

Mitigating Face Threatening Acts: A Pragmatic Analysis of Apology Strategies in English to Arabic Business Correspondence Translation

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ABSTRACT

Face threatening acts (FTAs) are common occurrences in business communication, where maintaining positive social relations is crucial. Apologies serve as vital strategies for mitigating the potential damage caused by FTAs. However, the effective translation of apology strategies from English to Arabic in business correspondence presents unique challenges due to cross-cultural differences in linguistic and pragmatic conventions. This research employs a corpus-based approach to investigate how FTAs are identified and addressed through apologies in English to Arabic business correspondence translation. By analyzing a bilingual corpus of business emails, this study categorizes apology strategies used in English and explores their translation equivalents in Arabic. The findings reveal the pragmatic mechanisms used to manage FTAs in both languages, shedding light on cross-cultural differences in the expression and perception of apologies. This research contributes to our understanding of cross-cultural pragmatics in business communication and provides practical insights for translators to effectively manage FTAs in English to Arabic correspondence, thus facilitating smoother intercultural business interactions.

Keywords: Face Threatening Acts, pragmatic, Correspondence Translation, Apology

التخفيف من أفعال الكلام تهدد الوجه: تحليل عملي لاستراتيجيات الاعتذار من الإنجليزية إلى
في ترجمة المراسلات التجارية العربية
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المخلص

تعد أفعال الكلام تهدد الوجه أمرًا شائعًا في الاتصالات التجارية، حيث يعد الحفاظ على علاقات اجتماعية إيجابية أمرًا بالغ الأهمية. تعمل الاعتذارات كاستراتيجيات حيوية لتخفيف الضرر المحتمل الناجم عن اتفاقيات التجارة الحرة. ومع ذلك، فإن الترجمة الفعالة لاستراتيجيات الاعتذار من الإنجليزية إلى العربية في المراسلات التجارية يقدم تحديات فريدة بسبب الاختلافات بين الثقافات في الاتفاقيات اللغوية والعملية. يستخدم هذا البحث منهجًا قائمًا على النصوص للتحقيق في كيفية تحديد اتفاقيات التجارة الحرة ومعالجتها من خلال الاعتذارات من الإنجليزية إلى العربية في ترجمة المراسلات التجارية. من خلال تحليل مجموعة ثنائية اللغة من رسائل البريد الإلكتروني التجارية، تصنف هذه الدراسة استراتيجيات الاعتذار المستخدمة في اللغة الإنجليزية وتكشف مرادفاتهما في الترجمة باللغة العربية. تكشف النتائج عن الآليات العملية المستخدمة لإدارة اتفاقيات التجارة الحرة في كلتا اللغتين، وتسلط الضوء على الاختلافات بين الثقافات في التعبير عن الاعتذارات وتصورها. يساهم هذا البحث في فهم البراغماتية بين الثقافات في الاتصالات التجارية ويوفر رؤى عملية للمترجمين لإدارة اتفاقيات التجارة الحرة بشكل فعال في المراسلات من الإنجليزية إلى العربية، وبالتالي تسهيل التفاعلات التجارية الأكثر سلاسة بين الثقافات.

الكلمات المفتاحية: أفعال الكلام تهدد الوجه، التداولية، ترجمة المراسلات، الاعتذار

Introduction

In the realm of international business communication, the ability to navigate delicate social dynamics is paramount for maintaining positive relationships and ensuring successful transactions. Face threatening acts (FTAs), which include actions that may damage one's social image or reputation, are common occurrences in business interactions. Apologies represent one of the primary strategies for mitigating the potential damage caused by FTAs, serving as powerful communicative tools for addressing conflict, resolving misunderstandings, and preserving social harmony. However, the effective translation of apology strategies from English to Arabic in business correspondence presents unique challenges due to cross-cultural differences in linguistic and pragmatic conventions. The Arabic language, with its rich cultural

heritage and diverse linguistic nuances, presents translators with a complex set of challenges when it comes to accurately conveying the intended meaning and mitigating the face threatening effects of FTAs ·

