



**Translation Assessment of Air Travel Safety Instructions: Middle East Airlines
Instructions Video as a Model**

Sura Jarjis Wadea

Dep. of Translation, College of Arts , Al-Iraqia University, Baghdad, Iraq)

Email: sura.j.wadeea@aliraqia.edu.iq, ORCID: <https://orcid.org/0009-0003-5125-0018>

Article Information

Article History:

Received: 25 / 3 / 2024

Accepted : 2 / 6 / 2024

Available Online: 25 / 7 / 2024

Page no : 92 – 97

Keywords:

Pre-flight safety demonstration ,
translation assessment , passengers ,
translation methods , safety instructions .

Correspondence:

Researcher name:

Sura Jarjis Wadea

Email: sura.j.wadeea@aliraqia.edu.iq

Abstract

This section should include a succinct, self-contained and powerful statement that describes the main objective of the study. The abstract of one paragraph length should not contain formulas and references, it should occupy the first page and includes the following items: Brief background on the research topic, problem statement (if exists), research objective, methods and tools used in the research and major results, an abstract summarizing the content of the paper of no more than 250 words. A good abstract is precise and honest, can stand alone, uses no technical jargon and is specific. (Size line 11, Time Now Roman and Italic).

1. Introduction

Pre-flight safety demonstrations are an essential part of air travel. They are intended to inform passengers about the necessary safety procedures to follow in case of an emergency, including the use of seat belts, oxygen masks, and emergency exits. A well-executed pre-flight safety demonstration can help ensure that passengers are prepared to handle unexpected situations and can help reduce the risk of injuries or fatalities in the event of an emergency.

During a pre-flight safety demonstration, flight attendants typically provide instructions and demonstrate how to use the safety equipment on board the aircraft. This may include information on how to fasten and adjust seat belts, how to use oxygen masks in case of cabin depressurization, and how to locate and use emergency exits. Flight attendants may also provide additional information on the location of emergency equipment and procedures for evacuating the aircraft in case of an emergency.

In addition to providing important safety information, pre-flight safety demonstrations are also an opportunity for flight attendants to engage with passengers and create a positive first impression. A well-executed demonstration can help passengers feel more comfortable and confident during their flight, which can contribute to a more enjoyable travel experience overall.

2. Paper importance

This paper studies the importance of language use to deliver safety instructions on planes, so the airlines companies and flights attendance could have the suitable form of language to communicate with passengers.

3. Paper aims

This paper aims to inform the translators and airlines companies about the form of language that should be used to communicate with passengers, especially while delivering the pre-flight safety instructions.

4. The Impact of Pre-flight Demonstration

Pre-flight demonstration plays an important role in air travel because airline accidents not only directly cause financial loss to airlines and a decrease in productivity of workers, but also indirectly cause distrust and anxiety about safety in society as a whole. This eventually damages the company's sustainable development [6]. [2] also underline that airport safety is critical for the sustainability of the aviation industry, therefore risk tolerance that can cause accidents must be reduced to prevent accidents. Airline accidents have a significant impact on the level of safety awareness of airline users and change their preference for other modes of transportation[4]. An aircraft accident not only causes the anxiety and distrust of domestic/foreign passengers and the loss of airline's reputation and image, but also lowers the international safety grade evaluation of the relevant country. This brings down the value and competitiveness of the relevant airline in the long term, which is working as a factor threatening the sustainability of management.

reported that most of passengers do not follow or ignore the procedures. From onboard observation, it was also found that some passengers feel annoyed and dissatisfied when they are informed to follow the procedures. These behaviors normally arise when their participation is required in the procedures. Inflight safety and security procedures, which are performed by flight attendants on board, fall into this scope as they need passengers' full cooperation. Since this procedure encountered by passengers is in prepared and preventive aspects, the reasons for these procedures might be beyond passengers' safety awareness. Moreover, most procedures cause passengers discomfort and therefore could affect their satisfaction, especially if the procedures are performed during non-emergency circumstances. [3]

5. Steps of Pre-flight Safety Demonstration

According to [1] Pre-flight safety demonstration includes:

Seat Belt Demonstration: The flight attendant will demonstrate how to properly fasten and unfasten the seatbelt, and how to adjust it for comfort.

Oxygen Mask Demonstration: Flight attendants will demonstrate the use of oxygen masks in case of a sudden drop in cabin pressure. Passengers are informed to put on their own masks first before assisting others.

Emergency Exits: Flight attendants will point out the location of emergency exits and demonstrate how to open them in case of an emergency.

Life Vest Demonstration: Passengers will be shown how to put on and inflate a life vest in case of a water landing.

