

## **Cultural Challenges in Translating English Marketing Terminology into Arabic: A Case Study on Arabic Translation Practices**

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**Abstract:** This study investigates the linguistic and cultural problems encountered in translating English-Arabic marketing-related terminologies. As the language of marketing and advertisement, especially in the field of terminology and slogans, is developing at breakneck speed, the work of translators in the field of business is becoming a real challenge. It has been noticed that translators usually resort to two different methods: either transferal of the original advertising term into the target advertisement, or literal translation into the target language. In this article, we examined how translators often rely on literal translation, even when it results in vague or inaccurate translation. This study examines several words related to marketing, and how they were translated. The analysis indicates that there are numerous words with similar meanings that are usually translated into one particular word in Arabic, but sometimes interchangeably with other words. This is not due to the lack of synonyms in Arabic, but rather the popularity of these particular terms.

**Keywords:** culturalizing, domesticating, foreignizing, linguistics, marketing and marketing terminology

### **1. Introduction**

According to Konovalova and Yepes (2016):

Specialized translation in these days is the most important working area for professional translations. Back in 1989, a study based on a survey by Schmitt (1990:97) showed that the largest part of texts to be translated are technical ones. 76 percent of the translators who had been interviewed said they dealt with technical texts primarily, followed by business texts (12%).

Translation plays a crucial role in the marketing field as it is able to either attract a consumer or fail to convey the intended message. This said, one must acknowledge that culture plays a pivotal role in formulating these messages and the approaches translators use to translate the advertisements or words and terminologies used in the marketing field. For instance, what is commonly used in the Western world might have bad or negative connotations when literally translated into Arabic. A quite common example is the use of the phrase “Black Friday Sale,”

which would create a bad connotation since Black and Friday cannot collocate in Arabic due to the bad connotation of the word 'black,' and the holy reference to 'Friday'.

According to Chidiaca and Salibab (2016), the Arab world is highly dependent on Western markets, thus importing both the associated content and slogans and implementing literal changes when molding them into Arabic. In their article, Chidiaca and Salibab discuss the problem translators face while translating advertisements and marketing terminologies into Arabic, highlighting the issue of ideology and culture. They conclude that the majority of translators opt to use the same content and reshape it within the Arabic language to adhere to the norms of the culture in question.

On the other hand, Halimah and Aljaroudi highlight the strong relationship between globalization and translating advertisement and examine the inaccuracies that result from incorrect translation or the use of an inappropriate translation theory (2019: 45). They conclude that most translations conducted in Saudi suffered from inaccuracies because translators used one of the following approaches: transliteration, borrowing, or literal translation (*ibid.*).

Elleuch (2014) specifically highlights the literal translation of English advertisement slogans into Arabic, which typically results in a loss of meaning. She further explains that these slogans are mainly formulated towards a specific culture and audience, and if just one of these elements is changed, the literal translation will be rendered meaningless. Elleuch recommends in her study that translators coordinate with advertisers to understand the message intended and thereby create a similar version that best copies the target text audience (2014: 17).

Little, if anything, has been done in the field of marketing terminologies and their translation into Arabic. Very few studies have examined the frequency and consistency with which Arabic equivalents are used in marketing translation. This gap highlights the importance of this research, which seeks to better understand how English marketing terms are translated into Arabic and to explore the patterns – if any-, choices, and cultural considerations that shape these translations. Therefore, our study aims to shed light on important aspects of understanding the reasons behind the number of terms used in the English language as a reference to one particular word used in Arabic, and in addition whether these terms are restricted to specific contexts and companies, or approaches used by retailers. We will also consider the attempt to create a unified list of terminologies related to the marketing field that are widely and similarly used within the region.

## **2. Theoretical background**

Translation Studies has been constantly developing, tackling different areas across time, whether these be in scientific, literary, or commercial translation. In recent years, with the growing need to unify the world through globalization, an urgent need to examine the translation approaches and theoretical backgrounds used to tackle the issue of translating marketing and advertisement-related terminologies has arisen. Regardless, one may note from previous studies and research conducted in the field that translators opt for the domestication approach advocated by

Lawrence Venuti (1995) or the rewriting approach by André Lefevere (2016). This can be rationalized by the translator's aim to highlight the importance of the message to the target text audience within the context of their cultural and linguistic backgrounds.

