



"Evaluating the Accuracy of Translated Aviation Terminologies in Audiovisual Media"

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Abstract

This study evaluates the accuracy of translated aviation terminologies in audiovisual media, an essential aspect for maintaining effective communication and safety in the aviation industry. Using Nabban's model (accuracy, readability, acceptance) and Geotielb's strategies as the theoretical framework, this research analyzes a selection of aviation-related documentaries and training videos. A mixed-methods approach is employed to assess translation accuracy, identify common errors, and propose strategies for improvement. **Key words:** Aviation Terminologies , Technical Translation, Accuracy and Audiovisual translation

Introduction

In the highly specialized field of aviation, accurate communication is paramount. This necessity extends beyond spoken and written exchanges to include audiovisual media, which serves as a crucial tool for training, information dissemination, and public engagement. The translation of aviation terminologies in these media must be precise to avoid misunderstandings that could lead to severe consequences.

Aviation Terminologies

Aviation has its own language of hundreds of aeronautical terms(Epic)

The terminology used in aviation encompasses all of the concepts and codes spoken by the pilot, co-pilot, flight attendant, cabin crew, tower, traffic controller, and so on during the flight. Every other occupation has its own jargon. However, things are different in the aviation industry. This is the result of the necessity for global standardization. Everyone uses the same terminology all over the world so that pilots can communicate with air traffic control towers.(Pegasus)

Technical Translation Methods

According to Pinchuck (1977:21), technical translation requires high qualifications if it is to be done properly. This means that technical translation is not an easy job to do. It requires comprehensive translation knowledge as well as qualification in the field being translated. Regarding the topic of translating political terminology, it is apparent that the translator should be aware of technical translation in order to avoid pitfalls in translating terms that mislead the reader and distort the meaning. Newmark (1988:160) states that "perhaps inevitably a technical translation is so varied in topic and often diverse in register, and so badly written, that it is not easy to make helpful generalizations about it."

Accuracy

According to Larson (1984), accuracy in representing the meaning of the original text and using natural idiomatic expressions in the receptor language are the primary goals of the translator. The translator, as he contends, should be faithful to the meaning of the original text as well as to the structure of the receptor language

Nababan (2004: 4) defines accuracy as the precision in comprehending the source language message and faithfully rendering it into the target language. This entails conveying the meaning without addition or reduction from the original language. It primarily concerns preserving the informational content from the source to the target language.

In translation, it's essential for translators to consider the language patterns familiar to the target audience. "Accurate" denotes that the meaning of the source language is faithfully conveyed into the target language without distortion. Conversely, "less accurate" indicates a less faithful transmission of the source language meaning, often accompanied by distortions. Lastly, "inaccurate" signifies a complete failure to faithfully convey the source language message, often resulting in omission or deletion.

2 Readability

According to Nababan (2012), readability encompasses factors such as the average sentence length, grammatical complexity, and the presence of new vocabulary. Various elements contribute to low readability levels, causing comprehension challenges, particularly for non-bilingual readers. These elements include the use of ambiguous language, incomplete sentences, intricate sentence structures, and excessive punctuation. Nababan introduces three instruments for assessing readability, known as Nababan's Readability Rating Instruments (NRRI), each assigned specific scores. The "readable" instrument receives three scores, indicating that the text is easily understandable. The "less readable" instrument is given two scores, signaling difficulties in comprehension due to ambiguous or unclear meanings. The "unreadable" instrument receives one score, indicating a complete lack of understanding. Richard et al., in Nababan (1999), argue that readability reflects the ease of reading and understanding a text.

Acceptability

Acceptability, closely linked to the concepts of naturalness and reader perception, is a key aspect of translation quality. Williams (2004) defines acceptability as the degree to which a translation adheres to the linguistic norms of the target language. Achieving acceptability entails aligning with the cultural norms of the target audience. Deviating from these norms by using uncommon language structures or functions can hinder comprehension for the target reader. Acceptability hinges on the naturalness of the language in the translation, ensuring it resonates with the target language. A translation achieves acceptability when readers perceive it as if they were reading an original text composed in the target language. This implies that the target text flows naturally. Nababan (2012: 15) proposes a rating scale for acceptability, providing a framework to assess the naturalness and reader reception of translations.

