

The Translation of Economic Press Articles in Algeria and elsewhere, “Intricacies, Problems and Solution”

ترجمة مقالات الصحافة الاقتصادية في الجزائر وخارجها : عقبات، مشاكل وحلول

* EL Kebir Hamza.

الكبير حمزة

Institute of Translation,
University of Ahmed Ben Bella, Oran1, Algeria.

معهد الترجمة، جامعة أحمد بن بلة، وهران1، الجزائر.

مخبر : تعليمية الترجمة و تعدد الألسن

hamzaelkebir@hotmail.fr

Rec. Day : 09/11/2021

Acc. day: 06/07/2021

Pub. day: 02/09/2021

Abstract: The Economic Translation is relatively a new discipline from an academic perspective. This collocation is frequently used nowadays in the world of business whose concept evolved rapidly in parallel with the increasing economic growth. Business Press has always been the best companion to economy and businesses, because as professionals reckon, a successful business exchange requires an effective communication channels where translation plays a pivotal role. This paper highlights the Economic Translation; definition and characteristics, particularly for Economic Press Articles, as well as, its role and importance in the world of business in general and Algeria in particular. The major aim of this study is to explore and solve the main obstacles facing business article translator by introducing some examples taken from an Economic Press Articles and business texts. Some recommendations are given at the end of this paper.

Key words: Economic translation, Economic press articles, Obstacles.



تعد الترجمة الاقتصادية تخصصا مستجدا من منظور أكاديمي، وهي تستخدم بكثرة كمتلازمة لفظية في عالم الأعمال والاقتصاد، أين تطور مفهومها بسرعة بالتوازي مع النمو الاقتصادي المتزايد. والصحافة الاقتصادية بدورها لطالما كانت الرفيق الأمثل للاقتصاد والأعمال، فكما يعتقد المختصون فإن نجاح التبادلات الاقتصادية والتجارية مرهون بنجاعة قنوات التواصل والاتصال أين تؤدي الترجمة فيها دورا محوريا.

* EL Kebir Hamza. hamzaelkebir@hotmail.fr

تعنى هذه الدراسة بالترجمة الاقتصادية تعريفاً وخصائص، وبالتحديد المقالات الاقتصادية الصحفية مع التطرق إلى أهميتها ودورها في عالم الأعمال عموماً. والغرض الرئيسي لهذا البحث هو إظهار أهم العقبات التي تعترض عمل مترجم المقالات الصحفية الاقتصادية، مع النظر في الحلول من خلال عرض لبعض الأمثلة المأخوذة من مقالات صحفية ونصوص اقتصادية. في آخر المقال تعطى بعض التوصيات المبنية على التحاليل الترجيحية المنجزة في هذا البحث .

الكلمات المفتاح: ترجمة اقتصادية، صحافة اقتصادية، العقبات.



I- Introduction:

Business Translation has known a rapid evolution as a result of a major shift shaped the whole world as of the second-half of twentieth century in light of the so-called Globalization. This new world has been marked by a drastic change in various aspects of life, particularly on the economic side given its direct impact on people living conditions, and revolutionized human inter-lingual communication all around the world. The Economic Press is not spared from this change, in turn, it has evolved rapidly in parallel with economic development, since business magazines and newspapers are the bridge between the economic world and people, and since in a globalized world the information scours the globe, there were a pressing need to Business Translation which plays a vital role in the process of conveying information and news to people and influencing them. Known as Business Press or Economic Press, it is part of technical language that holds specific words, Chirantan Basu sees in this regard: “*Technical language refers to written or oral communication that has specialized content. The product specification for a new microprocessor, a financial presentation by a senior executive and a design meeting for a new medical device are all examples of technical communication.*” (2019).

