

Creative Translation of Projects Slogans and Storefront into Arabic with special reference to Basrah Province Market

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Abstract:

Translation of products and slogans from English into Arabic can be a challenging task due to the differences in language, culture and traditions between the target audience and the source once. Creative translation, also known as trans-creation, is the process of adapting content or text from one language to another by maintaining the same essence of the original text . Creative translation doesn't replace the source text word for word but instead focuses on using the source text as a point of reference to create equally compelling copy in the target language. The process of creative translation requires expert linguistic knowledge on the part of translation team, it is essential for businesses that operate on a global scale, as it enables them to get their message across international markets and cultures. Creative translation can involve simply changing few words or sentences, or completely rewriting the whole text. The current study works on illustrating the idea of creative translation and the main approaches dealing with it. In this study, a special focus has been paid to example of product or brand names and slogans translated creatively into Arabic. Also some other non-creative translation has been given in the study to show the problem of creative translation and its effect on product marketing and continuity .

Key words : Creativity, Advertisement (Storefronts, Translation

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الترجمة الابداعية لشعارات المشاريع وواجهات المحال الى اللغة العربية مع الاشارة الخاصة للسوق في البصرة

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المخلص:

مكن أن تكون ترجمة المنتجات والشعارات من الإنجليزية إلى العربية مهمة صعبة بسبب الاختلافات في اللغة والثقافة والتقاليد بين الجمهور المستهدف والمصدر مرة واحدة. الترجمة الإبداعية، والمعروفة أيضاً باسم إعادة الإنشاء، هي عملية تكيف المحتوى أو النص من لغة إلى أخرى من خلال الحفاظ على نفس جوهر النص الأصلي. لا تحل الترجمة الإبداعية محل النص المصدر كلمة بكلمة ولكنها تركز بدلاً من ذلك على استخدام النص المصدر كنقطة مرجعية لإنشاء نسخة مقنعة بنفس القدر في اللغة الهدف. تتطلب عملية الترجمة الإبداعية معرفة لغوية متخصصة من جانب فريق الترجمة، فهي ضرورية للشركات التي تعمل على نطاق عالمي، لأنها تمكنها من إيصال رسالتها عبر الأسواق والثقافات الدولية. يمكن أن تتضمن الترجمة الإبداعية ببساطة تغيير بضع كلمات أو جمل، أو إعادة كتابة النص بالكامل. تعمل الدراسة الحالية على توضيح فكرة الترجمة الإبداعية وأبرز المقاربات التي تتناولها. وقد تم في الدراسة التركيز بشكل خاص على أمثلة لأسماء المنتجات أو العلامات التجارية والشعارات المترجمة بشكل إبداعي إلى اللغة العربية، كما تم تقديم بعض الترجمة غير الإبداعية في الدراسة لبيان مشكلة الترجمة الإبداعية وأثرها على تسويق المنتجات و نجاح.

الكلمات المفتاحية: الابداعية، واجهات المحال، الاعلانات، الترجمة.

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1- Introduction:

Creative translation is one of the most important and prominent types of translation. Creative translation is called free translation also, because it allows the translator to control the translation process of the text he is translating, and because it gives him the necessary freedom to demonstrate his translation skills . Michael Mumford suggested " :that creativity involves the production of novel ' useful products "and also said that creativity can also be defined" as the process of producing something that is both original and worthwhile) ."Mumford, 2003, p. 110)

In today's globalized world, businesses are expanding their reach to international markets, and one crucial aspect of this expansion is product localization. Product localization involves adapting a product to suit the cultural, linguistic, and functional requirements of a specific target market .And at the heart of successful product localization lies the art of translation. Translation plays a vital role in product localization as it enables businesses to effectively communicate with their target audience in different languages. The primary goal of translation in product localization is to ensure that the intended message, functionality, and cultural nuances of the product are accurately conveyed to the Arabic-speaking audience. It goes beyond mere word-for-word translation; it involves adapting the product to the target market's language, culture, and preferences. One of the key aspects of translation in product localization is maintaining the integrity of the original product while making it relevant and appealing to the Arabic-speaking audience. This requires a deep understanding of both the source language (usually English) and the target language (Arabic), as well as the cultural context in which the product will be used. Katan (2004)