2.7 Audiovisual Translation (AVT)

The term (AVT) highlights the multi-semiotic dimension of all types of broadcast programs, including TV, cinema, radio, and DVD. It has become the most commonly used term in the field. However, within the profession, some prefer to use the term versioning as a more general term that encompasses subtitling, dubbing, and other forms of audiovisual translation. In academic circles, the term screen translation is often used. This term covers all products that are distributed through a screen, such as TV, cinema, or computer screens. It does not include surtitling for stage performances but does include the process of localization. It is important to note that localization is not considered a form of audiovisual translation. In the past, the term translation for the media was sometimes used to refer to both audiovisual and printed media. However, this term is not widely used anymore. Lastly, multimedia translation explicitly refers to the translation of content across various media and channels that are used for global and local communication. This includes informational, entertainment, educational, and advertising purposes. (Chamber, 2013.p46)

Definitions of AVT

Chairo (2008) defines AVT "as one of several overlapping umbrella terms that include media translation, multimedia translation, multimodal translation, and screen translation." (p.141). At the same time, Baker (2009) defines audiovisual translation as a branch of translation studies concerned with the transfer of multimodal and multimedial texts into another language and/or culture. Remael (2010) states, "Avt, although a relative newcomer within the field of translation studies, has moved from the field's periphery to its center over the past two decades(p. 12) Audiovisual translation (AVT) is defined by Cintas and Jorge (2019) as an academic subject and professional activity that involves the localization of audiovisual media content using various translation approaches. Translating this type of material necessitates an understanding of the confluence of audio and visual communication channels via which verbal and nonverbal information is communicated concurrently. Because of its transparency, the term "audiovisual translation," which is also known by other names including "screen translation," "film translation," "multimodal translation, and "multimedia translation," has gained more acceptance in scholarly y discourse (ibid)

AVT Strategy

The term strategy has two meanings in TS: limited and broad. Several linguists associate strategy with the idea of a problem. As a result, translation strategies are defined as techniques and procedures for solving a specific translation problem in the source material (Kring, 1986). Several researchers and scholars have investigated strategies in TS, such as Kring (1986).

Schaeffer and Carl (2013). Lörcher (1996) defines translation strategies as "procedures that subjects use to solve translation problems" (p. 27). Gottlieb, an experienced AV translator, created several primary classifications of subtitling strategies. Although Gottlieb did not provide a thorough description of each of these strategies, Other researchers have cited him. He describes ten strategies (Gottlieb, 1992, p. 166). Despite the fact that the primary goal is not to investigate the strategies, exploring them assists the researcher in determining whether specific strategies can achieve the desired accuracy levels.

1.The expansion strategy

According to Gottlieb (1992), expansion is a common strategy used in several cases where the SL needs an explanation.

2.The Paraphrase Strategy

Paraphrase is a strategy resorted to by the translator in case the phraseology in the ST is not appropriately reconstructed in an exact manner in the TT (Gottlieb, 1992).

3.The transfer strategy

Transfer is the process of rendering the ST accurately and completely (Gottlieb, 1992).

4.The imitation strategy

Gottlieb (1992) explains that imitation is the strategy of maintaining the same form of the ST, specifically with proper names of characters and places.

5.The transcription strategy

Transcription is a strategy employed in some instances if the ST includes unusual or unclear terms. This case can be represented when a third language or nonsense language is involved in the dialogue of the ST (Gottlieb, 1992).

6.The Dislocation Strategy

According to Gottlieb (1992), dislocation is a strategy applied when the source material of the AV has some types of special effects, such as songs and poems in a musical film. In such cases, translating such effects is prioritized, and the content is usually neglected.

7.The Condensation Strategy

Condensation is the process used to eliminate the information of the ST without losing the core of the message represented by the meaningful content (Gottlieb, 1992). In this regard, Zhang (2009) mentions that "an over-lengthy dialogue may necessitate condensation by the translator to get rid of any redundant information" (p. 113).

8.The Decision Strategy

Decimation is considered an extended strategy and an extreme form of the condensation strategy. It is best represented by eliminating critical elements due to several reasons, such as discourse speed (Gottlieb, 1992).

9.The Deletion Strategy

According to Gottlieb (1992), deletion is a strategy that refers to deleting some elements of the ST. Michael (2012) explains this strategy as an "exclusion of part of the whole SL message, especially less important aspects, such as those having verbal content, leaving the most important content to be expressed intact" (p. 117). This strategy permits the omission of several elements of the ST, such as words, phrases, or whole sentences and generating a TT, normally missing some parts.