I-II Objectives of the study: This study aims to highlight Business Translation especially on press articles. Firstly, our study sets out to define specialized language which is the heart of specialized translation whose business translation is part. The specialized translation holds many types and sub-types such as medical translation, legal translation, technical translation and economic translation, for this latter the researcher focuses on its characteristics, importance and the key role it plays in the world of business generally and in Algeria specifically. Then the researcher investigates briefly

Business Press whose mission is to raise people awareness in terms of economic issues and popularize business information. Secondly, our study highlights some problems and intricacies in translating Business Press article that hamper the process of translation and make, sometimes, the task a little bit harder. The researcher examines some examples taken from different business texts and economic press articles with translation and analysis. At the end of this study, some recommendations are given, based on analyses of this study and the experience of different authors who have addressed this issue and tried to tackle the different problems facing Business Translation.

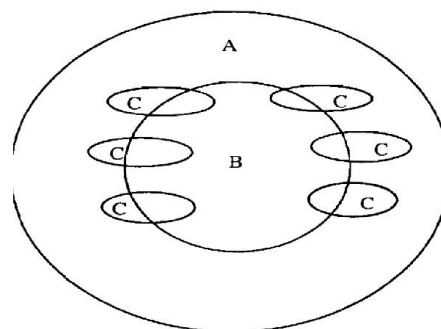
Questions the research intends to answer:

- 1- What is Specialized Translation “definition and meaning?
- 2- What are the main types and characteristics of Specialized Translation?
- 3- To which extent the Economic Translation plays a vital role in Algeria and elsewhere?
- 4- What are the major obstacles that encounter Business Press article translator?
- 5- How business translator copes with the various problems he/she faces in the process of translating business content?

II Specialized language:

Specialized Language, Language of Specialty or Technical Language, it all boils down to the same basic concept, according to Christine Durieux Specialized Language is, in fact, a subset of a natural language which shares some opponents and intersects with common language, she states: “*Nous dirons qu’une langue de spécialité est un sous-ensemble d’une langue naturelle qui entre en intersection avec la langue courante*”. As shown in the diagram below, Christine divides the Specialized Language into three sections:

- A:** Represents the whole that matches the Natural Language.
- B:** Represents the subset that matches the Common Language.
- C:** Represents the infinity of subsets that match specialized languages.



(Durieux, 1995: 11).

According to the diagram above Specialized Language is combined of a mixture of terms from Natural

language, Common language and plenty of utterances from the area of specialization.

Furthermore, several authors tried to draw up a definition of Specialized Translation while admitting that it is not evident to conclude an accurate definition. However, most of them view that Technical Language is generally all “expressions, terms and words referring to a particular area or domain of experiment, in this context, Galisson and Coste consider the Technical language as: *“Expression générique pour désigner les langues utilisées dans des situations de communication (orales ou écrites) qui impliquent la transmission d’une information relevant d’un champ d’expérience particulier.”* (Galisson et Coste, 1976 : 511).

In addition to these definitions, Christine Durieux, divided Specialized Language, in terms of characterization, into two sections, terminology and phraseology. The first holds six categories while the latter holds two ones.

In terms of terminology she distinguishes:

- 1- Terms specific to one Specialized Language or field of specialization.
- 2- Terms specific to many Specialized Languages.
- 3- Terms originally taken from a Specialized Language became afterwards familiar in common language.
- 4- Terms originally taken from common language borrowed afterwards by Specialized Languages.
- 5- Terms apparently identical to other ones used in common language but different regarding their etymology like “homographs and homophones”.
- 6- Abbreviations like SIDA, HIV.....