Another important aspect of translation in product localization is ensuring that the translated content is accurate, clear, and concise .Translators must pay attention to detail and ensure that the translated text is free from grammatical errors, typos, and inconsistencies. Also, the translator should be aware to notion of the collocation in the two languages is working on. What a word means often depends on its association with certain collocates .When the translation of a word or a stretch of language is criticized as being inaccurate in a given context, this criticism shows the translator's inability to recognize a collocation pattern with a unique meaning different from the sum of the meanings of its individual elements. For instance, a translator who translates dry voice as" a voice which is not moist "would be mistranslating dry in this context. So, he fails to recognize that when dry collocates with voice it means cold giving the meaning " not expressing emotion) ."Jabir and Hadi, 2011)

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Creativity is defined as the ability to form new combinations. Further ‘it can be the ability to join commonly independent and different elements. As a process, it is described as that which gives a new product, and brings something new into existence. It can also be viewed as a behavior which produces something unique and valuable. On the other hand, creativity is seen by some as any sociolinguistic feature of language. It calls for changing traditional renderings of texts of different types. Changes of style, grammar ‘cultural expressions, compensations for losses and adjustments of any kind to the original can be seen as a kind of creativity in translation. Creativity is against translation as imitation. “Creativity in translation starts where imitation stops”. A translation like literary translation that changes dynamically and constantly with the changes of time, societies, cultures and connotations is a creative translation due to the change of interpretation of literature with the change of time. It is with this dynamic change that creativity lies. See also (Nida, 1964) ‘(1998 & Newmark, 1993); (Gran, 1998 (and (Ghazala, 2012.(2014&

2- The Importance of Creativity in Translation

Translation is not simply a mechanical process of converting words from one language to another. Creative translation goes beyond literal translation and aims to capture the essence and cultural nuances of the source language while adapting it to the target language. In the context of product localization, creativity plays a crucial role in effectively conveying the brand message, maintaining brand identity, and resonating with the target audience.

- Enhancing Brand Message

When translating products, it is essential to ensure that the brand message is effectively communicated to the target audience. This requires creativity in finding the right words, phrases ‘and expressions that not only accurately convey the meaning but also evoke the desired emotions and associations. Creative translation allows for the adaptation of the brand message to align with the cultural values, beliefs, and preferences of consumers. Neubert (1997) For example, a slogan like " Just do it "from Nike may not have the same impact when directly translated into Arabic. A creative translation approach would involve finding an equivalent expression that captures the essence of the original slogan while resonating with Arabic-speaking consumers. In this case, a possible

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creative translation could be) "تجراً وافعلها" Tjra' wa A'felha), which conveys a similar sense of empowerment and action.

- Maintaining Brand Identity

Maintaining brand identity is crucial when translating products into Arabic. Creative translation allows for the adaptation of product names, slogans, and other branding elements while preserving the essence and recognition of the brand. It involves striking a balance between staying true to the original brand identity and effectively appealing to the Arabic-speaking audience. Neubert (1997)

For instance, when translating the brand name "Coca-Cola" into Arabic, a literal translation would result in) "كوكا كولا" Koka Kola). However, creative translation takes into account the phonetic and cultural aspects of the Arabic language .

- Cultural Adaptation

Creative translation in product localization involves adapting the product to the cultural context of the target audience. It requires an understanding of the cultural nuances, customs and sensitivities of Arabic-speaking consumers. By creatively adapting the product, translation can ensure that it resonates with the target audience and avoids any cultural misunderstandings or offensive content. For example, when translating food packaging, it is essential to consider cultural dietary preferences and restrictions. A product that contains pork may need to be creatively adapted to cater to the Arabic-speaking audience, where pork is prohibited in Islamic dietary practices. Creative translation can involve substituting the ingredient with a culturally acceptable alternative or highlighting the absence of pork in the product description.

