An assessment of Translating Colloquial Expressions in On line Advertisements into English "Commercial Advertisement" as Case study"

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تقييم ترجمة التعابير العامية في الإعلانات عبر الإنترنت إلى اللغة الإنجليزية "الإعلانات التجارية " كدراسة حالة

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المستخلص :

تُعدّ الإعلانات الإلكترونية (المشار إليها فيما يلي باسم "Oads") أدواتٍ أساسيةً للمؤسسات التي تسعى للتوسع دوليًا في عصر التسويق الرقمي العالمي. ولبناء المصـداقية، وجذب الفئات المسـتهدفة، وإثارة ردود الفعل العاطفية، غالبًا ما تعتمد هذه الإعلانات بشـكل كبير على اللغة العامية. ومع ذلك، هناك بعض العوائق التي يجب التغلب عليها عند ترجمة اللغة العامية من اللغات المصدر (SL) إلى الإنجليزية كلغة الهدف (TL)، مثل ملاءمة السياق، والاختلافات الثقافية، والفروق النحوية الدقيقة. الهدف من الدراسة هو دراسة اللغة المستخدمة في هذه الإعلانات وتقييم مدى جودة ترجمتها إلى اللغة الإنجليزية. تتضمن الدراسة ثلاث فرضيات: (١) إن ترجمة التعابير التجارية باعتبارها تعابير وكلمات وعبارات عامية وعن طريق الانترنت يمكن أن تشـكل العديد من الصـعوبات الثقافية والبنيوية في عملية الترجمة، (٢) إن تقديم ترجمة الإعلانات التي تتضــمن التعابير الاصطلاحية والتراكيب اللفظية المستخدمة عبر الانترنت والوسائط الالكترونية يميل إلى أن يكون أكثر تحديًا في في عملية الترجمة من الإعلانات التي تخلو من مثل هذه التعابير، و(٣) أن الأدوات المتعددة الوسـائط المسـتخدمة في الاعلانات التجارية عبر سـبكى الانترنت هي مؤثرة ومفيدة للمترجم بشكل موضوعي بناءً على نموذج عالمة اللغة والمنظّرة رايس لتقييم الترجمة (٢٠٠٠) كونها قسمت النصوص الى اربعة انواع ووضـائف هي (وظيفة اعلامية و وتعبرية وتنفيذية وسمعية وبصرية). لخصت الدراسة إلى أن تقييم الترجمة المستخدمة في هذه الدراسة هي ٤٦.٢٥٪ هي وظيفة إعلامية، بينما تقدم نسبة ٢٣.٧٥٪ منها غرضًـا تعبيريًا. ويمثل الجانب التشـغيلي (تنفيذي) ١٨.٧٥٪، بينما تكون نسـبة ١١.٢٥٪ من النص كخصـائص الوسائط السمعية . حيث يواجه المترجم صـعوبة في ترجمة التعبيرات العامية ، وقد تُشكل صـعوبات ثقافية وبنية تركيبية لغوية وكما موضح في الرسم البياني المرفق رقم (١) .

Abstract

Online advertisements (henceforth) (Oads) are essential tools for organization looking to expand internationally in the age of global digital marketing. In order to establish credibility, appeal to target groups, and elicit emotional reactions, these commercials frequently rely significantly on colloquial language. However, there are some obstacles to overcome when translating colloquial language from source languages (SL) into English as the target language (TL), such as contextual appropriateness, cultural variances, and grammatical nuances. The purpose of the study is to examine the language employed in these commercials and evaluate how well they are translated into EnglishThe study has three hypotheses: (1) the translation of Commercial Expressions as colloquial expressions used Oads can pose many cultural and structural difficulties in translation process , (2) rendering advertisements involving idioms, and collocations tends to be more challenging in translation than advertisements which are devoid of such expressions, and (3) The multimodal tools used in commercial Oads seem to be influential and helpful to the translator objectively based on Reiss' model of translation assessment (2000). The study concluded that the translation assessment reveals that 46.25% of the translation functions are **informative**. Meanwhile, 23.75% of the translation serves **an expressive purpose**. The **operative aspect** accounts for 18.75%, and 11.25% relates to **audio-**

media qualities. It is difficult to colloquial expressions used in Oads can pose cultural difficulties. The translation curve attached in (Chart No.(1) shows the trends that tend towards the type of text.