In terms of phraseology:

- 1- Collocations proper to a particular field of specialization.
- 2- Expressions used frequently in Specialized Language (even it might be aberrant or grammatically distorted in common language). (Durieux, 1995: 13-17)

II-I: Specialized Translation: The vast majority of linguists and translators claim that Specialized Translation means conveying of meaning of specialized texts i.e. “scientific or technical ones” into another language, all specialties combined, and some of them deem it as the translation of all texts except literary one, as Abdelkarim Cherifi عبد الكريم شريفى stated in his paper entitled:

الترجمة المتخصصة في أقسام ما بعد التدرج "Specialized Translation in postgraduate classes"

اتفق تقريبا جل العاملين في هذا المجال على أن "الترجمة المتخصصة" تعني ترجمة «النصوص ذات الطبيعة التقنية أو التكنولوجية أو العلمية من جميع الاختصاصات أو بتعبير آخر ترجمة كل نص ما عدا النص الأدبي بمختلف أوجهه". (عبد الكريم شريف، 89).

Terms and utterances are polysemic generally in the Common Language. Nevertheless in Specialized Translation, in most cases, technical words and terms have a clear meaning which refers narrowly to its field of specialization, the reason why Specialized Translators do not always face the specter of polysemy and so they can avoid mistranslation.

In this regard, Durieux deems Specialized Translation, as a monolingual communication between specialists, where experts can communicate effectively, accurately and easily without any misinterpretation.

She writes " *Les mots et les énoncés sont polysémiques en langue courante. En revanche, en langue de spécialité, ils s'approchent de l'univocité. A cet égard, les langues de spécialité présentent pour la traduction la même utilité que pour la communication unilingue. De fait, elles conçoivent en quelques sorte le consensus qui permet aux spécialistes de communiquer entre eux de façon efficace (sans ambiguïté), et concise (sans périphrase redondante).* (Dureix, 1995: 18).

The table below elucidates accurately the process of translation which starts by: the source text where translator should have linguistic skills, as well as, specific knowledge on the topic, all together portray a mental image for him/her (Understanding). Then, to convey meaning of the source text, translator should have as well pretty knowledge and skills on the target language, bearing in mind the situation of speech in order to finally synthesize and reword meaning.

Comprendre	Faire comprendre
Texte de départ : Texte de départ + connaissance linguistique en langue de départ + connaissance thématiques + Fusion = Image mentale.	Image mentale +Compétence linguistiques en langue d'arrivée + situation de communication + synthèse = Texte d'arrivée.

(Dureix, 1995: 19)

III- Types of Specialized Translation

The Specialized Translation is manifested in various field and areas, holding a wide range of human technical activities except the literary translation as Abdelkarim Chérifi عبد الكريم شريفى claims.

1- Economic, Marketing and Advertising Translation / الترجمة الاقتصادية والتسويق والإشهار

الاقتصادية والتسويق والإشهار

The most important type for our study and it plays a major role in boosting economic growth. In the following some of the subtypes it covers: Economic reports and periodicals, market studies, leaflet introducing companies and their activities, technical economic studies, economy-related publications and academic research, internet sites (for financial and economic purposes), channels dealing with economic and financial news and “Economic Press Articles” our research topic.

2- Technical Translation / الترجمة التقنية:

Technical domain uses frequently translation in industry and all related-field like: user guide, invitations to tender, means of safety and prevention, design and decoration, technical magazines and publications, electronics and home appliances, chemistry, cleaning and cosmetics, wired and wireless Communications.....

3- Legal and Financial Translation / الترجمة القانونية و المالية:

Job contracts, property contract, marriage contract, labour; employment and residency contracts, fines and customs procedures, banking studies, financial reports.....

4- Medical Translation / الترجمة الطبية:

Biomedical translation, biomedical and medical statistics, medical reports and files, medical insurance, electromagnetic diagnosis...

(الشريفى 90-92)

IV- Economic Translation:

Economic translation is a collocation frequently used nowadays in the world of business; this concept has been evolved by the time in parallel with the economic growth, because as mentioned above, the worldwide economic exchange between nations and trade evolution are strictly linked to the evolution of channels of communication, where the translation plays a key role.