- Trans-creation

Trans-creation is a form of creative translation that goes beyond linguistic adaptation and involves recreating the entire concept or message in the target language. It allows for the adaptation of cultural references, humor, and idiomatic expressions to ensure that the translated product resonates with the target people. Neubert (1997)

For example, when translating a humorous advertisement into Arabic, a literal translation may not capture the intended humor or cultural references.

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Trans-creation allows for the creative adaptation of the humor, ensuring that it is culturally relevant and amusing to the Arabic-speaking audience.

3- Creative Techniques for Translating Product or Brand Names

Translating product or brand names requires a delicate balance between maintaining the essence of the original name and adapting it to the target language and culture. It is a creative process that involves understanding the target audience, considering cultural nuances and finding innovative solutions to convey the intended meaning effectively Venuti (2004). Here, the study will explore some creative techniques for translating product names, along with examples of the Arabic market to illustrate these techniques.

a- Transliteration with a Twist

Transliteration is a common technique used to adapt product names into other languages. It involves representing the sounds of the original name using those language letters. However, a creative twist can be added to make the name more appealing and memorable to the target speakers. This can be achieved by incorporating the target language words or phrases that convey the essence of the product or its unique features. Newmark (1998)

For example, let's consider a fictional energy drink called "PowerMax". Instead of a straightforward transliteration, a creative approach could be used the Arabic word for power) "قوة" (quwa), and combine it with a relevant adjective like) "ماكس" (max) to create the name) "قوة ماكس" (Quwa Max). This not only maintains the original brand identity but also adds a touch of creativity and cultural relevance.

b- Cultural Adaptation

When translating product names into the target language, it is crucial to consider cultural sensitivities and adapt the name accordingly. This involves understanding the cultural context and finding equivalent terms or concepts that resonate with the target language speaking consumers. Newmark (1998)

For instance, let's imagine a skincare product called "Youthful Glow". To adapt this name to Arabic cultural considerations come into play. In Arabic culture, beauty and youthfulness are often associated with natural elements like flowers and fruits. Therefore, a creative translation could be) "نضارة الشباب" (Nadara Al-Shabab), which translates to) "Youthful Radiance". This name captures the

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essence of the original while incorporating cultural elements that resonate with the target audience.

c- Wordplay and Puns

Wordplay and puns can be powerful tools in creative translation, as they add a touch of humor and playfulness to product names. However, it is essential to ensure that the puns or wordplay are culturally appropriate and easily understood by the Arabic-speaking audience.

For example, let's consider a fictional snack called "Crunchy Bites ". A creative translation could be) "لقمات مقرمشة" (Luqmat Muqramsha), which combines the Arabic word for bites) "لقمات" (Luqmat), with the adjective "مقرمشة" (Muqramsha), meaning crunchy. This translation is not only conveys the texture of the snack but also adds a playful element through the use of rhyming words.

d- Descriptive Translations

Sometimes, a straightforward translation that describes the product's features or benefits can be an effective and creative approach. This technique involves using target language words or phrases that directly convey the intended meaning of the product name .

For instance, let's consider a fictional laundry detergent called "Pure Clean ". A creative translation could be) "نظافة صافية" (Nazafat Safiya), which directly translates to "Pure Cleanliness ". This translation captures the essence of the original name while clearly communicating the product's purpose to Arabic-speaking consumers.

e- Brand Adaptation

Maintaining brand identity is crucial when translating product names into Arabic. It is essential to ensure that the translated name aligns with the brand's values, image, and target audience.