One can argue that Venuti's (1995) concept of domestication may indeed have a significant impact on advertising and marketing, particularly by aligning the translated content with the target culture. According to him, domestication grants the translator increased freedom to change the source text by adding, deleting, or substituting items with convenient alternatives according to their judgement (1995: 317). The marketing industry is heavily dependent on the idea of adopting foreign concepts or products and to seamlessly fitting them into the target culture. This approach often involves simplifying, localizing, and familiarizing the message to maximize its appeal to the consumer. For example, domestication has often been used in translating advertisements to appeal to the audience. This is explained by an Oreo advertisement translated to Arabic and domesticated by changing the name from Hallway to Aboud – عبود, and replacing the verb 'lick it' to تذوقها as a form of euphemism (Haider and Alrousan 2022: 63).

On the other hand, foreignization can indeed be a powerful tool for creating different branding to increase appeal to niche markets. Haider and Alrousan state "In the foreignization approach, a set of translation strategies are used, namely literal translation, transliteration, borrowing, and transference." (2022: 57). To Venuti, foreignization is a strategy that purposefully breaks the target text linguistic and cultural conventions by retaining some of the 'foreign' of the source text (2001: 28). By preserving the original culture or branding of a product regardless of its foreign elements, it can appeal to the market by highlighting its authenticity and exclusivity; for example, constantly resorting to the literal translation of brand names of drinks and dishes, which is widely noticed in restaurants menus. Al Agha examines the use of literal translation into Arabic in restaurants and explains how many restaurants resort to literal translation such as NEW! Big Chicken Fillet – جديد بيج تشيكن فيليه, which he explains to be a method of attracting the consumer's attention (2006: 49).

Evidently, Venuti's approach presents a valuable framework to help translators choose the best approach in a cross-cultural marketing field.

This study aims to investigate the linguistic and cultural challenges involved in translating English marketing-related terminology into Arabic. Since the language of marketing and advertising—mainly in areas such as terminology and slogans—continues to evolve rapidly, translators face increasing difficulties in delivering culturally resonant translations. The study explores the common strategies employed by translators, particularly the frequent reliance on either direct transfer of the source term or literal translation. It examines how literal translation is often used, even when it leads to vague or misleading translations. Additionally, the study looks at several marketing-related terms and how they are rendered in Arabic, highlighting the tendency among translators to favor certain popular equivalents over others, despite the availability of suitable synonyms in Arabic.

This raises important questions regarding the role of cultural familiarity and term popularity in the decision-making process. This research aims to answer the following questions:

1. What are the main linguistic and cultural issues encountered when translating English marketing terminology into Arabic?
2. To what extent do translators rely on literal translation when working with marketing-related texts?
3. What are the consequences of the literal translation approach?
4. To what extent does Arabic maintain the semantic distinctions of English marketing terminology?
5. In which cases are terms used interchangeably or reduced to a single equivalent?

### **3. Research methodology**

The selection of both the research topic and data was deliberate, informed by the authors' extensive exposure to advertising terminology. As native Arabic speakers who earned PhDs in Translation Studies at the University of Birmingham, the authors gained firsthand experience with the challenges of rendering English advertising language into Arabic, given the limited equivalent terms. The research sought to address the specific issue of how to effectively translate a variety of English advertising words into Arabic, despite the latter language's restricted options.

To define the English terms, this study relied on three primary sources. First, published academic works were consulted, though these primarily focused on the language's impact on consumers rather than providing detailed term definitions. Online magazines, journals, and advertising websites served as the second source. Finally, credible English dictionaries, such as Cambridge and Merriam-Webster, were extensively used to establish precise definitions of terms.