Meloyan in 2015 asserts that the translation of any economic or finance document may be considered as a subfield within business translation in general. This latter may encompass translation of accounting reports, bills, warranties agreement, statistical data, credit reports, bank statements, balance sheets. (Cited by Imam, 2020:49)

Moreover, some other authors define Economic Translation as an interdisciplinary area of research where its epistemological field is basically drawn from translation studies, economics (economy-related studies and research), linguistics and communication studies. This assertion has been advocated by Łucja Biel & Vilelmini Sosoni (2017):

“Economic translation is an interdisciplinary area of research and professional practice..... Firstly, it is one of the subfields within specialised translation, alongside legal, technical and medical translation, to name a few. Secondly, with respect to its knowledge base and domain, economic translation is related to economics and underlying overlapping concepts – business, economy, trade and commerce – that lend their name to it”.

The Economic Translation from an academic perspective is a novel discipline to study at Universities for instance the Institute of Translation at the University of Oran1-Algeria starts teaching this domain as a branch in Master degree in 2013, however, several papers and articles have been published in this area and many dissertations and theses have been developed in this context.

The Economic Translator may face a lot of problems and terminological intricacies as any other translator in a specialized field – that is fairly studied after –. Lamara Fatima لعامرة فاطمة views that: the Economic Translation as a specialized translation deals with the translation of all terms and texts related to Economy and information transfer in the form of annual reports, analyses or statistics for specialists or general public alike, she writes:

تعنى الترجمة الاقتصادية، باعتبارها ترجمة متخصصة، بترجمة المصطلحات و النصوص ذات الطبيعة الاقتصادية و نقل المعلومة و المعرفة الاقتصادية في شكل تقارير سنوية و بيانات وتحليل و إحصائيات لذوي الاختصاص و العامة على حد سواء.....(لعامرة 2018 : 321)

El Akhder Izi عزي الأخضر, in his paper presented at the fourth international conference on “Translation strategies” emphasizes on the role of Economic and Financial Translation which should be a fair support for Cognitive Communication, particularly in Economy.

....”وعليه فإن الترجمة ذات الطابع الاقتصادي والمالي يجب أن تدعم أهداف الاتصال المعرفي واسترجاع المعاني في المجالات الفكرية، خاصة الاقتصادية منها” (عزي، 2004)

IV-I Characteristics of Economic Translation:

Since Economic Translation is part of Specialized Translation, it should have some characteristics in common with other specialized fields, such as legal or medical translation.

In order to illustrate peculiarities of economic field Abdelkarim Cherifi from a scientific text addressing an economic issue concluded the following points:

- 1- Clarity and clearness; the meaning in such field usually clear with simple and single-meaning words. Absence of connotations.
- 2- Accuracy in terms of numbers and quantities, as well as, in time and place.
- 3- Objectivity, no periphrases nor ambiguity.
- 4- Abundance of meaning and concepts, summarily and accurately.
- 5- Several technical words related to the economic area.
- 6- Simplicity of syntax and straightforward language.
- 7- Full of Economic complex structures due to abundance in technical words. (شريفى 96).

In the other hand, Iman Ahmad Mukhtar, tried to characterize the Economic field from its critical aspect, he says that features of economic texts are dealt with in the following subsections as follows:

- 1- Plenty of specialized terms and collocation “What makes an economic text difficult for non-specialized readers and translators is specialized terminology”.
- 2- Formal language: formal language used officially in drafting reports and regulations and agreements. (Imam, 2020: 51).

In addition to these points, Azorit luis adds two important characteristics in his dissertation:

A- Analysis; the economic text generally contains a lot of explication and technical analysis.

B- Coherence and consistency; most financial reports or economy-related articles are characterized by coherence of ideas and all fit together well.

The Economic Language apparently seems a technical language with plenty of financial and economic terms, signs and abbreviations which form the peculiarity of this domain. From another point of view, it is a living language due to its importance and worldwide extent.