1.1 Introduction

Advertising serves as a fundamental mode of communication aimed at persuading and influencing audiences, while simultaneously functioning as a primary source of information regarding products, goods, and services. These promotional messages are disseminated through various channels, among which online advertising has become increasingly prevalent on a global scale. Digital advertisements are strategically employed to enhance marketing outreach across the Internet, thereby contributing significantly to commercial success (Klapdor, 2013:8). The influence of advertising extends beyond commercial domains, permeating diverse sectors of society including arts, culture, sports, fashion, politics, and even religion. Such pervasive reach underscores the considerable economic and cultural power vested in advertising practices. Empirical studies suggest that consumer receptivity to advertisements is often contingent upon cultural compatibility, emphasizing the importance of culturally sensitive translation in the global marketing landscape. As a vital tool for international communication, translation plays a crucial role in maintaining the efficacy and relevance of advertisements across linguistic and cultural boundaries.This research focuses on the specific challenges encountered in translating colloquial expressions within Oads into English, with an emphasis on commercial advertisements as a case study. The study aims to analyze the linguistic and cultural intricacies that complicate translation processes, providing concrete examples and evaluating strategies to address these issues. The findings underscore the necessity of cultural contextualization and creative adaptation to ensure that advertising messages retain their persuasive impact across different languages and cultures.Oads are inherently multimodal, integrating textual and visual elements to convey their messages effectively. Translating such advertisements demands not only linguistic proficiency but also cultural insight and creative skill, as the interplay between words and images adds complexity to the translation process. This study, therefore, seeks to assess the specific difficulties faced when translating colloquial expressions in commercial Oads into English and to explore effective approaches for overcoming these challenges.

1.2 Literature Review

In advertising, colloquial language is essential because it gives promotional messages a sense of urgency and authenticity. Such language increases persuasive efficacy by fostering a sense of familiarity and connection between the advertisement and the target audience. By using colloquialisms, marketers hope to provide approachable and interesting content that appeals to consumers' emotions and cultural values, which in turn increases brand affiliation and customer engagement O'Neill (2015).The translation of colloquial expressions presents a significant challenge due to their deep entrenchment in specific cultural and linguistic contexts. Venuti (2008) emphasizes that these idiomatic and informal expressions often carry nuanced meanings, humor, or emotional undertones that are not easily transferred across languages. The risk of losing these subtleties during translation increases the likelihood of miscommunication or diminished impact, as the original message's cultural resonance and persuasive power may be compromised (Baker, 2018). Consequently, translators must navigate carefully to preserve both meaning and effect.Effective localization extends beyond literal translation to encompass cultural adaptation, ensuring that content resonates appropriately within the target context (Nord, 1997). In advertising, this process is especially critical, as the success of a campaign depends on the ability to maintain the brand's voice and the message's relevance. Adapting colloquial expressions involves understanding cultural idioms, societal norms, and consumer sensitivities, which collectively influence how messages are perceived and received by the target audience.

1.3The Problems

The study explores the following problems:

  1.Many colloquialisms are lack direct equivalents translation.

  2.The translators will face an ambiguities and multiple meanings of some expressions have multiple interpretations depending on context. Also phrases rooted in specific cultural phenomena may not translate meaningfully.The translators face difficulties of maintaining the tone and emotional impact while adapting colloquialisms to different cultural settings.

1.4 The Aims of The Research

The study aims at:

1- Investigating the language of Arabic commercial Oads and their English translation.

2- Assessing the English translation of commercial Oads based on Reiss' model of translation assessment (2000).