10.The resignation strategy

Resignation is a common strategy adopted as a solution when no viable Translation is discovered; thus, the meaning will eventually be lost and deleted (Gottlieb, 1992). **Text (1) :Pan**

ST	TT
Amsterdam, 433. "pan" "pan" "pan" "pan" "pan" "pan" we have an engine problem	١- العاصمة امستردام لدينا مشكلة ٢- مطار امستردام لدينا مشكلة في المحرك ٣- لدينا مشكلة قرب امستردام ٤- نحن قرب امستردام العاصمة هناك مشكلة ٥- امستردام !!! هناك مشكلة هناك مشكلة ٦- نحن قرب امستردام وهناك عطل ٧- مطار امستردام توجد مشكله
Documentary	Timing

Airspeed alive ,Alive , we have 80 nots , there are an emerginical case (bright side)	8:373	٨- توجد عطل ونحن قرب مدينة امستردام ٩- مدينة امستردام هناك توقف في الطائرة ١٠- مشكلة قرب مدينة امستردام ١١- مشكلة
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Interpretation:

1. Pilots use this term when communicating with air traffic controllers. This is a signal indicating that something has gone wrong with the flight and cockpit .

Discussion:

The utterance in STU (Pan) refers to an emergency case of the plane’s engine; however, all the translators miss the real and intended meaning. The TTU renditions are considered less accurate because there is distortion of the meaning of the utterances, making them unrecognizable and incomprehensible to the TT readers. The translators need to repeat the utterance "Pan" in the TT to emphasize its importance. Despite the clear rendition of the utterance into Arabic, the meaning of the TT structure relies on understanding the word "Pan. All the translators rendered the ST less readable. According to Nabban’s model, "less readable" means that readers or hearers can understand the utterances, but they think it requires more than one reading to fully grasp the meaning. The rendition of the ST into Arabic depends on understanding the whole meaning of the utterance. As the TT and Arabic language structures (phrase structures) are readable for TT readers and culture, they still need some clarification for foreign readers or passengers due to cultural differences between the two languages. All the translators used a clear and easy-to-understand grammatical style in the target language. Despite the repetition of the word "Amsterdam" in the target text, which creates a kind of verbosity and is unnecessary, the name is still considered correct and acceptable in terms of understanding and intended meaning. **Table (2) :Analysis the Term (Pan)**

Title	No	Accuracy	score	Readability	score	Appropriate	unappropriate
SLT ENG.	1						
TLTs Arb.	T1	Less accurate	2	Less readable	2	-	+
	T2	Less accurate	2	Less readable	2	-	+
	T3	Less accurate	2	Less readable	2	-	+
	T4	Less accurate	2	Less readable	2	-	+
	T5	Less accurate	2	Less readable	2	-	+
	T6	Less accurate	2	Less readable	2	-	+
	T7	Less accurate	2	Less readable	2	-	+
	T8	Less accurate	2	Less readable	2	-	+
	T9	Less accurate	2	Less readable	2	-	+
	T10	Less accurate	2	Less readable	2	-	+
	T11	Less accurate	2	Less readable	2		