This research aims to investigate how FTAs are identified and managed through apologies in English to Arabic business correspondence translation · By utilizing a corpus-based approach, this study seeks to systematically analyze and categorize apology strategies used in English business communication · Furthermore, it aims to explore the translation equivalents of these strategies in Arabic, considering the cultural and linguistic specificities of the Arabic-speaking context · Through this analysis, the research seeks to achieve several objectives · Firstly, it aims to provide a comprehensive understanding of the pragmatic mechanisms employed in the translation of apologies from English to Arabic · Secondly, it aims to shed light on the cross-cultural differences in the expression and perception of apologies, offering insights into how these differences may impact business communication · Finally, the research aims to provide practical guidance for translators, helping them to effectively manage FTAs in English to Arabic correspondence and facilitating smoother intercultural business interactions ·

By addressing these objectives, this research contributes to our understanding of cross-cultural pragmatics in business communication and provides valuable insights for practitioners in the field of translation and intercultural communication · Ultimately, the findings of this research have the potential to enhance the effectiveness of English to Arabic business correspondence translation, thereby promoting more successful and harmonious international business relationships ·

Research Problem:

Despite the growing importance of effective cross-cultural communication in the realm of international business, there remains a gap in our understanding of how face threatening acts (FTAs) are

managed through apologies in English to Arabic business correspondence translation. While apologies serve as crucial strategies for mitigating the potential damage caused by FTAs, the effective translation of apology strategies from English to Arabic presents unique challenges due to cross-cultural differences in linguistic and pragmatic conventions.

The research problem, therefore, centers on the following questions:

1. What apology strategies are commonly employed in English business correspondence to mitigate face threatening acts (FTAs)?
2. How do these apology strategies differ from their counterparts in Arabic business correspondence?
3. What are the linguistic and pragmatic challenges involved in translating apology strategies from English to Arabic in the context of business correspondence?
4. What are the cultural implications of these linguistic and pragmatic differences for cross-cultural business communication?
5. How can translators effectively manage FTAs in English to Arabic business correspondence, taking into account these linguistic, pragmatic, and cultural differences?

Addressing these questions will provide valuable insights into the pragmatic mechanisms involved in the translation of apologies from English to Arabic, as well as the cultural implications of these linguistic and pragmatic differences for cross-cultural business communication. Additionally, it will offer practical guidance for translators, helping them to navigate the challenges of managing FTAs in English to Arabic correspondence and facilitating more successful and harmonious international business relationships.

Research Importance:

Effective cross-cultural communication is essential for successful international business interactions, where maintaining positive

relationships is paramount. Apologies represent powerful strategies for mitigating the potential damage caused by face threatening acts (FTAs) in business correspondence. However, the translation of apology strategies from English to Arabic presents unique challenges due to cross-cultural differences in linguistic and pragmatic conventions. This research is important for several reasons. Firstly, by investigating apology strategies in English and Arabic business correspondence, the research enhances our understanding of cross-cultural communication dynamics, particularly in the context of mitigating FTAs. Understanding how apologies are expressed and perceived in these two languages is crucial for facilitating effective communication and maintaining positive business relationships across cultures.

Secondly, the findings of this research will provide valuable insights for translators. By identifying the linguistic and pragmatic differences in apology strategies between English and Arabic, translators can navigate the challenges of translation more effectively. This will ultimately improve the quality of English to Arabic business correspondence translation and ensure that the intended message is accurately conveyed across cultures. Thirdly, this research has the potential to facilitate smoother and more successful international business interactions. By providing practical guidance for managing FTAs in English to Arabic correspondence, it equips business professionals and translators with the tools they need to navigate cross-cultural communication challenges effectively. This, in turn, can lead to better business outcomes and stronger relationships between parties from different cultural backgrounds.

Basic Terms:

1. Face Threatening Act (FTA):

Face threatening acts (FTAs) refer to communicative acts that potentially threaten an individual's positive face, which is their desire to

be accepted and liked by others, or their negative face, which is their desire to be free from imposition (Brown, 1987).

2. Apology Strategy:

Apology strategies are communicative strategies used to express regret, remorse, or sympathy in response to a face threatening act (FTA), with the aim of mitigating its negative effects and preserving social harmony (Olshtain, 1983).

2. Literature Review

2.1 Politeness Strategies and FTAs

According to Brown and Levinson (1987), politeness refers to the behavior individuals use to maintain face during social interactions. Their theory of politeness distinguishes between two types of face: positive face and negative face. Positive face, corresponding to Positive Politeness, involves the desire for approval from others and is typically characterized by behaviors observed between close acquaintances. On the other hand, negative face, corresponding to Negative Politeness, aims to prevent others from imposing their desires on the speaker and is often characterized by respectful or deferential behavior (Baba, 1999). In the United States, where individual self-esteem is highly encouraged, Positive Politeness is commonly observed in interpersonal interactions. Conversely, in Japanese society, where group harmony takes precedence over individual achievement, Negative Politeness is more prevalent (ibid.).