1.5 The Hypotheses

It is hypothesized that:

1- The translation of colloquial expressions used in Oads can pose many cultural and structural difficulties in translation process.

2- Rendering advertisements involving idioms, proverbs and collocations tends to be more challenging in translation than advertisements which are devoid of such expressions.

3- The multimodal tools used in commercial Oads seem to be influential and helpful to the translator objectively based on Reiss' model of translation assessment (2000).

1.6The Procedures &Data:

The following steps and data will be adopted in carrying out the present work:

1- Surveying the literature available on Oads and the policy of advertising.

2- Adopting Reiss' model of translation assessment (2000).to evaluate the translations of Arabic commercial online advertisements.

3- Finding out the translation difficulties and their reasons in rendering these online advertisements.

4- Collect FOUR samples Arabic-to-English translated online commercial advertisements.

5- Drawing conclusions of the translations.

2.1The Features of Online Advertising

2.2.1 Preliminary

Shimp (2007) assures that Advertisement is a marketing communication tool which plays an important role in achieving financial and non-financial goals.Fletcher (2010:1) draws a distinction between advertising (henceforth) Advt and Ad by saying that the former refers to a process while the latter denotes the end result of that process. The etymology of the word 'advertisement' is derived from the Latin verb 'adverteré' which means 'to turn towards' (Goddard,1998:6). Churchill, et. al. (2011:2) believe that there are many purposes behind Advt such as publicity, public relations, product placement, sponsorship, underwriting, and sales promotion. Christelle (2012:15) shows that companies consider any Ad as an art to persuade people about products, services or ideas. Garzone (2009:157) believes that websites are good places to show companies investment due to its simple and cheap operating which leads for large and small firms including the corner shops, for instance, to utilise webs. People nowadays begin to use the internet more than ever before, relying on websites, social media and many other programmes to be acquainted with the events, contact with others and make shopping. Adverts realise this tendency in people attitude and begin to employ all these means to achieve their desires.

2.2.2 Characteristics

Evans (2008:9) states that Online advertisement distinguishes itself from offline in many issues. While using the internet, users obtain highly efficient mechanism when delivering Advertisement or collecting information from the internet in which they do many jobs at one time. Online advertisement may depend on publishers in supplying them with spaces that enable texts, graphics and video Ads to be displayed. Evans adds that publishers can determine the content that interests the user, i.e. the contents of their pages that are viewed by users (p.34). Cunnigham & Brown (2010:15) point out that through Online advertisement, the number of people who sees the (Ad) can be easily known and identified, and accordingly, the site or (Ad)can be refined by the Advert in order to make it more efficient. Therefore, visitors can be tracked in Online advertisement and can be controlled by Adverts when they intend to start or stop the campaign and also test and measure these (Ads) continuously.

   Ha (2003:14) points out that, in Online advertisement, audiences are able to skip (Ads) easily and select the content on the (website) to be viewed. Website users can maintain the content of any (Ad), such as phone numbers, without being risked to lose it and this can be done by going back to the site.

2.2.3 Formats

Ratliff & Rubinfeld (2011:9) claim that Oads are varied in their graphical format stating that "*the simplest ads are text ads, which are fully described by a string of words, the color and size of the characters, and the dimensions of the ad's bounding text box*".

2.2.3.1 Banner Ads

Park & KR (2001:1) affirm that a banner Ad consists of a simple image and text in a web page and a link of the Ad's owner. Cunningham. He claims that banner Ads are either wide and short or tall and narrow and, for this reason, they are called 'banners'.   Figure (1): Standards of Banner Ads