Emergency Procedures: The flight attendants will explain what to do in case of an emergency, including the location and use of emergency equipment, and the importance of following crew instructions.

Electronic Devices: Passengers will be reminded to turn off electronic devices during take-off and landing.

6. The Impact of Language on Pre-flight Safety Demonstration

Most airlines first make announcements in the language corresponding with their home country. For example, a Spanish airline like Iberia would first do its onboard safety briefing in Spanish and then in English. Some airlines may choose to do the safety briefing in the languages of the country they are departing from and the country they are flying to. This is based on the assumption that most of the passengers will either be from the departing or arriving country. For example, a Turkish Airlines flight between Istanbul and Rome would do the safety briefing first in Turkish and then in Italian. Flight attendants also communicate personally with passengers sitting in exit row seats to ensure they understand what they must do in an emergency [5].

These days, most airlines use a video for their onboard safety briefings, while flight attendants stand in the aisle pointing to the exits and showing you how to wear an oxygen mask or a life jacket. The advantage of doing the briefings by video is that it allows passengers to use different language subtitles to understand clearly regardless of their mother tongue.

Visual aids such as pictures, videos, and diagrams can enhance the effectiveness of pre-flight safety demonstrations. A study published in the Journal of Air Transport Management found that passengers who watched a safety video with visual aids had higher safety knowledge and confidence compared to those who watched a video without visual aids. Additionally, multilingual pre-flight safety demonstrations can improve safety knowledge and confidence for non-native speakers. A study published in Transportation Research Part F: Traffic Psychology and Behaviour found that multilingual safety demonstrations improved safety knowledge and confidence for non-native speakers compared to those who watched a demonstration in their native language only [5].

7. Data Collection

The data of the research is Arabic- English (Middle East Pre-flight demonstration video) and the researcher analyses the video from Arabic into English by choosing ten Arabic –English parts of the video and identified the used translation methods.

8. Models of Analysis

The chosen data is analyzed depending on Newmark’s (1988) model. [7] used the terms “translation method” and “translation procedure” that might be equated with the terms “global” and “local” strategies. [8] mention only two methods of translating: direct, or literal translation and oblique translation. Within the framework of direct translation they list three procedures: borrowing, calque and literal translation. In the context of oblique translation they enumerate four procedures: transposition, modulation, equivalence and adaptation. According to the author, transposition consists of “replacing one word class with another without changing the meaning of the message” [8]. Modulation is “a variation of the form of the message, obtained by a change in the point of view”. Adaptation is used “in those cases where the type of situation being referred to by the SL message is unknown in the TL culture” and is especially frequent in the translation of book and film titles.

9. Results

Table (1): Show the data analysis and results

The source text	The target text	The used translation methods
الخلاية اهلا بكم في ربوعنا	Hello!	Deletion
طيران الشرق الاوسط يرحب بكم	And welcome aboard Middle East Airlines	Deletion
نبدأ رحلتنا بالقاء نظرة على ارشادات السلامة، نرجو منكم الاصغاء	Before we take off , we will take you on a different kind of journey , so listen carefully to the safety instructions	Addition

التدخين ممنوع منعاً باتاً على متن هذه الطائرة. و هذا يشمل السجارة الالكترونية. فالتدخين مضر بالرحلة	Next stop, non-smoking central, smoking on board this aircraft including electronic cigarettes is strictly prohibited	Deletion
المغاسل مجهزة بأجهزة الانذار, متفقون؟	The lavatories are equipped with smoke detector, just in case you attempt to smoke in there.	Addition
حان وقت الاسترخاء	Up next, digital detox	Paraphrasing
خلال الاقلاع و الهبوط اطفئوا جميع الاجهزة الخليوية و الالكترونية و استريحوا	For your safety, make sure your electronic devices and mobile phones are switched off during takeoff and landing	Addition
جمال يقطع الانفاس, في حالة انخفاض الضغط في المقصورة ستهبط الاقنعة تلقائياً امامكم	And now for a breath of fresh air, in case of loss of cabinet pressure, oxygen masks will drop automatically.	Paraphrasing
وجهتنا الان الاناقة, سوف تجدون سترة النجاة تحت مقاعدكم	Next stop fashion redefine ,an awesome lifesaving vest is located under you seat.	Paraphrasing
نحن هنا لراحتكم و سلامتكم	Your safety is our top priority	Paraphrasing

10. Conclusion

Language used in pre-flight instructions has an important impact on the passengers. The researcher found that the source text of the Middle East Airlines safety instructions differ from the target text. The translator used three methods in translating the video which are: deletion, addition and paraphrasing. Paraphrasing is the most suitable method because this method made the message more appropriate and suitable for the English language speaker. The translator also used deletion for some of the expressions which the English language speaker is not familiar with. And finally addition which is also used to add some of the expressions to make the text more accurate for the target speaker.