Azorit luis, supports that claim, he writes:

« La langue économique et financière est à la fois «une langue vivante », dotée d'une personnalité à part entière, et une langue très technique. Cependant, les textes économiques regorgent de termes techniques, qui en rendent la lecture très délicate pour le profane. »

“The Economic and Financial language is both, a “living language” having its proper personality and a very “technical language”. However, Economic texts are full of technical terms which make reading hard to the layman”. **Our translation.**

It's worth to mention that this field gains more interest day by day by people nowadays. The general audience is increasingly interested to what happens in the stock-market and in many other economic issues and affairs due to their direct impact on his/her standard of living.

V- Importance and role of the Economic Translation in the world of business in general and Algeria in particular:

V- I. In Algeria

Economic Translation, as mentioned previously, is a new discipline at the Algerian University, students in undergraduate classes study translation for its broad sense i.e. translation theories, didactics, terminology, as well as, specialized translation and interpreting in master degree.

But it should be noted that the labour market has always resorted to translators and interpreters given the pressing need to them, for instance: Sonatrach “the national state-owned oil company of Algeria” counts since a long time many translators and interpreters trained basically to meet its need in terms of translating business documents and affairs, bearing in mind that the company deals with a large number of states and companies worldwide and holds many subsidiary companies at home and abroad. Thus, the Economic Translation existed for a long time ago in Algeria in economic and financial transactions between companies, and took a key role on the international trade.

Economic translator in Algeria should master at least three languages; Arabic, French and English in order to be able to perform his/her work suitably (عزي، 04 :2004).

Because the Algerian administration runs by two language French and Arabic, for the English, it is the international language used in correspondences or communication with overseas companies and states.

The Economic Translation is no longer the mere transfer of meaning from one language into another, but it has become an inescapable means in the world of business and it contributes in bringing producers closer to consumers. With the slump of oil prices the Algerian government works seriously to enlarge their incomes by investing in agriculture, process industries and light industries, which can be achieved only by tracking technology through partnership with leading companies. To this end,

Chouchani Abidi Mohamed محمد شوشاني عبيدي محمد Views in his thesis that translation plays in this process an important role and considers it as the link between people in all aspects of life, without it communication would be unsuccessful.

"و تقوم التنمية الاقتصادية على مساندة التسارع المستمر في معارف الآخر والمضي بنفس الوتيرة نحو تطوير البناء المعرفي الناقى. و لا يكون ذلك إلا من خلال الترجمة، حلقة الوصل في كل مجالات الحياة التي بها يتم التأثير و التأثير و من دونها ينقطع حبل التواصل" (شوشاني 51)

Unfortunately, many employers consider translation as a secondary task at work and it can be performed by any one or by machine translation. The reason why many businesses in Algeria failed, especially the ones that require technology- transfers and effective communication.

Therefore, developed countries provide the best atmosphere and all means at the service of translation, particularly specialized translation. (Ibid, 52)

(المرجع نفسه، 52)

V-II Worldwide.

Nowadays, in a globalized world, distances in terms of time and space are in a constant decreasing in parallel with an increasing in business affairs. The world today witnesses countless operations of exchange and trade between nations and multinational companies, manifested through import-export, investment and services. That openness heightened the demand with regard to Economic and Financial Translation; it becomes one of the most sought after by professionals and businesses. Veronica Roman explains further more in this regard:

«Ces opérations commerciales et cette ouverture des sociétés sur le monde multiplient les besoins en matière de traduction économique et financière, ce qui en fait l'une des spécialités les plus demandées sur le marché et explique l'essor des débouchés pour les traducteurs exerçant leur métier dans ce domaine.