2.2.3.2 Pop-up Ads

Ha (2008:35) states that these Ads can be displayed by opening a new window over the browser of the user and removed from the screen by closing or minimizing this window. He regard pop-up Ads distinct from banner Ads in the manner in which they are displayed. The latter do not interrupt the web viewers' activities as the former doFigure (2): Sample of Pop-up Ads
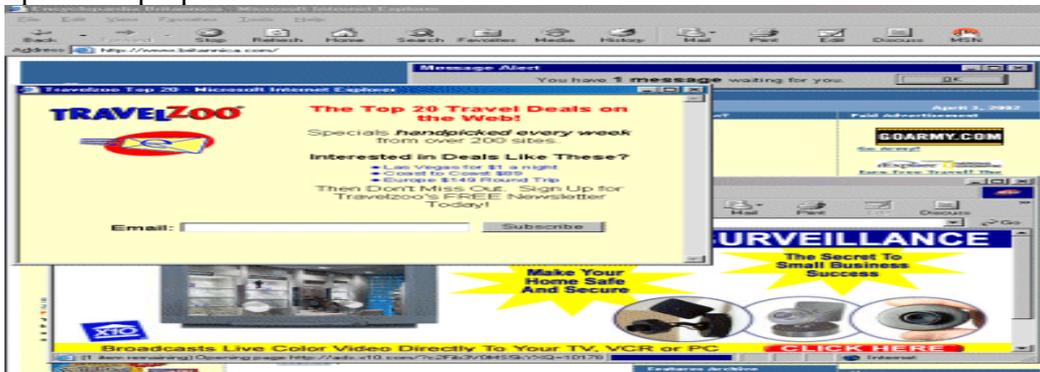
2.2.3.3 Video Ads

These Ads are displayed on videos loaded on the internet. Boone, et. al. (op.cit: 246f) state that video Ads, mostly 15 seconds in length, can be either in banner or in stream. 'In banner' means that Ads begin to be displayed when the customer click on banner Ads. While 'in stream' refers to those that start to be shown before-pre roll-, after-post roll-, or in the middle of the video the user wants to display. He focuses on pre-roll Ads describing them as short promotional videos, about 5-10 seconds that force users to pass through unless users click on skip button to overcome these Ads. Thus, Adverts have to get their messages quickly in pre-roll video AdsFigure (3): Sample of In Stream Video Ads

2.4 The language of Advertising

Suggett, (2016) stats that advertising is a pervasive form of communication that aims to persuade audiences to purchase products or adopt certain attitudes. The language employed in advertising plays a crucial role in capturing attention, creating appeal, and establishing brand identity. So that the main aspects of advertising language, including stylistic devices, persuasive strategies, and cultural influences.

2.4.1 Stylistic Devices in Advertising Language

2.4.1.1 Use of Rhetorical Devices

Advertising often employs rhetorical devices such as metaphors, similes, puns, and alliteration to make messages memorable and engaging. For example, slogans like "Red Bull gives you wings" use metaphor to associate the product with energy and freedom.

2.4.1.2 Repetition and Rhythm

Repetition emphasizes key messages, making them stick in consumers' minds. Rhythmic phrasing enhances recall and creates a musical quality, as seen in jingles and taglines.

2.4.1.3. Use of Imagery and Descriptive Language

Vivid descriptions and sensory words evoke images and feelings, making products more appealing. For instance, describing a perfume as "a scent of fresh roses and warm amber" appeals to senses.

2.4.2. Persuasive Strategies in Advertising Language

2.4.2.1. Emotional Appeal

Advertising often appeals to emotions like happiness, fear, or nostalgia to foster a connection with the audience. Emotional language can motivate purchase decisions more effectively than rational appeals.

2.4.2.2 Use of Authority and Testimonials

Endorsements by celebrities or experts lend credibility. Phrases like "Trusted by professionals" or "As seen on TV" utilize authority to persuade.

The strategic use of language in advertising influences consumer perceptions, brand identity, and ultimately purchasing behavior. It can shape societal attitudes and cultural norms, making the study of advertising language vital for marketers and linguists alike

The language of advertising encompasses a wide array of stylistic devices, persuasive techniques, and cultural considerations. Understanding these aspects enables marketers to craft compelling messages that resonate with audiences, foster brand loyalty, and drive sales. As advertising continues to evolve with digital media, the strategic use of language remains a cornerstone of effective communication.(ibid).