Regarding the research methodology, six English marketing terms were selected for analysis based on their frequent and interchangeable use in Arabic translations. These terms were chosen specifically because they exhibit a high degree of overlap in Arabic representation, often being used synonymously despite specific distinctions in meaning. Regarding the sampling criteria for the data sources, the advertisements analyzed were collected from a mix of online platforms and physical advertisements encountered during several visits to both the UK and the Arab region, spanning multiple industries. This blended approach aimed to capture a broad and representative range of marketing language across different cultural and commercial contexts.

### **4. Analysis of English marketing terms and Arabic equivalents**

Marketing language has dramatically increased in parallel with the increase of apps and online sites such as Facebook Market, Shein, Temu, and Alibaba. Various forms of offers are open to customers such as vouchers, coupons, collection of points on the next bill, early online booking, and being referred by someone. One significant method is naming a shop or market in reference to a discount like Pound Land, Pound Stretcher, Home Bargains, Savers, and Clearance Shop. In Arab countries, several names inspiring cheap items are used, especially for those shops in which

products are not displayed in a shop vatrina such as 'سوق الظلام', 'dark market,' which is similar to the English, 'indoor market', the same way that 'سوق الجمعة', 'Friday Market,' that takes place on Fridays, has the same form as 'Sunday Market' in the UK, that usually displays brand new and second-hand items in car boots and on tables; there is also another market called 'السوق الحايس', 'messy or untidy market', and 'محلات الخردة', 'scrap stores', 'سوق الخردة', 'scrap market,' and 'شارع الخردة', 'scrap road,' which sells second hand with a few brand-new items. These types of stores are similar to 'charity shops' in the UK only in the sense of selling items at cheap prices; however, scrap stores buy their items at very cheap prices and add a small additional amount to gain a profit, rather than relying on donations like UK charity shops. Besides, outlets in English culture sell items that have not attracted any customers, are of inappropriate sizes, or colors, or represent outdated fashions. Some shops use words such as 'occasion,' 'chance,' or 'opportunity' to attract the attention of passersby to come into such shops, though the three terms do not imply any form of discount.

The division of the three categories in the following section of the analysis is based primarily on the shared translation outcomes among the included terms. In other words, each group of English source-language (ST) terms that share similar Arabic target-language (TT) translations is classified together. The discussion begins by defining the term in English (the source language) and then examines the similarities and variations in the Arabic translations provided for the three English terms.

#### **4.1 Resemblance in target language alternatives**

##### **4.1.1 Sale**

The term 'sale' is a noun that refers to the transfer of ownership of property from one person to another for a set price. The Economic Times (2024), for instance, defines the term as a transaction between a buyer and seller in which the seller sells tangible or intangible goods, assets, or services for money. In this study, the term is dealt with in terms of marketing campaigns to attract consumers to buy items. In this respect, 'sale' is defined as an event in which goods, products or services are being transacted at a reduced price (AccountingTools 2024; Twin 2024). The terms are used in phrases such as 'for sale' and 'in sale' whilst the former refers to the process of purchase in general, the latter includes the sense of a cut in the price of goods, as discussed in this study. This distinguishes it from the term 'sell,' which can be used as a verb or a noun, but which does not imply a price reduction (Merriam-Webster Dictionary).

##### **4.1.2 Discount**

A 'discount' is defined by the Merriam-Webster Dictionary as selling goods or services for less than their regular or list prices; a reduction made from the gross amount or value of something; a proportionate deduction from a debt account usually made for cash or prompt payment. Similarly, the Cambridge Dictionary defines a discount as a reduction in the usual price of a product or service. It can be used with verbs such as 'get/receive' and 'give/offer', and also with 'huge/deep/big'. **Name brand vs. store brand;** name brand is an original item sold,

for instance, in Aldi Supermarket, store brand is biscuits made by Aldi itself, for example. “*There will be less discounting of discounts for name brands than for store brands*” (Gupta and Cooper 1992: 403).