She adds « ...il va néanmoins sans dire que, dans le cas d'enjeux financiers importants – par exemple, lors d'opérations économiques et financières – il est indispensable de faire appel à des traducteurs indépendants de qualité pour surmonter les barrières linguistiques capables de faire échouer les transactions en question. »

« However, it stands to reason, while dealing with important financial issues, for instance - during an economic and financial transaction- it is essential to call upon freelancer qualified translators in order to overcome linguistic borders which may hinder the success of transactions.” **Our translation**

VI- Business Press:

In Algeria despite the increasing number of followers of this type of press, the number of specialized magazines and newspapers in business issues remains very low, however most of daily newspapers devote generally a fair part to disseminate and discuss the Economic situation, particularly inside the country. As a matter of fact, journalists at business press agencies are making huge efforts in dealing with the economic issues, because as we know, the economic world is in a constant and rapid progress which resulted in creating a very large scope of terminology and expressions (neologisms) that need translation. Therefore translator is in charge of two hard task; the first is translating technical words the second is the interpretation of those new technical words to finally simplify information to the general public.

VI-I. Concept:

Business press is defined as the economic movement inside the nation and worldwide. However, Robert Solman claims that Economic Media refers to specific information on which businessmen/women rely on to manage their activities. The Economic Press has a concrete impact, either in long or short term, especially in time of crises that nations face.

(بركون، 2016: 61)

Thus, business press deals and disseminates any information, news or issues related to economy and business sector in its broad sense.

VI-II. Role:

Business press plays a vital role in presenting economic activities through disseminating business-related information or news and analyzing economic issues. The economic reporters should apply strategies and rules that would simplify information and news to convey it to as many people as possible. In the past, media and press were devoted only to general information regarding politics, culture or entertainment, however, nowadays they become a means to achieve progress, make propaganda and promote economy. Moreover, nations and states rely on business press to introduce, discuss and debate their economic plans in order to convince people and so achieve their goals. (Ibid, 69).

Business and Economic press information and news which were previously intended to specific audience and readers are henceforth accessible to general audience on a large scale, therefore translation gained a key role in conveying them since the economic data and events are not restricted in one state or specific language. The translation is now an effective means in the process of knowledge transfer; hence translator became an economic translator/ journalist whose task consists in popularizing business language in order to be

accessible to general public. These translators master the technical aspect of this area and perform as well the task of journalists and reporters in tracking information, Mimi Fleyfel explains furthermore:

«Ces traducteurs journalistes font, d'une part, preuve de maîtrise de la terminologie économique et remplissent, d'autre part, leur fonction de journalistes en observant le flux de l'information dans le monde des affaires et l'actualité des entreprises. Ils doivent effectuer des équivalences de registre. Ils doivent aussi utiliser tous les recours stylistiques en vue de transmettre l'authenticité du texte original. (Fleyfel, 2017: 97)

Business Press, in our recent time has the merit of making considerable economic progress. Many international economic agreements have been achieved by the support of Business Press which served the link between people and institutions as the public opinion will not be cheerful unless it is well informed. (بركون، 2016 :69)

VI-III. Importance In Algeria :

Raising awareness and popularizing business culture is one of the important tasks of business media over the community, whereby one's would be aware of his/her rights and duties.

According to a survey achieved by the Algerian newspaper EL WATAN, the Economic news gets the second place with regard to its readers.

Moreover, the Algerian press has been always trying to popularize business culture through elucidating various economic issues and disseminating economy-related news to general public in Algeria. It plays actually a key role in the economic development of the country. (Titouche, Head of the Economic Section of the Newspaper IE EL Watan) (Cited by بركون p 69)

Thus, launching new magazines and newspapers specialized in disseminating economic news and information is very important for the economic interest of the country.

VII. Translating Economic Press Article:

“Intricacies, Problems and Solutions”

Many magazines and newspapers around the world make issuance with two languages or even more as *The BBC Newspaper* which includes economic section that deals with all what regard business and financial issues all over the world and some articles are translated from English into Arabic.