٢٫٥ Discourse of Advertising

Cook (1992:2f) defines 'discourse' as the interaction of text and context to create a meaningful unit understood by participants. He states that discourse types can be categorised in various ways: by situation, function, participants, text, substance or a combination of these facts. Accordingly, Cook claims that "advertising is a prominent discourse type in virtually all contemporary societies", adding that Ads are distinguished from other discourse types in the function which is to persuade people to buy a certain product (p.4).

Vilanilam & Varghese (2004:9ff) mention that the message of the Ad has a certain format and length. This can be implemented by limiting the space and time. In Ads, the most important ideas have to be forwarded in succinct and effective manner. The Ads information, such as the company's logo, e-mail, telephone, and address is part of the message.

٢٫٦ Translation and Advertisement

Hornby (2006:135) shows that the need of increasing awareness towards translating (Ads) has been raised in the 1990s. Jurisic (1998:11) points out that companies aim at overcoming the local consumers and enlarging for a cross-cultural communication; thus, translating (Ads)becomes important. He focuses on the necessity of translating Ads in a country which has more than one linguistic group in order to promote a product in many languages in the same country (p.15). He also elucidates that the use of the local Ads globally is a matter decided by the international Adverts. In this case, there are two strategies used by Adverts to achieve their target markets: local adaptation and global standardisation (p.13f). The former is tailored to a specific culture, and accordingly the translator recreates the message for the targeted audience; while the latter is produced as a standardised Ad in order to be exported to the foreign markets. Thus the translator has to be close to the standardised message (p.19). The translator considers crucial issues in this respect: (1) the responsibility for the final form of the Ad, (2) understanding the culture and semiotics beyond the language and design, (3) being aware of the form of functions of the ST, and (4) interpreting the visual elements which have main importance in Advt (Hornby, op.cit:135f).

2.6 Strategies for Translating Ads

Generally speaking, translating Ads is not an easy task and require efficient skills to deal with the Advt materials. AGHA (2006:34ff) presents the strategies and procedures required in dealing with the challenges that encounter the translator. He elucidates on having mastery on the languages involved and knowledge of the source and target cultures. He presents three strategies to translate Ads:

1) Adaptation which requires attention in dealing with the target culture that leads to some adjustments on the Ad.

2) Literal translation

3) Partial substitution by which the Ad is partially transferred to TL which is a shift from literal translation into idiomatic one.

Arens & Bovee (1994:271f) suggest four rules to companies when translating their Ads by translators:

1. The translator must rewrite the Ads and be an effective copywriter.

2. The features of the product and its market must be understood by the translator.

3. The translator should stay in the country where the Ad is shown, which should be translated into the native tongue of the translator.

4. The text should be given to the translator in easily translatable language.

2.7 Translation Assessment

Assessment means to examine or evaluate something thoroughly and draw subjective or objective opinions depending upon approved measures and scales (Al-Ukaily, 2011:59).

2.8 The Model of Assessment

The study adopts Reiss's model. Reiss (2000:16) assures that comparing the TT with the original is the way to assess the translation and evaluate it relevantly and objectively. Thus, she underlines "the characteristics of each type of text, its linguistic elements and the non-linguistic factors affecting the linguistic form of the original". She assures examining each text in order to discover its function in the language and uncover the dominant one in such a text.

Reiss presents four types of texts:

(1) Content-focused text (informative): representing objects and facts to show what is expressed or what the author says. The dimension of language is referential or logical as in official documents, news, reports, essays, educational works and many others. These texts provide information comprehensively and accurately or describe a situation. Special terminologies and idioms are utilised in translating such texts (Reiss, 2000:26f).