#### 4.1.3 Clearance

The origin of the term ‘clearance’ used in marketing is the infinitive ‘to clear,’ meaning to remove an item to give space to a new item in a shop. According to the Cambridge Dictionary, several different meanings are given to the term clearance, for instance, “*the process of removing waste or things you do not want from a place,*” “*an occasion when people are forced to move away from the area where they live permanently;*” it is also used in football, where clearance means “*an occasion when a player kicks the ball away from their goal.*” The common feature of all definitions given to clearance is the removal of some items, and this is what the core action adopted in business advertisement indicates, in which an item is being got rid of quickly at a low price in order to make space for new goods. According to the Merriam-Webster Dictionary, clearance is a sale to clear out stock.

#### 4.1.4 Arabic equivalence

The three English terms ‘sale,’ ‘discount,’ and ‘clearance’ are usually translated into three Arabic equivalents interchangeably, which usually come in singular or plural forms. The first terms which mean ‘reduce or decrease’ in English are ‘تخفيض’ (singular) and ‘تخفيضات’ (plural), in addition to ‘تنزيل’ (singular) and ‘تنزيلات’ (plural). One significant point worth mentioning, especially with the two terms, is that although both are standard Arabic, Arab territories sometimes prefer the use of one term while the other is unfamiliar to them. It is not because of what the Academy of the Arabic Language, for example, accredited in that country, but it could be a cultural use inherited from one generation to another. A good example of this is the Tunisian adoption of ‘سِياقة’ for ‘driving,’ while most if not all other Arab countries use the term ‘قيادة.’ Therefore, cultural influence and the variety of Arabic synonyms allow a certain atmosphere of freedom and flexibility in the use of whatever expression, as long as it is a standard Arabic term. Frankly, the term ‘تنزيلات’ is not as familiar as ‘تخفيضات’ with regard to marketing, which can be attributed to the several formal and informal usages of the term ‘تنزيلات.’ The infinitive ‘نَزَلَ’ is widely used in different contexts such as ‘to get off a bus,’ ‘to get down from something,’ ‘to download,’ ‘to rain,’ in addition to incorrect usage of the term in other informal contexts such as in ‘to register for a university subject in a semester,’ or ‘to receive a salary in a bank account’. The English terms *Sales*, *Discounts*, and *Clearance* can be translated into Arabic as تنزيلات تخفيضات, or خُصومات.

The other term is ‘خَصْمٌ’ (singular) and ‘خُصُومات’ (plural) that literally means ‘cut off.’ This term, despite also being used in marketing to attract consumers, usually refers to afterwards at the cashier. This means the process of ‘خَصْمٌ’ usually takes place when the customer is about to pay for the item, and also sometimes under certain conditions, for instance, applies if the customer spends a certain amount. Also, this process can come in several forms: as a voucher towards the customer’s next shop, points added to the customer’s account to be spent later, or a

general discount on the customer's next bill. Thus, the inference of this term is usually one of encouraging customers to return to making future purchases; in addition, it is still used in marketing to attract first-time consumers as per the two above terms.

To conclude, one can see that English as a source language has appropriate usages of the terms 'sale,' 'discount,' and 'clearance' as each has a specific reference according to the context in which it is appeared. Arabic, on the other hand, although it uses three different terms 'تخفيضات,' 'خصومات,' and 'تتزيلات' as equivalents to the three English terms, the interchangeable usage of equivalents indicates a weakness of Arabic translations. The generic references/senses of Arabic terms would definitely impose ambiguity of 'which is which' on the target reader of Arabic.

## **4.2 Single target language choice**

### **4.2.1 Offer**

Generally, the term 'offer' refers to services, products, or the help an individual is invited to take or do. According to the Cambridge Dictionary, an 'offer' in this sense is "*To ask someone if they would like to have something or if they would like you to do something.*" In business, the term 'offer,' and usually 'special offer' means when goods in shops are being sold at a lower price than usual.

### **4.2.2 Deal**

According to the Cambridge Dictionary, several different meanings are given to the term 'deal,' for instance, "*an agreement or an arrangement, especially in business ... types of trees used to make furniture.*" Among these definitions, the most significant concerning the topic adopted in the study is "*a good, or lower than usual, price.*" As a special form of price promotion, firms can offer products at substantial price discounts, usually at or above 50 percent, for a very limited period of time, usually between one and seven days.