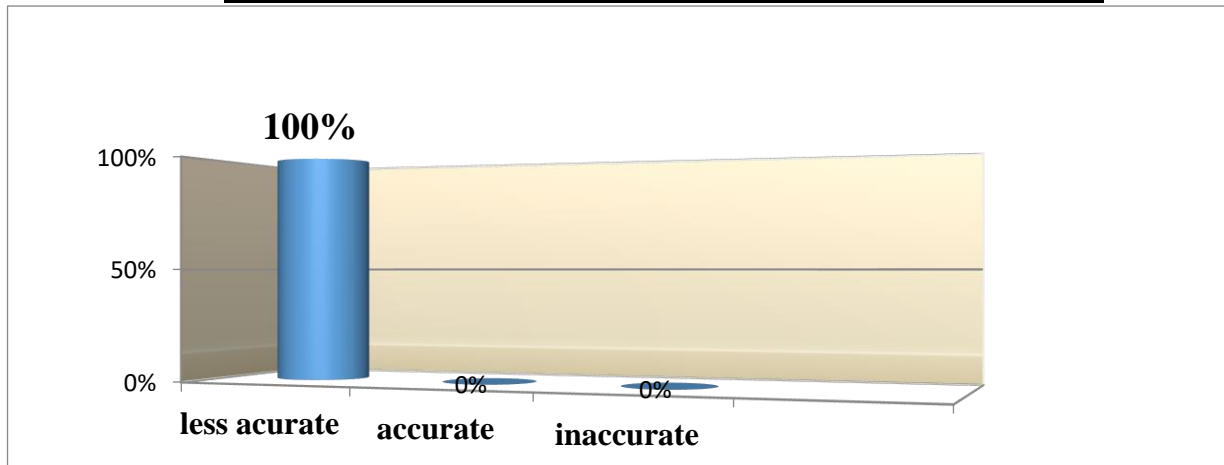


Chart (1): Translation Accuracy Result of (Pan)
Text (2): Jump Seat

ST		TT
<p>The speaker is the narrator : The purser would now be occupying the middle <i>jump seat</i> in the cockpit instead of his cabin jump seat</p>		<p>١- مقعد طوارئ ٢- مقعد الرحلة ٣- مقعد المتحرك القابل للطوي ٤- المقعد القفز ٥- مقعد القفز ٦- المقصورة ٧- القابل للقفز ٨- مقعد القفز ٩- مقعد القفز ١٠- مقعد الطواري ١١- مقعد متحرك قابل للطوي</p>
	<p>Documentary</p>	
	<p>Timing</p>	
<p>The tragic 's tale of air Algeria flight 6289 <i>(Mentour Pilot)</i></p>		<p>7:36</p>

Interpretation

In aviation, the term "Jump Seat" refers to an additional seat located in an aircraft's cockpit or cabin. The jump seat is typically located behind or next to the pilot and co-pilot seats. When not in use, it can be folded or stowed to make the most of the available cockpit space. This seat is not intended for passengers, but rather for specific personnel under certain conditions.

Discussion

"The utterances No. (1, 10) were inaccurately rendered because the STU was not effectively translated into the TTU as 'مقعد الطواري'. This failure to convey the intended meaning has resulted in the loss of the primary goal of the rendering process. Inaccuracies result from a literal translation into TTU, which is exacerbated by cultural language differences. The translation emphasized dictionary definitions and literal meanings over capturing the intended essence of the STU, resulting in a loss of meaning in the TTU. Furthermore, rendering No. (6) has been rendered incorrectly due to STU not being effectively translated into TTU." "The term 'jump seat' is translated into Arabic as 'المقصورة', which does not handle NARI's accuracy criteria. The correct semantic translation for "jump seat" is "المقعد الإضافي." The intended meaning is not conveyed correctly in the target language, resulting in a clear distortion of meaning. As a result, based on NARI's qualitative parameters, the translation is considered inaccurate. These sentences are logically connected when discussing the difficulties of translation and their impact on accuracy and meaning in the target language. "Accordingly, the translation of the term 'jump seat' as 'قابل للقفز' is inaccurate; thus, there is a change in phrasing that inaccurately transfers the meaning to the target language (TL), resulting in meaning distortion. As a result, the translation is considered inaccurate according to NARI standards. Utterances (3, 11) are accurately translated, resulting in 'مقعد قابل للطوي', which is more precise and understandable for the audience. This rendering (3, 11) into TTU is readable, clear, and easy to understand. As a result, the terminology's meaning is completely and accurately translated from the source text (ST) to the target text (TT), with no meaning distortion. As a result, the translation is considered accurate by NARI. The transliteration of the term 'jump seat' into Arabic as 'مقعد القفز' makes utterances No. (4, 5, 8, 9)

less accurate." These renderings are unreadable, incomprehensible, and fail to convey the intended meaning of the target text utterance. They were rendered using a paraphrase strategy that does not convey the intended meaning. Similarly, rendering No. (2) is considered less accurate because the term "jump seat" was transliterated into Arabic as "مقعد الرحلة." These renderings are also unreadable, unintelligible, and do not provide a clear meaning in TTU. They were rendered with a paraphrase strategy that did not correspond to the intended meaning. The researcher, however, believes that the rendering of jump seat into "مقعد الطوارئ, المقصورة", does not closely represent the SL Text. The researcher firmly believes that the term "jump seat" into مقعد القفز, مقعد الرحلة is not much the meaning of utterance of TTU. Whereas the researcher believes that the rendering of the term "jump seat" into مقعد قابل للطبي represent closely the ST text. The utterances No. (3,11) is understandable of TTU, and the whole meaning of the rendering gives a clear picture of the situation for the TTU readers, also is considered readable due to the first time reading the meaning of the utterances being clear and understandable for the audiences. They understand the whole meaning of the utterances and the rendition into TTU is much. The utterances No. (٢,٤,5,8,9) is rendered as مقعد القفز, مقعد الرحلة into TTU which has less readability. So the meaning of the utterance is not very clear for the TTU reader. So the meaning is less readable due to the meaning is not conveyed in TTU precisely. The translation "مقعد الطوارئ, قابلة للقذف, المقصورة" is considered difficult for the readers to understand. If the meaning found in the dictionary as مقعد متحرك قابل للطبي was used, it might be too long for the audience to read it in few seconds along with other content in the subtitle. Furthermore, the dictionary's translation is very lengthy for the subtitles **Table (2)**

:Analysis the Term (Jump Seat)