The translator of business articles confronts many intricacies and problems which may hinder his/her way to put out ideas and meaning genuinely into another language. Some ones consider translation as the simple process of finding correspondents of words in the target text, but actually, having a genuine translation, especially for technical and specialized areas is not

evident at all and cannot be done by anyone. In this regard Andreea (2012) says

“...the general tendency is to consider translation as something that anybody can do with the help of a dictionary; the fact is that producing a written text using another text as a basis is a much more complex phenomenon...(20)

1- The First problem business translator encounters is the excessive use of technical words in Economic articles; business texts are characterized by the abundance of specialized words.

To overcome this issue, the translator have to resort to specialized monolingual and bilingual dictionaries giving specific focus to monolingual dictionaries as they provide many definitions for the same term, and the translator has to choose the appropriate definition in light of the context in use. (Imam, 2020: 8)

Furthermore business translator should be acquainted with this type of articles, and educate him/herself on all what is related to economic and business field. Dictionaries are not always the perfect solution for this type of article; sometimes business article contains some abbreviations, specific words or complex concepts that dictionaries cannot afford, the reason why, translator in this domain should be aware of any new concept or evolution in this regard and should read a lot about financial and economic issues to enrich his/her knowledge from which he/she recalls data when needed.

2- The problem of nuances: when word is generally used in common language, but in technical text meaning and function may differ, for instance the word:

Asset means:

A: a useful or valuable quality, skill, or person.

B: also means: something that is owned by a person, company, or organization, such as money, property, or land: (dictionnaire anglais des affaires)

A: أصول أو ممتلكات B : أو ملكية مكسب

Ex: Fast availability of the decontamination equipment is an essential **asset**

التوفير السريع لمعدات التطهير يعتبر **مكسباً** أساسياً

How the intangible **asset** will generate future economic benefits.

كيف يمكن **للأصول** غير المادية تحقيق عوائد اقتصادية في المستقبل

Our translation.

Ex2: **profit** and **income**; for the general audience these utterances can be used as synonyms in some general situation; both mean inflow of funds but in

the specialized field the accurate meaning matters because it is intended to be used by experts and it cannot be used interchangeably.

Income means: money that is earned from doing work or received from investments. (Cambridge dictionary)

Profit means: money that is earned in trade or business after paying the costs of producing and selling goods and services. (Cambridge dictionary)

The problem of nuances has also mentioned by Adreaas (2012), she elucidates: "...This complexity becomes more evident when the text in question deals with specialized subjects such as economics. When words belonging to the so-called General English appear next to specific terms and within a specific context, they contain nuances that must be accounted for in the final translation"(20)

Moreover, sometimes translator deals with interference with other specialized language, terms used in many specialized fields but differently.

3- Another problem that translator may encounter when dealing with Economic newspaper article reside on the nature of sentences; long and complex sentences; economic texts are marked by a long complex sentences and complex concepts that contain many thematic words and technical terms which make the text very hard to be understood and the translator in such situation is called to make further efforts and research for the sake of doing his/her task as it should be; a correct and proficient translation. "*The problems that a translator may encounter when having to deal with a specialized writing (economic writing) are: a difficulty in understanding the concepts and vocabulary, due to the long and complex sentences, and the fact that there is no possibility of interpretation, requiring a general knowledge of the field.*" (Ibid: 40)

4- The problem of context: in order to grasp the exact meaning of any discourse, it's necessary to consider the context within its utterances. The economic texts are not excepted from this matter and often the economic translator encounters terms which may be translated differently in many contexts; the word **fees** may be translated differently according to context ; it can be translated : رسوم and in other context : تكاليف for instance :

The society funds itself through membership **fees**:

وتمول الجمعية نفسها من خلال رسوم العضوية

The board recommends that UN environment program should establish guidelines for determining consultancy **fees**.

أوصى برنامج البيئة للأمم المتحدة بإرساء المبادئ التوجيهية لتحديد التكاليف الاستشارية

(Our translation).