### **4.2.3 Bargain**

According to the Cambridge Dictionary, the term 'bargain' means something on sale at a lower price than its value. It can also have a verb form meaning the attempt to reach an agreement with someone in order to obtain a lower price. According to the Collins Dictionary, "*Something that is a bargain is good value for money, usually because it has been sold at a lower price than normal.*" The Merriam-Webster Dictionary definition is given as "*something bought or offered for sale at a desirable price.*" For the most part, the meaning of 'bargain' does not usually refer to a marketing sale to attract consumers, but to the purchase process when such a sale has already been carried out. Though there is satisfaction from both the seller and the buyer regarding the agreed price, the reference is to a completed purchase process.

### **4.2.4 Arabic equivalence**

In general, there is a single term that is used widely as an equivalent to the three English marketing terms, offer, deal, and bargain, which is 'عرض' (singular) or 'عروض' (plural). The Arabic term is equivalent to the English 'offer;' however, this is not applicable in marketing contexts, but in other various ones. For example, the

best translation for the phrase ‘to offer help or coffee’ is ‘عرض خدمة أو قهوة,’ in which the term ‘offer’ can be translated to the Arabic ‘عرض,’ as this is also the first meaning of the term in Arabic. Therefore, in both English and Arabic, any discount can be considered as an offer while not every offer can be considered a discount. To make this clear, consider the following sentence: ‘Buy one, and get one free.’ This sentence refers to an offer by the seller; however, there is no explicit discount as the buyer pays the full price of the item. Instead, the buyer gets an extra item in a kind of offer for the same price. The English terms *Offers*, *Deals*, and *Bargains* are often used interchangeably and can be translated into Arabic as عرض or عروض.

The term ‘deal’ is similar to ‘offer;’ however, it could come as a secondary choice for Arabic culture and Arab consumers to choose. The reason for this is that the term ‘deal’ is only translated as ‘عرض’ in the context of marketing, whilst in other contexts the term ‘deal’ is considered the first meaning of the term as in ‘to deal with the problem.’ Yet, ‘deals’ is still considered an equivalent to the Arabic term ‘عروض,’ just like the English ‘offer’ in the context of marketing, in order to attract consumers’ attention.

The complexity of the last term ‘bargain,’ emerges from the fact that it has another meaning in business, which is a reference to the purchase process when it has already been carried out, as in ‘great bargain.’ In this respect, Arabic goes to a dominant term, ‘صفقة,’ which is taken from the original ‘يُصَفِّقُ,’ ‘to clap,’ when the seller and buyer shake hands by hitting their hands together as a mark of an agreement on a particular purchase. Because this process refers to the aftermath of a purchase, there is no form of marketing to attract the buyer. Still, Arabic translates ‘bargain’ into ‘عرض’ and considers it an equivalent alternative to ‘offer,’ albeit in rare contexts.

Lastly, regardless to the extra meanings that the three English terms ‘offer,’ ‘deal,’ and ‘bargain’ have, only one Arabic term ‘عرض’ is used as an equivalent to them. Again, the Arabic term does not fully address the intended meaning of the English terms. Here, the solution could be the application of domestication approach i.e. adjusting the source text by adding, deleting, or substituting items with convenient alternatives and/or foreignization approach i.e. breaks the target text linguistic and cultural conventions by retaining some of the ‘foreign’ of the source text.

### **4.3 Literal SL and TL equivalence**

#### **4.3.1 Price reduction style**

Generally, common phrases referring to a decrease in price are used alternatively to attract consumers to buy products. The terms ‘cut,’ ‘low,’ ‘reduced,’ and ‘half,’ and indeed any other expressions or percentages used to describe a reduction in item prices, would have a similar function as they generally bear a similar intended sense in English.

#### **4.3.2 Free of tax mode**

Tax added to the purchase of items would definitely influence the increase in price of an item; thus, this process would impact both the merchant and consumer. Any reduction or nonpayment of tax on a particular item would lead directly to a

reduction in price. The three phrases ‘*VAT Free*’ (*Value-added Tax*), ‘*Duty Free*,’ and ‘*Tax Free*’ have the same meaning, namely that the item has no added tax and consequently the price is lower than normal.