11. Recommendation

The translator should follow the certain translation strategies to deliver the right and correct information and safety instructions, especially on plane to help the passengers to understand them. As shown in the results section, the most recommended and effective translations strategies are (deletion, addition and paraphrasing). The translator do not have to be stricthen to the original text, they should pay attention to the delivered idea and instruction.

References

- [1] Badrinarayanan, M, K & Sindhu. (2023). A Study on The Pre-Flight Safety Demonstration. Chem. Bull. 12(10), 10817-1084.
- [2] Bae, J.-H.; Park, J.-W. Research into Individual Factors Affecting Safety within Airport Subsidiaries. Sustainability 2021, 13, 5219.
- [3] Burdett, H. M., & Grant, R. L. (2010). Passenger understanding of hand baggage retrieval during emergency evacuation. Paper presented at the The Sixth International Fire & Cabin Safety Research Conference, New Jersey, USA.
- [4] Chang, Y.H.; Yang, H.H. Cabin safety and emergency evacuation: Passenger experience of flight CI-120 accident. Accid. Anal.
- [5] Finlay, M. (2023). Onboard Safety Demonstrations: Which Languages Must They Be Conducted In?. <https://simpleflying.com/onboard-safety-demostrations-languages-guide/>

-
- [6] Lim, J.L.; Han, J.H.; Lee, H.C. A study on the improvement plan of the safety management system in the air transportation industry. *J. Korean Soc. Aviat. Manag.* 2015, 13, 55–76.
- [7] Newmark, P. (1988). *A Textbook of Translation*. New York: Prentice Hall.
- [8] Vinay, J.-P., & Darbelnet, J. (1958/2000). *A Methodology for Translation*. [An excerpt from *Comparative Stylistics of French and English: A Methodology for Translation*, trans. And eds. J. C. Sager & M.-J. Hamel, Amsterdam: John Benjamins, 1995, first published in 1958 as *Stylistique comparée du français et de l'anglais. Méthode de traduction*] In L. Venuti (Ed.), *The Translation Studies Reader* (pp. 84–93). London: Routledge

DOI: <https://doi.org/10.31272/jae.i144.1242>

Available online at: <https://admics.uomustansiriyah.edu.iq/index.php/admeeco>



مجلة الإدارة والاقتصاد
Journal of Administration
& Economics

Mustansiriyah
University

College of
Administration &
Economics

P- ISSN: 1813 - 6729

E-ISSN: 2707-1359

تقييم ترجمة ارشادات السلامة للسفر الجوي: ارشادات السلامة الخاصة بطيران الشرق الاوسط انموذجاً

سرى جرجيس وديع

قسم الترجمة ، كلية الآداب ، الجامعة العراقية ، العراق ، بغداد

Email: sura.j.wadeea@aliraqia.edu.iq. ORCID: <https://orcid.org/0009-0003-5125-0018>

المستخلص

ان للغة المستخدمة في تعليمات سلامة الركاب قبل الرحلة نورا مهماً. يقدم البحث دراسة عن ارشادات السلامة قبل انطلاق الرحلة ثم يدرس تأثير هذه الارشادات قبل الرحلة وخطوات عرضها وتأثير اللغة المستخدمة عليها. يتضمن الجزء العملي جمع البيانات وهي بيانات البحث باللغة العربية والانجليزية (فيديو التوضيحي الخاص بارشادات السلامة قبل انطلاق الرحلة الجوية الخاص بطيران الشرق الأوسط) وتقوم الباحثة بتحليل الفيديو من العربية إلى الإنجليزية باختيار عشرة أجزاء من اللغة العربي إلى اللغة الانكليزية من الفيديو وتحديد طرق الترجمة المستخدمة في تحليل البيانات. حيث يظهر استخدام المترجم ثلاث طرق في ترجمة الفيديو وهي: الحذف والإضافة وإعادة الصياغة.

معلومات البحث

تواريخ البحث:

تاريخ تقديم البحث: 2024 / 3 / 25

تاريخ قبول البحث: 2024 / 6 / 2

عدد صفحات البحث 92 - 97

الكلمات المفتاحية:

عرض ارشادات السلامة قبل الرحلة ، تقييم الترجمة ، الركاب ، طرق الترجمة ، ارشادات السلامة .

المراسلة:

أسم الباحث: سرى جرجيس وديع

Email: sura.j.wadeea@aliraqia.edu.iq