(2) Form-focused text (expressive): which shows the way the author expresses him/herself by employing formal elements to create aesthetic effect as in the artistic literary works, literary prose, imaginative prose and poetry, in which all state literary genres and require creativity in translation. These texts can be judged according to their aesthetic, semantic, stylistic and grammatical characteristics. The main concern is to achieve the same aesthetic effect through considering the form of the SL. Thus, the translator has to understand the meaning of the ST and reconstruct it in the TT by which this translation should be aesthetically decorated, semantically valid and syntactically well organised (Reiss,2000:31-8).

(3) Appeal-focused text (operative): this type indicates conveying the information that involves non-linguistic purpose. It should trigger a certain reaction by the hearer or reader as in Advt, satire, preaching, publicity, etc. The same effect of the SL in these texts is essential to be achieved in the TL by departing from the form and content in order to preserve the appeal inherent in the text (p38f).

(4) Audio-medial text: which depends upon "non-linguistic (technical) media and on graphic, acoustic, and visual kinds of expression" to communicate with the hearer (p.43). This can be shown in the scripts of radio and televisions, films, and dramatic productions. These texts could be classified under the three types mentioned above: radio addresses within the content-focused type, dramas within the form-focused type and comedies within the appeal-focused type. The focus in translation is on the syntax of the TL and the same effect on the hearer must be preserved.

3.٩ Sample One

<u>S.T: No.(1)</u>

T.T: No.(1)

Ensure Your Fame By Your Light Advertisement

Analysis and Discussions

The ST Arabic phrase "اضمن انتشارك من خلال اخلانك الضوئي" can be interpreted as an invitation or promise to guarantee the spread or visibility of one's reputation through light (possibly metaphorical or literal, depending on the product/service offered). It emphasizes assurance and a method (light) for achieving fame or recognition.The TT English translation "Ensure Your Fame By Your Light Advertisement" aims to preserve this core message but introduces the word "Advertisement," which is not explicitly present in the source text. This addition shifts the focus from a general promise of visibility/fame to a specific context advertisement.The translation communicates the idea of ensuring fame via light, but the addition of "Advertisement" may imply a specific advertising service rather than a general guarantee of visibility or reputation.The translation successfully conveys the core idea of guaranteeing fame through light, aligning with the informative function by informing the audience of a method or benefit. However, the inclusion of "Advertisement" might slightly alter the original message's scope, making it more specific to advertising rather than a general assurance of recognition.The tone and style of the TT phrase "Ensure Your Fame" is assertive and motivational, aligning with advertising language. However, the phrase "Your Light Advertisement" is somewhat awkward and less natural in English; it may sound like a literal description rather than a catchy slogan.**Table No.(1) Percentages assessment according to Reiss's model**

Text Type	Description	Estimated Percentage
Informative	Core message about "ensuring fame" through "light"	50%
Expressive	Tone/emotional appeal, inspiring confidence or prestige	25%
Operative	Call to action or persuasion ("Ensure" implying a directive)	20%
Audio-Medial	Phonetic appeal, rhythm, catchiness (less applicable here	5%

S.T: No.(2)

T.T: No .(2)

Ho, , Your offers irresistible, Huge discounts

Analysis and Discussions

The informative function aims to convey clear, factual information about the promotions.In the TT, the core message about attractive offers and significant discounts is preserved, but there are issues: The phrase "Ho," appears to be an interjection or an exclamation, which is not a standard English promotional phrase and may cause confusion or ambiguity. The phrase "Your offers irresistible," lacks a clear verb or proper grammatical structure; it would be clearer as "Your offers are irresistible" or "Offers that are irresistible."Overall, the informational content is somewhat compromised due to grammatical issues, reducing clarity. The original Arabic uses language that emphasizes the attractiveness and excitement of the offers, likely aiming to evoke positive feelings and enthusiasm. The TT's use of "Ho," might attempt to add enthusiasm but is not a common or effective exclamation in English advertising .The phrase "Huge discounts" is straightforward but lacks emotional appeal or stylistic flair. Overall, the expressive impact is weak; the translation does not effectively mirror the enthusiasm or persuasive tone of the source.The translation attempts to mirror the source's promotional intent but falls short in grammatical correctness and stylistic fluency, which affects the clarity (informative), emotional appeal (expressive), persuasive strength (operative), and auditory impact (audio-media). To optimize effectiveness, the translation should be refined to better balance these four functions.