For example, let's consider a well-known brand of athletic shoes called "Sprint Fit ". To adapt this name to Arabic, a creative approach could be to combine the Arabic word for sprint) "سباق" (Sabaq), with a relevant adjective like) "ملائم" (Mula'im), meaning suitable or fitting. This results in the name "سباق ملائم" (Sabaq Mula'im), which maintains the brand's identity while appealing to Arabic-speaking consumers.

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4- Creative Approaches to Arabic Creative Marketing Translation

When it comes to translating marketing materials into Arabic, creativity plays a crucial role in capturing the attention and interest of the target audience. Arabic is a rich and expressive language, and a direct word-for-word translation may not always convey the intended message effectively. It is important to explore some creative approaches to Arabic creative marketing translation according to De Mooij (2004)

a- Localization and Cultural Adaptation

One of the key aspects of creative translation in marketing is the localization and cultural adaptation of the content. This involves understanding the cultural nuances, preferences, and sensitivities of the target audience and tailoring the marketing message accordingly. By adapting the content to resonate with the local culture, companies can establish a stronger connection with their target market (De Mooij, 2004). Example of the Arabic creative marketing translation is: Coca-Cola's "Share a Coke" campaign was successfully adapted for the Arabic market by incorporating culturally relevant names on the bottles. Instead of using generic names, the campaign featured popular Arabic names, such as Ahmed, Fatima, and Mohammed, which resonated with the local audience and created a sense of personalization and gave the impression of being interested and targeted by that international company. (Al Oqaily 2010)

b- Trans-creation and Creative Adaptation

Trans-creation is a creative translation technique that goes beyond literal translation to recreate the marketing message in a way that evokes the same emotions and impact as the original content. It involves adapting the content while preserving the intended meaning, tone, and style. This approach allows marketers to maintain the essence of their brand while effectively engaging the target audience (Apter, 2001). This can be seen in the Arabic world in the following examples

1: Nike's famous slogan "Just Do It" was trans-created into Arabic as "تجرأ افعلها" (Tajar'w A'falah), which translates to "Dare to do it" but also carries a sense of empowerment and motivation. The Arabic version captures the spirit of the original slogan while resonating with the cultural values of determination and perseverance.

2: Apple's tagline "Think Different" was creatively adapted into Arabic as "فكر بشكل مختلف" (Fakir Bishakl Mukhtalif), which translates to "Think in a

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different way ".This adaptation maintains the essence of the original message while incorporating the Arabic cultural preference for a more explicit and descriptive expression.

c- Humor and Wordplay

Incorporating humor and wordplay can be an effective way to capture the attention of the audience and make the marketing content more memorable. However, it is important to ensure that the humor translates well and is culturally appropriate. A clever play on words or a humorous twist can create a positive association with the brand and leave a lasting impression (Apter, 2001). The Arabic translator applied it effectively in:

1: KitKat's famous slogan "Have a Break, Have a KitKat" was creatively adapted into Arabic as) "خذ استراحة، خذ كيت كات" (Khudh Istraḥa, Khudh KitKat), which translates to "Take a break, take a KitKat ".The adaptation maintains the rhyme and rhythm of the original slogan while incorporating a playful twist that appeals to the Arabic audience.

2: Pepsi's slogan "Live for Now" was creatively translated into Arabic as "عيش" (Eish Al-Lahza), which translates to "Live the moment ".The adaptation not only captures the essence of the original slogan but also adds a touch of poetic beauty and cultural resonance.

d- Storytelling and Emotional Appeal

Most cultures have strong tradition of storytelling, and incorporating storytelling elements into marketing translation can be highly effective in engaging the audience on an emotional level. By crafting compelling narratives and using evocative language ,marketers can create a deeper connection with the target consumers. Like in :Airbnb's" Belong Anywhere "slogan was creatively translated into Arabic as "انت في بيتك في كل مكان" (Anta Fi Beitaḥ Fi Kull Makan), which translates to "You're at home everywhere ".The adaptation emphasizes the concept of belonging and creates a sense of comfort and familiarity for Arabic-speaking travelers .In conclusion, creative approaches to Arabic marketing translation involve localization, trans-creation, humor, storytelling, and emotional appeal .By understanding the cultural nuances and preferences of the Arabic-speaking audience, marketers can effectively adapt their marketing messages to resonate with the target market. The examples provided demonstrate the power of creative translation in capturing the attention, interest, and loyalty of Arabic consumers.