### 4.3.3 Imperative sentences style

Offers can sometimes appear in full English imperative sentences to encourage customers to buy items, for example, ‘*buy one get one free*,’, ‘*get three for the price of two*,’ and ‘*buy one get one half price*.’ Such expressions can come in various forms like tagging the item, isle, leaflet, or website, with expressions indicating low prices. There is a reason why shops prefer the three above deal styles rather than saying, for example, ‘*get one half price*.’ According to the online website Study.com, traders aim to encourage consumers to purchase larger quantities.

### 4.3.4 Arabic equivalence

Various forms, including the use of a direct language style such as compound nouns, phrases, or full sentences, are also common in marketing. What distinguishes this style is the possibility of achieving the equivalence between English as a source language text and Arabic as a target language text. The simplicity and directness of the SL make it easier for the translator to render the intended meaning fluently, taking cultural diversity into consideration. Any example of attaching the word ‘price’ to any other discount term such as ‘reduced price’ or ‘half price’ can be easily rendered to Arabic with a similar structure, such as ‘أسعار مُخفضة’ and ‘نصف السعر.’ Also, phrases such as ‘Tax Free’ or ‘Duty Free’ are used in Arabic, as ‘معفي من الضريبة’, ‘Tax free’ and ‘معفي من الجمرك’, ‘Customs free’. Similarly, full imperative English marketing sentences can be translated directly into Arabic with full equivalent alternatives, for example, the sentence ‘buy one get one free’ is equivalent to the Arabic sentence, ‘اشترى واحدة وخذ واحدة بالمجان’.

#### Words with a full equivalence

| English Terms        | Arabic Equivalent             |
|----------------------|-------------------------------|
| reduced price        | أسعار مُخفضة                  |
| half price           | نصف السعر                     |
| tax free             | معفي من الضريبة               |
| duty free            | معفي من الجمرك                |
| buy one get one free | اشترى واحدة وخذ واحدة بالمجان |

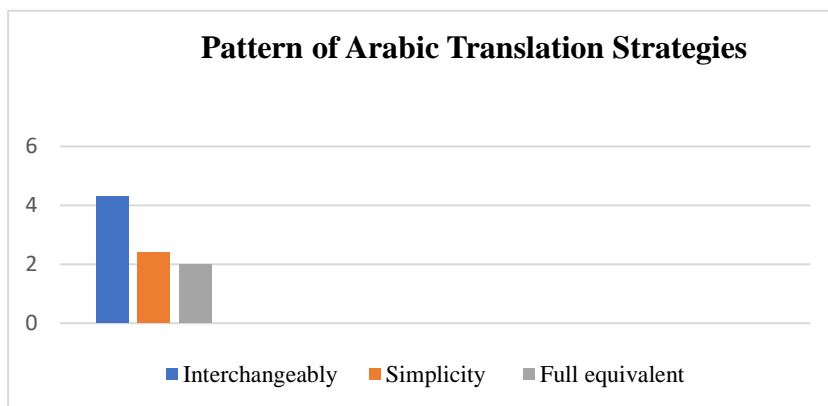
Until recently, expressions such as ‘buy one get one free,’ though they are understood if rendered literally into Arabic as ‘اشترى واحدة وخذ واحدة بالمجان,’ were not common in commercial context in Arab world. Therefore, the adoption of domestication and foreignization approaches in relation to such expressions might not be in the rendering of the English as a Source Language Text (SLT) to Arabic as a Target Language Text (TLT), but in the implementation of Western sales culture into Arab sales context.

## 5. Concluding remarks

One can see that there are limited Arabic marketing expressions compared to English, and this can mean only two possibilities: the limited Arabic marketing

terms have originally been borrowed from English in forms of translation of English ones, or they are originally Arabic uses. By borrowing, we do not mean that the terms are English and were rendered to Arabic in the Arabicization process, but rather that the culture of using such marketing terms could possibly have come into use in Arabic culture during the time of the British Empire in Arabia. The other possibility is that the English language or culture has no impact on Arabic marketing culture or language. It is Arabic usage that limits the choices of such terms.