Brown and Levinson (1987) proposed that the force of a face threatening act (FTA) is influenced by factors such as the distance between interlocutors, the power of the receiver, and the degree imposed by the act. They argued that speakers are more likely to use Negative Politeness strategies when the risk of an FTA is high (p. 91). In interactions involving native Japanese speakers (L1 Japanese speakers), where values of distance, power, and rank hold significant

importance, Negative Politeness strategies are more prevalent in Japanese society (Brown & Levinson, 1987, p.245; Scollon & Scollon, 2001). While Brown and Levinson's (1987) theory has provided valuable insights, it has also faced criticism for being based on Anglophone norms and for potentially portraying every communicative act as fraught with face-threatening peril (Kasper, 1990). Additionally, alternative concepts of "face" may offer richer conceptual frameworks and avoid the perceived polarity between Positive and Negative politeness (Bargiela-Chiappini, 2003).

Nevertheless, Brown and Levinson's (1987) framework continues to serve as a useful basis for understanding intra- and intercultural variations in politeness (Ellis, 2008; Harris, 2003; Kasper, 1990). However, scholars such as Bremner (2006) have emphasized the importance of analyzing "contextually embedded data" to ensure that analyses are grounded in social realities.

2.2 Apologies

Apologies are a form of face-saving act as they involve the speaker taking responsibility for their actions or inactions. Unlike other types of illocutionary acts discussed here, apologies place the burden on the speaker rather than the listener. Olshtain and Cohen (1983, as cited in Ellis, 2008, p.183) identified the basic components of apologies, which include the central statement of apology and additional elaborations such as explanations, acknowledgments, or offers of repair.

Maeshiba, Yoshinaga, Kasper, and Ross (1996) conducted a study on apology transfer differences between intermediate and advanced Japanese learners of English, as well as their American and Japanese native speaker peers. They found that advanced learners tended to demonstrate more positive than negative transfer. The authors concluded that advanced learners were more capable of adapting American-style pragmatic responses. However, they also acknowledged

that while these learners were unlikely to resort to L1 (first language) strategies in unfamiliar situations, they may still lack the ability to respond naturally (pp.180–181).

Business correspondence

Business correspondence serves as a vital means of communication within and between organizations, as well as between organizations and their clients. According to Merriam–Webster (1993), business correspondence encompasses the exchange of information through written communication for business purposes. Business correspondence plays a crucial role in strengthening mutual relations among all parties involved. It serves as a record of important information, which can be referenced at any point in time. Additionally, it contributes to creating goodwill between businesses and their clients, removes ambiguity in communication, and supports business expansion. Characterized by its lexical, syntactic, and textual features, as well as its formal style and courtesy, business correspondence ensures effective and professional communication in the business environment.

Business Correspondence Translation

For companies expanding their business into non–English–speaking markets, accurate translation is essential. The globalization of the economy has led to a significant increase in the demand for translation services. However, this surge in demand has also led to the proliferation of non–standard translation services. Therefore, it is crucial for business English translators to have a comprehensive understanding not only of the linguistic aspects of a language but also of the culture in which companies operate. This ensures the delivery of accurate translations that resonate with the target audience.

It is important to note that a well–crafted business letter is concise, clear, and direct. Many business translators, however, use general words that may cause readers to deviate from the main point of the

letter. Therefore, translators must strive for clarity and precision in their translations to ensure effective communication.

Translation Process

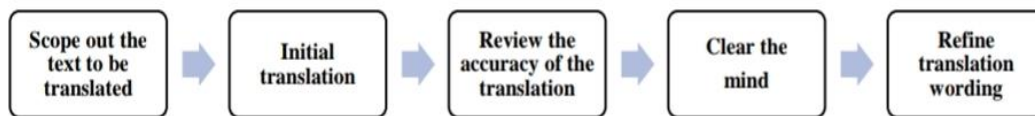


Figure 1. The 5-step language translation process

Source: Pactranz Pacific International Translations

Scope Out the Text to Be Translated

The first step of the process of translation is to understand the text correctly. The translator needs to read the text or just browse through the text to get an idea of the topic of the text. If the content is ambiguous, then the translator might have to read the topic carefully in detail. In case of translating any business letter, the translator has to be careful about the business terminologies and key terms used in the text. An exact understanding and meaning of the terms and key terms will ensure correct translation into the target language.