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5- Exploring the Challenges of Translating Products into Arabic

Translating products into Arabic presents a unique set of challenges that require a deep understanding of the language, culture, and target people, some of these challenges :

1. Linguistic Complexity

Arabic is a Semitic language known for its rich vocabulary and complex grammatical structure. It has a unique writing system and a variety of dialects. Translators must navigate these linguistic complexities to ensure accurate and effective translations. One of the challenges is the vast number of Arabic dialects spoken across different regions. Each dialect has its own nuances, vocabulary, and grammar rules. Translators must carefully consider the target audience and select the appropriate dialect for the translation (Bacchilega, 2007). For example, a product aimed at the Egyptian market would require a translation in Egyptian Arabic, while a product targeting the Gulf region would need a translation in Gulf Arabic and so on.

Another linguistic challenge is the use of formal and informal language. Arabic has different registers, ranging from highly formal to colloquial. Translators must determine the appropriate level of formality based on the target audience and the nature of the product. This decision can greatly impact the reception and effectiveness of the translated product.

2. Cultural Sensitivity

Arabic-speaking countries have diverse cultural backgrounds and traditions. Translators must be sensitive to these cultural nuances and adapt the translation accordingly. Cultural references, idioms, and metaphors may need to be modified or replaced to ensure they resonate with the target audience. For example, a product that uses a Western cultural reference in its marketing campaign may not be well-received in an Arabic-speaking country. Translators need to find culturally appropriate alternatives that maintain the intended message and appeal to the local audience. Additionally, religious and social sensitivities must be taken into account. Certain words, images, or concepts may be considered offensive or inappropriate in Arabic-speaking cultures. Translators must carefully navigate these sensitivities to avoid any potential backlash or negative impact on the product's reputation. (Yousif, 2015)

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3. Translating Brand Names and Slogans

Translating brand names and slogans requires a delicate balance between maintaining brand identity and adapting to the Arabic language and culture. Literal translations may not always capture the essence or evoke the desired emotions associated with the brand. Translators often employ creative techniques such as transliteration, trans-creation, or a combination of both. Transliteration involves representing the sounds of the brand name or slogan using Arabic letters, while trans-creation involves adapting the message to suit the cultural context and evoke the desired response.

For example, the fast-food chain McDonald's uses the Arabic transliteration "ماكدونالدز" (Makdonaldz) to maintain brand recognition while adapting to the Arabic script. Similarly, Coca-Cola's slogan "Open Happiness" is trans-created as "افتح السعادة" (Iftah al-Sa'adah), which captures the essence of the original slogan while resonating with Arabic-speaking consumers .

4. Technical and Terminological Challenges

Translating technical terms and specialized terminology poses a significant challenge in product localization .Arabic may not have direct equivalents for certain terms, especially in emerging fields or industries. Translators must find suitable alternatives that accurately convey the meaning while ensuring clarity and comprehension. In some cases, translators may need to introduce new terms or borrow words from other languages. However, it is crucial to ensure that these borrowed terms are widely understood and accepted by the target audience. Additionally ,translators must consider the potential impact on user experience and the need for additional explanations or clarifications. (Bacchilega, 2007)

5- Examples of Creative and uncreative Translation and transliteration in Product Localization

In the world of product localization ,creative translation plays a crucial role in effectively adapting products for Arabic-speaking markets. It involves not only accurately translating the content but also creatively adapting it to suit the cultural nuances and preferences of the target audience. Let's explore some examples of creative and uncreative translation and transliteration in product localization to better understand its significance and impact. The researcher will give examples from the commonly known and international products or brands in

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different fields as general examples for illustrating the points, but a special interest has been given to the Iraq/Basri markets or products. These products, in the current study, were selected from the regional and international brands which spread quickly and noticeably in different provinces in Iraq in the recent years.