The Chart in Figure 1 demonstrates that English marketing terminologies are rendered into Arabic following three distinct patterns. The first pattern reflects a relative equivalence in the number of available terms in both the source language (English) and the target language (Arabic); however, Arabic tends to use these equivalents interchangeably, often overlooking the nuanced distinctions present in the original English terms. The second possibility is a lexical reduction, where Arabic provides only one commonly used term to express several English terms, thereby simplifying but potentially flattening the semantic range. The final pattern demonstrates full equivalence, where both English and Arabic offer direct, one-to-one term matches—typically found in marketing phrases or full sentence constructions characterized by clarity and simplicity. These patterns suggest that while linguistic equivalence is sometimes structurally achievable, cultural and functional equivalence may still be compromised depending on context and usage.



A chart demonstrating a pattern of translation strategies used

The study further concludes that there are three possibilities for rendering English marketing terminologies into Arabic. The first is the achievement of equivalence in the number of choices between English as SL and Arabic as TL. Still, the Arabic uses the terms interchangeably, i.e., each of the terms can replace the other two, regardless of their original meanings in English. The second possibility is the lack of choice in Arabic, because Arabic only uses a single term as an equivalent to three English terminologies. The final possibility is the

equivalence of both English and Arabic, which can be attributed to the directness and simplicity of the language used. This type of marketing comes in phrase or full sentence styles.

Extra linguistic and non-linguistic modes of marketing such as the use of songs and images are worthy recommendations for future research. A remarkable limitation of carrying out such a study emerges from the cultural diversities between, for instance, open and closed communities. Most, if not all, Arab societies are conservative and cannot accept particular types of sexual supplements and items like Viagra, condoms, and also displaying women's underwear in public marketing efforts. This limits the availability of marketing choices and language in such societies.

## **6. Findings and discussion**

Although there is a notable scarcity of research conducted on analyzing marketing related terminology, and in particular on the translation of marketing terminology in particular, especially the translation of English language into Arabic. The reviewed studies demonstrate both shared and divergent strategies in translating marketing terminologies from English into Arabic. While some scholars shed light on the psychological and cultural impact of language in shaping consumer attitudes (Dani and Zoubiri 2023), others focus on the practical techniques employed in translation. For example, Ibrahim and Nasruddin (2019) stated that borrowing is a common strategy in translating headlines, whereas slogans often require adaptation and rewriting. Al-Haq and Al-Essa (2016), meanwhile, emphasize the positive reception of Arabicized business terms, linking it to pan-Arab identity. These studies highlight that translating marketing texts into Arabic is not merely a linguistic exercise but a culturally embedded process shaped by audience perception and identity. This has been also emphasized by this study, where it further concludes that there are three possibilities for rendering English marketing terminologies into Arabic: (1) the achievement of equivalence in the number of choices, though Arabic terms are often used interchangeably regardless of their precise English meanings; (2) the absence of choice in Arabic, where a single term represents multiple English concepts; and (3) the equivalence of both English and Arabic, which typically occurs in direct, simple marketing expressions in phrase or full-sentence styles. This concludes that the translation of marketing terminologies might indeed be shaped by the culture or the consumer's acceptability of the language.

These findings align with broader concerns in translation research. Al Kayed (2024) demonstrates that cultural differences frequently force translators—especially students—to rely on the literal approach that obscures the intended meaning. Whereas Muassomah (2024) illustrates how Arabic has dynamically absorbed and adapted new COVID-19 vocabulary through translation, adaptation, and creation. Both studies affirm that effective translation is not a mere exercise in linguistic substitution, but a culturally embedded practice requiring sensitivity to social context and audience expectations.

Therefore, in the field of marketing, the translation success depends on moving beyond literal equivalence toward approaches that respect culture while maintaining clarity and persuasiveness. Only by adopting culturally informed strategies can translators ensure that marketing messages achieve their purpose: to resonate with and persuade the target audience.

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