones and having singular , plural, masculine, feminine or verbs forms of it”;

This means that Ghazala sees that by using Arabic in translation has not been achieved in an acceptable way.

Examples:

- Biological (adjective) بيولوجي
- Computer(noun) كمبيوتر
- Technologist (noun) تكنولوجي

Versions the English one and a translated version into Arabic; we have randomly chosen fragments, pieces of texts and terms and we tried to compare and analyze them in terms of used procedures, strategies and techniques. We have also mentioned the characteristics of English technical text.

6. Description of the Corpus

The corpus we have chosen is the 2014 Cadillac XTS Owner Manual in the two versions English and Arabic. We have chosen this corpus because it is a technical document that contains texts and terms which serve this study.

This document in its English version comprises of 412 pages. Whereas the Arabic version contains 400 pages. This corpus was written in 21 May 2013, litho in USA, part No 22803115_US by General Motors LLC.

This corpus consists of thirteen chapters, each illustrates a unique part of Cadillac XTS, which are briefly mentioned in ‘In Brief’ Instrument Panel, Initial Drive Information, Vehicles Features, Performance and maintenance.

Through the following comparison between the two samples of translation of Cadillac XTS Owner’s Manual. As a result, this study will be focused on the comparison between the source text which is

written in English language and its translation (target text) which is in Arabic language to meet the specific needs of the target audience which are cars' users.

6.1. Analysis of the Examples:

Vehicle Symbol Chart

Here are some additional symbols that may be found on the vehicle and what they mean. For more information on the symbol, refer to the Index.

-  : Airbag Readiness Light
-  : Air Conditioning
-  : Antilock Brake System (ABS)
-  : Audio Steering Wheel Controls
-  : Brake System Warning Light
-  : Charging System
-  : Cruise Control
-  : Engine Coolant Temperature

(Cadillac XTS Owner Manual, 2014.p.04)

Some instructions of the user manual have been translated from English into Arabic language. The following are some of them in their ST followed by its TT.

جدول رموز المركبة

فيما يلي بعض الرموز الإضافية التي يمكن العثور عليها على المركبة وما تشير إليه. للمزيد من المعلومات حول هذا الرمز راجع الفهرس.

✱ : مصباح استعداد الوسادة الهوائية

✱ : تكييف الهواء

(ABS) : نظام الفرامل المانع للانغلاق

Ⓜ : مفاتيح التحكم الصوتية بعجلة القيادة

(!) : مصباح تحذير نظام الفرامل

⊞ : نظام التحميل

(S) : مثبت السرعة

Ⓜ : درجة حرارة سائل تبريد المحرك

In the following sentence, the translator translated the title vehicle symbol chart into Arabic literally by جدول رموز المركبة in this case; we say that the translation of the word chart would be قائمة since the former is appropriate to convey the meaning of the message.

He also used literal translation as a procedure to translate the word Airbag in to وساد هوائية and he translated the compound noun Air conditioning into Arabic تكييف الهواء by using 21 calques; that would be inaccurate to use this expression but rather say المكيف الهوائي.

Moreover, it is not merely as a literal translation to translate the word Antilock into Arabic by المانع للانغلاق In this case, he used transposition as a procedure to render the same function as the source text.

The expression Audio steering wheel controls were translated into Arabic مفاتيح التحكم الصوتية بعجلة القيادة here the translator used translation by addition as a technique to avoid ambiguity and to ensure the clarity of information for the target reader.

The sentence Brake system warning light was translated into Arabic literally as *مصابح تحذير نظام الفرامل* and the latter is not accurate translation which may mislead the user. On this basis it is appropriate, to translate it into Arabic by *إشارة التحذير الخاصة بنظام الفرامل*

In the sentence Cruise control, the translator used linguistic adaptation as translation procedure to translate it into Arabic by *السرعة المثبتة*; he focused on translating the function not the term itself.

The expression Charging system was translated literally by *نظام التحميل* it is not appropriate to translate the word Charging by *شحن* but rather to translate it by *تحميل*.

What is more, the expression Engine coolant temperature was translated into Arabic by *درجة حرارة سائل تبريد المحرك* that the word Coolant is translated into Arabic as *سائل التبريد* which is transposition procedure with focusing on translating the function.

تمديد زمن دوران المحرك
يمكن أيضًا تمديد مدة تشغيل المحرك ١٠ دقائق
أخرى. إذا لم يتم تكرار الخطوات ١ و ٢ أثناء أول
١٠ دقائق بينما المحرك مازال دائرًا. تصير المدة
الإجمالية ٢٠ دقيقة.

(Cadillac XTS Owner Manual, 2014.p.34)

In this passage we found some characteristics, which are passive voice e.g.can also be extended by another 10 minutes and steps 1-3 are repeated while the engine is still running. Also, it characterized by using “ing” form e.g. running. The Arabic version was translated implicitly by keeping the same effect as the same version, and here the translator neglected the Arabic style that the former focuses more on explicitness and avoiding ambiguity.

Comparison between the car manual that is written in English language (ST) and its translation into Arabic language (TT), the following results were concluded.

6.2. Levels of Translation:

The analysis of patterns 01 to 09 shows that the procedures used in translating terms and expressions into Arabic language, namely are literal translation, transposition, translation by addition, expansion, modulation, adaptation, calque, and transliteration ; the most used procedure is literal translation which was appropriate in some cases and inappropriate in others. Most of translated terms translated in terms of the function.

Through the process of analyzing these two patterns, the translator translated most of the patterns into Arabic by keeping the same degree of ambiguity and implicitness in translating the sentences; he neglected the Arabic style in terms of theme and rhyme. Also, we noticed that the structure of sentences was kept in the translated version into Arabic since the nature of the document is instructive.

Conclusion:

Cars' manual is a simple example of technical documents in automobile industry designed to instruct cars' owners. That translation intends to assist the user, in terms of equivalence at sentence word levels.

Through comparing between English and Arabic car manuals, we came to the conclusion that English formal patterns were translated into Arabic explicitly by keeping the same surface structure of the English text. Besides the translator neglected features of the Arabic, he admits that stylistic features may engender ambiguity of the target text.

It is also supposed that the aids that the translator used were either structural since they lack localization or direct since the translation was either literal or through explicitation. Translation may be understood by a target audience that is specialized or involved in the field. Another dimension of the translation here is that the specialized discourse even in its original language. Automobile Spare parts industry in Arabic is no more than an imitation on the structural language of a language and a fragment produced in the foreign

language, enrichment is terminological and in terms of words formation.

More efforts are needed in the field to reach an appropriate rendering in the field either from academics and professional.

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