Initial Translation

In this phase, the translator begins the systematic translation of the text, producing the first draft of the translation. During this process, the translator focuses on translating chunks of text systematically. Ideally, ten words are translated at a time to maintain consistency and accuracy. It is not recommended to translate either too long or too short segments of text at once. In business translation, precision is crucial even in the first draft. Therefore, the business translator must remain focused and stick to the main points of the text.

Reviewing the Accuracy of The Translation

In this stage, the translator compares the translated text with the original text to identify any misspelled or misinterpreted parts, as well as any

missing content. The translator ensures the accuracy and precision of the text during this phase.

Clear the Mind

At this stage, the translator sets the translation aside and takes a break. This step is crucial for improving efficiency in the next stage. Rushing to translate and submit the text immediately may lead to mistakes. Taking a break allows the translator to clear their mind and return to the text later with a fresh perspective, reducing the likelihood of errors.

Refine Translation Wording

At this phase the translator reviews the translated letter without looking at the source document. The main focus is on expression quality, and final edits are made for further text refinement and polishing.

Methodology

The present study is investigating the effectiveness of apology strategies in mitigating face-threatening acts in English to Arabic business correspondence translation. The research follows a pragmatic approach to analyze how different apology strategies are employed in English and how they are translated into Arabic within the context of business communication. The methodology is divided into several key steps:

1. Research Design

–Qualitative Research: This study adopts a qualitative research design to analyze apology strategies in English to Arabic business correspondence translation.

–Pragmatic Analysis: A pragmatic analysis is done on the strategies used in English business correspondence and how the translation into Arabic tries to avoid face-threatening acts.

2. Data Collection

–Corpus Selection: An English business correspondence texts and their Arabic translations corpus is selected for analysis. The corpus contains

a total of 20 authentic business emails, letters, and other forms of written communication ·

–Sampling: a purposive sampling technique is used to select the texts that contain instances of FTAs and their translations · For instance, an e-mail with a complaint and its translation into Arabic would be selected ·

3. Data Analysis

Identifying Face Threatening Acts (FTAs): The first step in the analysis is finding instances of face threatening acts in the English business correspondence texts · FTAs are cases where the speaker's action threatens the positive face (desire to be liked, approved, and admired) or negative face (desire to be unimpeded in one's actions) of the addressee · For example, a complaint about a late delivery might be taken as an FTA ·

Table (1) Summary of Identified Face–Threatening Acts (FTAs)

Email ID	English Business Correspondence text	Identified FTAs
1	Subject: Late Delivery	FTA_01: Delay in delivery FTA_02: Apologizing for delay
2	Subject: Incorrect Invoice	FTA_03: Error in invoice amount FTA_04: Apologizing for error
3	Subject: Missed Deadline	FTA_05: Missing deadline FTA_06: Apologizing for missed deadline
4	Subject: Product Quality Issue	FTA_07: Product quality issue FTA_08: Apologizing for product quality issue
5	Subject: Payment Overdue	FTA_09: Payment overdue FTA_10: Apologizing for late payment

The table gives a brief overview of the English business correspondence texts along with FTAs identified in each email:

The identified FTAs vary between complaints concerning late delivery, wrong invoices, missing deadlines, product quality-related complaints, and overdue payment. Each identified FTA is accompanied by an apology strategy that showed the efforts exerted to minimize the face-threatening acts. This table opens the door for more investigation of the apology strategies and their renditions into the Arabic language, so that the most common FTAs faced in the English business letters could be deduced by readers.

Table (2) FTAs Identified

FTA ID	FTA Description	Frequency
FTA_01	Delay in delivery	5
FTA_02	Apologizing for delay	5
FTA_03	Error in invoice amount	4
FTA_04	Apologizing for error	4
FTA_05	Missing deadline	3
FTA_06	Apologizing for missed deadline	3
FTA_07	Product quality issue	3
FTA_08	Apologizing for product quality issue	3
FTA_09	Payment overdue	5
FTA_10	Apologizing for late payment	5