Table No.(2) Percentages assessment according to Reiss's model

Text Type	Description	Estimated Percentage
Informative	Core message visible but clarity issues	35%

Expressive	Lacks emotional appeal and natural tone	25%
Operative	Persuasive but could be stronger	30%
Audio-Medial	Poor flow and unnatural phrasing affect auditory impact	10%

S.T: No.(3)

T.T: No .(3)

Green Onion Leaves ; 1.95 SR

Analysis and Discussions

The intended pragmatic meaning of ST the phrase suggests that the price of green onions is set at 1.95 SR, and the use of "يغادر" (meaning "leaves" or "departs") is a colloquial or promotional phrasing implying a discounted or special price. It conveys that the product is being sold at a promotional price possibly a limited offer or a discounted rate encouraging customers to purchase before the offer ends. In the English TT ("Green Onion Leaves; 1.95 SR"), the pragmatic effect is to inform potential buyers that green onions are available at the specified price, which, in the context of advertising, also implies a special or discounted price.The phrase "يغادر" (leaves/departs) in Arabic is often used in promotional contexts to suggest that the product is "going out" at a certain price, commonly indicating a sale or clearance. The buyer interprets this as a call to action—the product is available at this price for a limited time, and it may be a discount.The pragmatic meaning behind the original Arabic phrase is that the price is a promotional or discounted rate, encouraging quick purchase. The translation as "Green Onion Leaves; 1.95 SR" primarily communicates the factual information, but lacks explicit markers of the promotional context. To more accurately reflect the pragmatic meaning, the TT could include additional cues indicating a discount or limited offer, such as "Special Offer: Green Onion Leaves at 1.95 SR" or "Green Onion Leaves now only 1.95 SR," thus preserving both the informational and pragmatic functions. According to Reiss's model , the TT considered as informative text in spite of the translation carried pragmatic perspective .

Table No.(3) Percentages assessment according to Reiss's model

Text Type	Description	Estimated Percentage
Informative	Core message well preserved as pragmatic perspective	50%
Expressive	Minimal stylistic or emotional elements	15%
Operative	Lacks persuasive language or call to action	15%
Audio-Medial	Clear and pronounceable, but slight unnaturalness with punctuation	20%

S.T: No. (4)

T.T: No. (4)

Welcome, For Free Call and International Calls

Analysis and Discussions

As a formative the TT mentions "Free Call" and "International Calls," capturing the core offerings. However, it lacks clarity about the nature (e.g., are these free, promotional, or ongoing services?) and does not specify that these are special offers or invitations.As an expressive test Expresses tone, attitude, or feelings (e.g., warmth, friendliness) The greeting "Welcome" adds a friendly tone but overall, the phrase feels somewhat mechanical and lacks the warmth, enthusiasm, or inviting tone of the original. The original's warmth is crucial for a welcoming, engaging message.As operative text The TT does not include a call to action or persuasive language. The original invites users to engage ("hello and welcome" combined with promotional offers), but the TT reads more as a static statement. Adding a prompt like "Call now" or "Enjoy free calls today" would strengthen the operative function.Audio-media test the phrase is understandable and easy to pronounce but somewhat awkward. For spoken delivery, smoother phrasing and intonation cues would improve listener engagement. For example, "Welcome! Enjoy free calls and international minutes" is more natural and engaging for speech.The original Arabic promotes warmth ("هله ومرحبا") and offers promotional incentives (" المكالمات المجانية ودقائق الاتصال الدولي"). It creates an inviting atmosphere encouraging users to benefit from the offers. The TT captures the basic informational content but loses the warm, inviting tone and the persuasive, action-oriented aspect essential for advertisements. It also feels somewhat incomplete without a clear call to action, which is vital in promotional contexts.**Table No. (4) Percentages assessment according to Reiss's model**