Title	No	Accuracy	score	Readability	score	Appropriate	unappropriate
SLT ENG.	1						
TLTs Arb.	T1	inaccurate	1	unreadable	1	-	+
	T2	lessaccurate	2	Less readable	2	-	+
	T3	accurate	3	readable	3	-	+
	T4	Less accurate	2	Less readable	2	-	+
	T5	inaccurate	1	unreadable	1	-	+
	T6	inaccurate	1	unreadable	1	-	+
	T7	inaccurate	1	unreadable	1	-	+
	T8	Less accurate	2	Less readable	2	-	+
	T9	Less accurate	2	Less readable	2	-	+
	T10	inaccurate	1	unreadable	1	-	+
	T11	accurate	3	readable	3	+	-

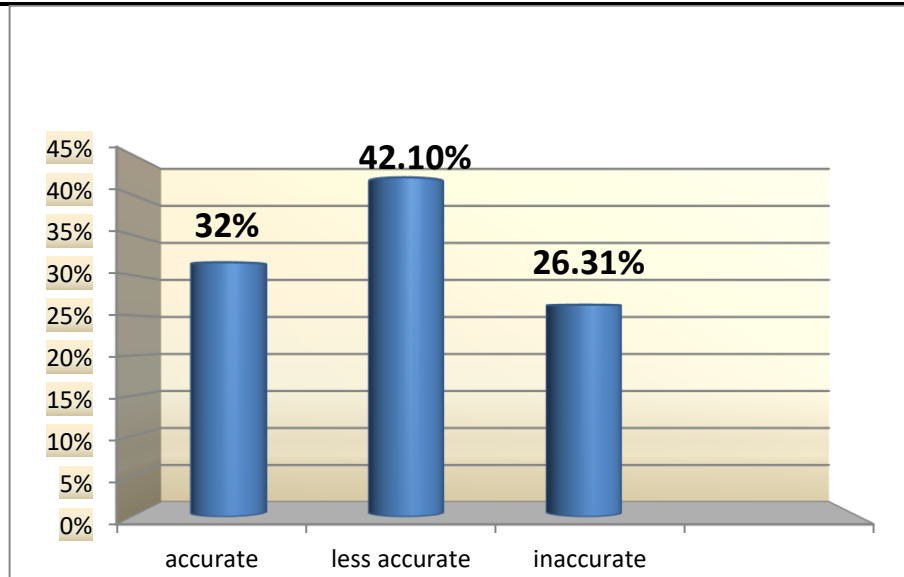


Chart (2) :Translation Accuracy Result of (Jump Seat)

Findings

1. The analysis found that approximately 15% of translators use the transfer strategy, which entails accurately rendering the meaning of the source text (ST) into the target text (TT). These translators are successful in producing completely accurate translations. They maintain the technical integrity of aviation terms by focusing on conveying the exact meaning rather than strictly following the literal words. For example, rather than translating "elevator" as "مصعد" (a literal but contextually incorrect term), they use "لموازن الأفقي," which accurately conveys the aviation-specific meaning.
2. According to the study, 85% of translators fail to achieve a level of readability that allows their translations to be understood by the intended audience. Because of this lack of readability, their translations are frequently less readable, if not entirely unreadable. Overly complex sentence structures, incorrect terminology use, and failure to adapt the text to the target audience's linguistic and cultural norms are all contributing factors to this issue. For example, translating technical manuals or instructional content into dense, jargon-heavy language makes it difficult for readers to follow and comprehend the material.

Conclusions

- This study aims to provide an overview of the findings from studies on audiovisual translation in the context of translation theory and real-world applications. The primary characteristics of this type of translation that need to be taken into account when translating an audiovisual work have been delineated. The primary feature of audiovisual products is the synchronization of verbal and non-verbal elements, and translating them necessitates working with image, sound, and other media in addition to text. Furthermore, equivalency is differentiated based on lip movement, speaking tempo, synchronicity of image and sound, as well as meaning and function.
- The findings show that most translators face significant challenges when translating aviation terminology from English to Arabic. The specialized nature of aviation terms, such as "spinners" and "area of weather," which have no direct Arabic equivalents, frequently results in translations that do not capture the full technical meaning. This demonstrates the difficulty of maintaining the precision required for technical content in aviation.
- The study indicates a predominant reliance on literal translation strategies, resulting in inaccurate renderings that do not convey the intended meaning from the source language (SL) to the target language (TL). The term "elevator," which refers to a specific aerodynamic condition in aviation, is often translated literally into Arabic as "مصعد" or رافعة انتقال, which misrepresents the technical context and can mislead the audience.

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