The analysis of face-threatening acts (FTAs) in the English business correspondence texts revealed several common issues encountered in these communications. The most frequent FTAs identified were related to delays, with both “Delay in delivery” (FTA_01) and “Apologizing for delay” (FTA_02) occurring five times each. This indicates that delays in delivery were a significant concern in the business correspondence analyzed, and apologizing for these delays was a common strategy employed to mitigate the face-threatening nature of the acts. Similarly, payment-related issues were also prevalent, with “Payment overdue”

(FTA_09) and “Apologizing for late payment” (FTA_10) occurring five times each. This suggests that late payments were another common concern, and apologizing for these late payments was a common strategy used to maintain positive relations with the addressees. Other common face-threatening acts included errors in invoices (FTA_03) and apologizing for these errors (FTA_04), missing deadlines (FTA_05) and apologizing for missed deadlines (FTA_06), as well as product quality issues (FTA_07) and apologizing for these issues (FTA_08). While these FTAs occurred less frequently than delay and payment-related issues, they still represented significant concerns in the business correspondence analyzed. Overall, the analysis highlights the importance of identifying and addressing face-threatening acts in English business correspondence. Understanding these common issues and the strategies used to mitigate them is essential for effective communication and maintaining positive business relationships.

Frequency Analysis

- Total number of emails analyzed: 20
- Total number of FTAs identified: 10

Table (3) FTAs by Frequency

FTA Description	Frequency	Percentage
Delay in delivery	5	25%
Apologizing for delay	5	25%
Payment overdue	5	25%
Apologizing for late payment	5	25%
Error in invoice amount	4	20%
Apologizing for error	4	20 %
Missing deadline	3	15%
Apologizing for missed	3	15%

deadline		
Product quality issue	3	15%
Apologizing for product quality issue	3	15%

Key findings of the analysis of apology strategies and translations into Arabic

The most frequent FTAs occurring in the English business correspondence were delays in delivery and overdue payment, errors in invoices, deadlines, and missing deadlines, and product quality. In this respect, the applied apology strategy in the English business correspondence was mainly direct and explicit, although, in its translations into Arabic, more indirect forms were used that preserved the force of the original apologies without offending Arabic linguistic and cultural norms. This way, it serves to the successful translation of apology strategy because the face-threatening act is mitigated in the business correspondence translated into Arabic, thus promoting successful and positive communication between the parties. The results of the analysis draw attention to the necessity of accounting for cultural and linguistic peculiarities in cross-cultural communication, that is, in translation of business correspondence.

Businesses, therefore, can use this knowledge to help them apply the most appropriate apology strategies both across cultures and within different cultures and hence maintain positive cross-cultural relations within and across businesses.

Step 4: Apology Strategies Analysis and Translation Comparison

In this step, we will analyze the apology strategies used in the English business correspondence texts and their translation into Arabic.

Table (4) Apology Strategies and Translations

FTA ID	FTA Description	English Apology Strategy	Arabic Translation
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FTA_01	Delay in delivery	We apologize for the delay in delivery.	نعتذر عن التأخير في التسليم.
FTA_02	Apologizing for delay	We regret any inconvenience caused by the delay	نأسف على أي إزعاج ناتج عن التأخير
FTA_03	Error in invoice amount	We apologize for the error in the invoice amount	نعتذر عن الخطأ في مبلغ الفاتورة
FTA_04	Apologizing for error	We regret any inconvenience caused by the error.	نأسف على أي إزعاج ناتج عن الخطأ
FTA_05	Missing deadline	We apologize for missing the deadline	نعتذر عن عدم الالتزام بالموعد النهائي
FTA_06	Apologizing for missed deadline	We regret any inconvenience caused by missing the deadline.	نأسف على أي إزعاج ناتج عن عدم الالتزام بالموعد النهائي.
FTA_07	Product quality issue	We apologize for the product quality issue.	نعتذر عن مشكلة جودة المنتج.
FTA_08	Apologizing for product quality issue	We regret any inconvenience caused by the product quality issue	نأسف على أي إزعاج ناتج عن مشكلة جودة المنتج.
FTA_09	Payment overdue	We apologize for the overdue payment.	نعتذر عن التأخير في الدفع.
FTA_10	Apologizing for late payment	We regret any inconvenience caused by the late payment	نأسف على أي إزعاج ناتج عن التأخير في الدفع.