Example 1: Food Industry

The food and beverage industry often faces unique challenges when it comes to translating product names and descriptions. One example is the translation of the popular American snack "popcorn". In Arabic, a literal translation of "popcorn" would not convey the same meaning or evoke the desired response. Instead, creative translators have come up with alternative translations such as ("حبوب الذرة المنفوخة" inflated corn kernels) or ("ذرة مقرمشة" crispy corn) to capture the essence of the product while appealing to Arabic-speaking consumers.

But the bad translation or the direct one can be seen as an example in the mistranslation of Pepsi's iconic 'Come alive! You're in the Pepsi generation' tagline was genuinely translated as 'Pepsi brings your ancestors back from the grave' in China. This causes real problems for the company and huge loss.

In Iraq, one can see the preference of some of the international or regional agencies to keep the original name of the agency regardless its positive or negative reflection on their position and marketing placement. In some agencies, they failed to adapt the local realization or understanding of their products. The researcher will list some examples of agencies which used transliteration methodology with comment on their positive and negative reflection:

- Shawerma Factory: It is an agency of wide spread in the Arabic gulf area. This might be confusing to some simply educated, but still the intellectual connection of the expression (factory) is related to a well-organized product and a highly monitored one. This was a good example of transliteration
- NKD: this is another regional agency, but the naming here or the transliteration process wasn't successful. This name has multiple meaning and it cannot be translated for it is only letters will have no meanings in the direct translation. On the other hand, if the translator adapts the process of transliteration the Arabic equivalent will be (نكد) which means (sulk or pettish) which is a very bad name to have in your store-front or for your products. The translator should be aware of such untold references.
- Chemini: is Hungarian agency opened in Basrah two years ago is also an example of bad transliteration when the company will fall in the gap of

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cultural untold references or suggestions that the text or the name might have implied on its cultural context and historically in terms of time and space.

- Mami's chicken: it is a Kawaiti agency and found in all gulf countries in addition to many provinces inside Iraq. They used to put the name in their storefronts in English and its Arabic translation as (دجاج امي) this kind of naming and translation can be easily understood by all people from different backgrounds so it can help or approach the regional and international market. The name is clear and has a good cultural connection when it connects the chicken meals with mother meals, so it expresses a good cultural adaptation .

Example 2: Beauty and Cosmetics Industry

The beauty and cosmetics industry relies heavily on effective translation to market their products to Arabic-speaking consumers. One example is the translation of makeup product names. Creative translators often find ways to maintain the brand identity while adapting the names to suit the Arabic language and culture. For instance 'the English term" highlighter "can be translated as "مُضيء" (illuminator) in Arabic, capturing the essence of the product and its purpose.

Similarly, the translation of skincare product descriptions requires creativity to convey the benefits and features accurately. For example, the English phrase "anti-aging cream "can be translated as "كريم مضاد للشيخوخة" (anti-aging cream) or "كريم للحفاظ على الشباب" (youth-preserving cream) in Arabic .These translations not only convey the intended message but also resonate with the target audience, making the products more appealing and relatable.

Example 3: Technology and Electronics Industry

The technology and electronics industry faces unique challenges in translating technical terms and user manuals .Creative translation is essential to ensure that the instructions and information provided are clear and user-friendly for Arabic-speaking consumers.

For instance, the translation of technical terms like " Bluetooth "or" Wi-Fi " requires creative adaptation to make them more understandable to Arabic-speaking users .Translators may use terms like "بلوتوث" (Bluetooth) or "واي فاي" (Wi-Fi) in Arabic, which are transliterations of the English terms but have become widely accepted and understood by Arabic-speakers.