EX2 : The word "Bank" means :

An organization where people and businesses can invest or borrow money, change it to foreign money, etc: (Cambridge dictionary)

- Treasury management, including **Bank** accounts and cash = **بنك**

The same word means: sloping raised land, especially along the sides of a river (Cambridge dictionary).

- We pushed the boat off from the river **bank** = **ضفة**

5- The use of metaphors:

El-Shazly (2006) explains that the use of metaphor is a common feature both in literature and in common language as it deepens the meaning and makes it more expressive. It helps to make an emotional impact and influence people's perception

Metaphorical business terms are the main obstacles in economic translation and represent a real intricacy for inter-lingual communication in the sphere of economics while attempting to find the proper correspondent in TL (target language).

The metaphoric expressions are used excessively in economic articles; White in 2003 investigates the growth "metaphor" in the British press (mainly *The Financial Times newspaper*) as an example he mentions:

"In practice, it can be said that the most noticeable feature of a plant is its inclination for growth and this growth may vary widely under different circumstances"...

Basically, a scenario of growth would show a cyclic situation within which certain factors would contribute to and foster effective growth (and are therefore positive) while others would impede or diminish it (and are therefore negative). (Imam, 2020: 52-54)

The translator should master perfectly the target language in such situation, in order to create an equivalent effect on the reader in the target language (TL) exactly as reader in source language (SL) perceived it. To tackle this problem, he/she is called to make a research in the literary and linguistic heritage of the TL; metaphors in the same context that serve the same meaning, otherwise, the translator is compelled to find a linguistic style which can leave the same or similar effect on the reader in TL as SL reader perceived it.

In business newspaper we sometimes read the expression "*The economy is war*", that means features which characterize war are mapped onto economy to describe it. The economy works as a "target domain" that we try to understand in terms of war. (Ibid: 56)

6- The problem of translating Economic Collocations

Collocation is: "*A word or phrase that is often used with another word or phrase, in a way that sounds correct to people who have spoken the language*

all their lives, but might not be expected from the meaning” (Cambridge dictionary)

Also defined as: *“The regular use of some words and phrases with others, especially in a way that is difficult to guess”* (Ibid)

From the definition above, we note that collocations may be hard to understand or perceive and seem weird to non-native speakers due to their unfamiliar formulation which might not give a sense for general audience. Nevertheless, experts and specialists of a certain domain use collocations related to their specific field of interest, easily and effectively because they are used to them and they grasp exactly their meaning, so they use them in their proper context.

For the economic domain similar to other specialized areas, a significant number of collocations are used which render the meaning hard to get for non-specialist or for non-native speaker and thus difficult to translate, for instance:

The collocation "مظروف مغلق", we tend to translate it "**closed envelope**" which is incorrect. This collocation is found in specialized dictionaries as "**sealed envelope**".

Conclusion:

Translating Economic Press articles seems not to be a straightforward translation at all. It is a very specialized task which requires specializing to this domain which holds two sections i.e Press Articles and Business Translation. The translator in this area should, first and foremost, be well-acquainted with everything related to business world, because as mentioned on this paper, having just translational skills does not mean the translator is able to translate properly a Business Press article. A business text is full of technical words and economic concepts that make it hard to understand by general audience. After highlighting some intricacies which business translator may encounter, the researcher suggests, on the basis of translational analyses of some problems, some recommendations:

- Business translator should educate him/herself very well on everything related to economic or business world through reading business newspapers and following up-to-date economic information and news on his/her working languages.
- The use of specialized bilingual dictionaries is quite useful in the process of translation but sometimes monolingual dictionaries are more accurate.
- In some cases, it is better to have recourse to experts in order to overcome some difficult economic concepts.

- Translator should be aware of neologisms because the economic world is marked by a constant evolution.
- The translator must take into account the contextual clues and metaphorical expressions embedded in press article in order to avoid mistranslation in target language.
- The faultless command of the foreign language, as the ability to interpret specific information requires some knowledge about the syntactic and morphological structure of the foreign text.

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