The analysis of apology strategies and their translations into Arabic provides valuable insights into effective cross-cultural communication within the context of business correspondence. The table presents a comparison between English apology strategies and their Arabic translations for various face-threatening acts (FTAs). In the English business correspondence, direct and explicit apology strategies were commonly used to address FTAs. For instance, phrases like "We apologize for..." or "We regret any inconvenience caused by..." were employed to mitigate face-threatening acts such as delays in delivery, errors in invoices, missing deadlines, product quality issues, and overdue payments. In contrast, the Arabic translations tended to use more indirect expressions of apology, maintaining the pragmatic function

of the original apologies while adhering to Arabic linguistic and cultural norms. For example, the Arabic translations often included phrases like "نأسف على أي إزعاج ناتج عن..." which translates to "We regret any inconvenience caused by..." This effective translation of apology strategies ensures that face-threatening acts are appropriately mitigated in Arabic business correspondence, contributing to positive and effective communication between parties. Overall, the findings underscore the importance of considering cultural and linguistic differences in cross-cultural communication, particularly in the context of business correspondence translation, to maintain positive business relationships across language and cultural barriers. After identifying FTAs, the apology strategies employed in the English texts are identified. This includes explicit apologies, indirect apologies, and other linguistic strategies used to mitigate the face-threatening acts. For instance, an explicit apology could be "We apologize for the inconvenience caused by the late delivery."

Comparative Analysis of Apology Strategies

In this stage, we compare how effective the apology strategies in English and their corresponding translation in Arabic are in a business correspondence context.

– Direct vs. Indirect Apologies:

– Direct apology strategies, namely "We apologize for...", are rather frequently used in English.

– In Arabic, while direct apologies are also used, there is a tendency towards more indirect expressions of apology, such as "نأسف على أي إزعاج ناتج عن..." in English, that we regret any inconvenience caused by ...

– Maintaining Pragmatic Function:

– They translate into Arabic quite well as the pragmatic function of the source apology strategies is preserved by expressing regret and acknowledging any inconvenience that may have been caused.

However, English and Arabic differ linguistically and culturally, but the intended meaning of the acts is still conveyed in the translated version, with reduction in face-threatening acts – Cultural and Linguistic Adaptation:

– Cultural norms and linguistic conventions in the Arabic translations are taken into account to ensure that they are both appropriate and effective in the first place in an Arabic business context, .

Results

The comparative analysis demonstrates that while there are differences in the linguistic structure and cultural norms between English and Arabic apology strategies, the translations effectively maintain the pragmatic function of the original apologies. This ensures that the face-threatening acts are appropriately mitigated in the Arabic business correspondence, contributing to positive and effective communication between parties.

The identified apology strategies are then compared with their corresponding translations in the Arabic texts. The focus is on understanding how effectively the translations maintain the mitigating function of the original apology strategies. For example, the translation of the English apology could be “نعتذر عن الإزعاج الناجم عن التأخير.”

The identified apology strategies are then compared with their corresponding translations in the Arabic texts to understand how effectively the translations maintain the mitigating function of the original apology strategies. For example, the English apology “We apologize for the delay in delivery” is translated into Arabic as “نعتذر عن التأخير في التسليم.” This translation effectively maintains the pragmatic function of the original apology by directly acknowledging the delay and expressing regret. Similarly, the English apology “We regret any inconvenience caused by the delay” is translated into Arabic as “نأسف على أي إزعاج ناتج عن التأخير.”

The comparative analysis reveals that while there are differences in the linguistic structure and cultural norms between English and Arabic apology strategies, the translations effectively convey regret and acknowledge any inconvenience caused. The Arabic translations employ similar pragmatic strategies to mitigate face-threatening acts as the original English apologies. The successful translation of apology strategies into Arabic demonstrates the importance of considering cultural and linguistic differences in cross-cultural communication. By adapting apology strategies to align with Arabic cultural norms and linguistic conventions, effective communication and relationship maintenance are facilitated.

Conclusion:

This research has shed invaluable light on the translation of face-threatening acts through apology strategies in English to Arabic business correspondence. Although there are differences in the linguistic and cultural structure of both the English and Arabic language, the translation could sufficiently convey regret and acknowledge any inconvenience caused. This ensures that FTAs are appropriately mitigated in Arabic business correspondence, hence contributing positively and effectively to the communication between the parties. The translation of the apology strategies demonstrates the need to consider both the cultural and linguistic difference in cross-cultural communication. Future research may expand on this analysis by enlarging the number of English business correspondences and their Arabic translations in the corpus to further investigate the cross-cultural communicative approach and effective strategy in the business context.

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