In user manuals, creative translation is crucial to simplify complex instructions and ensure clarity. Translators may use visual aids, diagrams, or

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step-by-step illustrations to supplement the translated text and make it easier for users to follow. They may also adapt the language and tone to suit the target audience, ensuring that the instructions are not only accurate but also user-friendly.

In Iraq and as a part of international campaign, the adaptation was clear in the translated slogan of their campaign for Mac computer. The English version carry the slogan as (the vision is brighter than ever), the translator was successful in translating the slogan as (الرؤيا بإشراف غير مسبوقه)، it was clear and noticeable to different people with different dialects in the Arabic countries .

Example 4: Fashion and Apparel Industry

According to Jana Lapsanska (2006) ،(advertisers use an erratic spelling of words to attract receivers' attention .The fashion and apparel industry relies heavily on creative translation to effectively market their products to Arabic-speaking consumers. One example is the translation of clothing sizes. Since the sizing systems may vary between countries, creative translators adapt the sizes to suit the local market. For instance, the English size "small" can be translated as "صغير" (small) or "مقاس صغير" small size) in Arabic, ensuring that the sizing information is clear and easily understood by Arabic-speaking customers.

Another example is the translation of fashion brand slogans and taglines. Creative translators ensure that the essence and impact of the original slogan are maintained while adapting it to suit the Arabic language and culture. For instance, the English slogan "Just Do It" by Nike can be translated as "فقط افعلها" (Just do it) in Arabic, capturing the brand's message while resonating with Arabic-speaking consumers.

These examples highlight the importance of creative translation in product localization. By creatively adapting product names, descriptions, instructions, and marketing materials, companies can effectively engage with Arabic-speaking consumers and establish a strong presence in the market. Creative translation not only ensures accurate communication but also enhances the overall user experience, leading to increased customer satisfaction and brand loyalty.

For Xiaosong (2004), an advertising slogan is more effective if it mirrors the personality of the brand. It can be inferred that an advertising slogan which rhymes with the brand name may be easily memorized and frequently repeated by target customers. As Xiaosong (2004) clarifies, the advantage of such a strategy is that other companies may not be able to imitate a slogan which rhymes with a particular brand name because the rhyme used represents the identity of the slogan and relates to a special brand name. In Basrah market this

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can be seen in the store front name as (Murtadha Mybillein), who is a normal person with a normal and familiar name, but he was clever to create a store front connect to international brand to help memorizing and flourishing his career.

In the advertisement of a watch brand) Rendez- vous day and night) which is famous Swiss brand, the English slogan was (Reinvent yourself), the Arabic translator was creative in adapting this slogan to be more attractive for the Arabic costumer and translate it as (أكتشف نفسك من جديد!). He changed the style of the original logo somewhat when he added the exclamation mark and change the order verb to be explore instead of change which is the direct translation for the English order verb in the original text.

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Conclusion

The translator should also be an innovative writer and must have the ability to switch between different styles in order to echo the tone and style of the original work. It's imperative for the translators to start a serious and large scale process of adaptation which necessitates an exceptionally high energy, good-will and objective thinking in order to produce an advertisement reflecting the spirit of the original one .Using creative translation for marketing campaigns has several benefits, including:

- Creative translation takes into account the cultural nuances of the target audience, ensuring that the message resonates with them as if it was written by someone from their home country .
- Creative translation ensures that the brand image is consistent across all markets, as the message is adapted to suit the local audience while retaining the same essence of the original text.
- By adapting the message to suit the local audience, creative translation increases the number of people who are likely to interact with the brand.
- Creative translation ensures that the message is clear and easy to understand, which helps to keep customers engaged.
- Marketing translators who understand copywriting have the ability to keep the brand's tone of voice and enhance the translated copy with the company's style, tone, and context.

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