| Text Type	Description	Estimated Percentage
Informative	The TT mentions "Free Call" and "International Calls," conveying the core message.	50%
Expressive	The greeting "Welcome" adds friendliness, but the overall tone is neutral.	30%
Operative	The phrase lacks explicit prompts, but "Welcome" and the mention of free calls imply an invitation	10%
Audio-Medial	The phrase is straightforward but somewhat mechanical; natural speech would need smoother phrasing.	10%

The Conclusion:

The research study concluded that:

1. The translation assessment of the four Arabic advertisements into English, analyzed through Reiss's (2000) model, reveals that 46.25% of the translation functions are **informative**, indicating a strong focus on conveying factual content and service details. Meanwhile, 23.75% of the translation serves **an expressive purpose**, reflecting attempts to evoke warmth, friendliness, or emotional connection. The **operative aspect** accounts for 18.75%, highlighting some degree of persuasion or call to action, and 11.25% relates to **audio-media qualities**, emphasizing clarity and naturalness suitable for spoken communication. As shown in table No. (5).

2. It is difficult to colloquial expressions used in online advertisements(henceforth) (on can pose cultural difficulties.

3.Rendering advertisements involving idioms, proverbs and collocations tends to be more challenging in translation than advertisements which are devoid of such expressions.

4.The translation curve attached in (Chart No.(1) shows the trends that tend towards the type of text.

Table No. (5). Total texts types percentage according to Reiss's model (2000)

Simples No.	ST:1	ST.2	ST:3	ST:4	Total Present ages
Informative	50%	35%	50%	50%	46,25%
Expressive	25%	25%	15%	30%	23,75%
Operative	20%	30%	15%	10%	18,75%
Audio-Medial	5%	10%	20%	10%	11,25%

Chart No.(1) Type of present ages

TEXT TYPE PRESENTAGES

- 11.25% — Audio -Media
- 18.75% — Operative
- 23.75% — Expressive
- 46.25% — informative
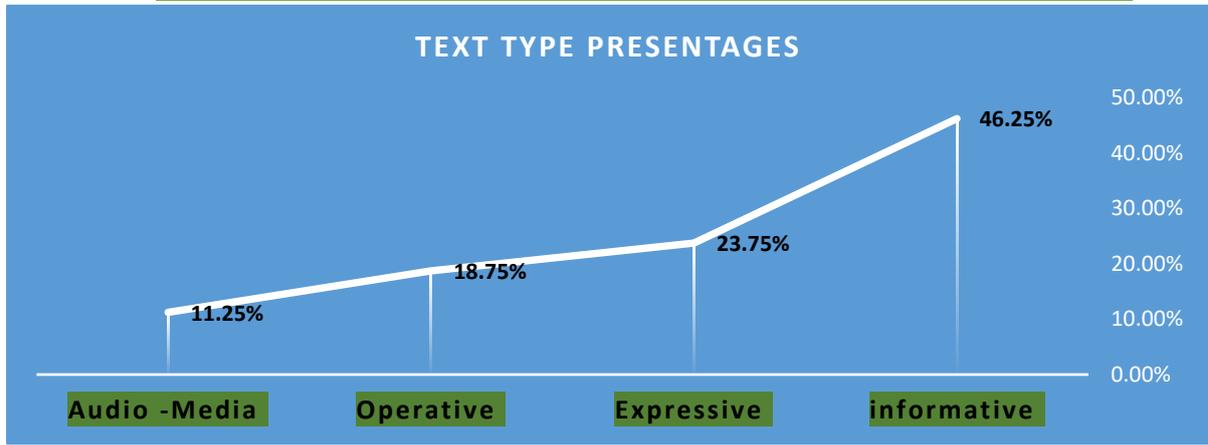
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