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The Cohesive Function of the Reference in the Business and Economic Language: A Case of English-Arabic Translated Texts

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Abstract

Reference as a cohesive device is tackled differently between languages that descend from different families. Reference in English is assumed to be more cohesive than Arabic in the literary texts as argued by Moindjie (2015) The corpus in this study is collected from business and economic texts drawn from World Bank Blogs and follows Halliday and Hassan's (1976) cohesion analysis scheme where reference plays a major role. The study is an attempt to explore the reference behavior qualitatively in this specific genre and an examination of the postulation that reference depends on particular language peculiarities rather than translators' choices. It reveals that the business and economic genre shows a similar behavior of reference to the literary genre and that the same factors affect the three types of reference, namely, personal, demonstrative, and comparative reference. These factors are syndeton, asyndeton, hypotaxis, concreteness and abstractness and other interchangeable items in addition to the oblique procedures, including transposition and modulation, where systematic equivalence cannot be found in the translation.

Keywords: Reference, Syndeton, Asyndeton, Hypotaxis, Cohesion, Translatability.

1. Introduction

Textuality is the characteristic of a text that makes it eligible to be meaningful. It subsumes seven standards according to Beaugrande and Dressler (1981): cohesion, coherence, informativeness, acceptability, situationality, intentionality, and intertextuality. Halliday (1978), Renkema (2004), and Farghal (2012) contend that cohesion and coherence are the most fundamental and that the remaining five criteria can be detected through them both. Coherence is still elusive in its definition, while cohesion is showing more defined properties, and hence is agreed upon by specialists in this area of focus. In addition, coherence is defined by Menzel et al. (2017) as "a cognitive phenomenon. Its recognition is rather subjective as it involves text-and reader-based features and refers to the logical flow of interrelated topics (or experimental domains) in a text, thus establishing a mental textual world" (p 1). In other words, the ability of the addressee to track the sequence of ideas in the text entails that the text is coherent. While cohesion is well-defined by Taboada (2004) as "how speakers introduce and point to elements in the conversation through reference, substitution, ellipsis, and semantic relationships among lexical items"(1).

This term has agreement upon its definition where it stands for the devices through which the stretches of a text are fully connected lexically and grammatically.

Reference, the first device that characterizes the cohesive function of a text, is divided into three types, namely; personal, demonstrative and comparative reference. Personal references relate to first, second and third pronouns, be they singular or plural. Demonstrative references could be identified by the use of verbal pointing to the referent based on its proximity i.e, the pronouns *this* and *these*, and the adverbs *there* and *then* refer to a near referent; while the pronouns *that* and *those*, adverbs *there* and *then* refer to a remote referent (Halliday & Hassan 1976). The third type, the comparative reference is established between two entities that are compared to one another rather than they are repeated for the second time e.g. adjectives such as *same* and *opposite* and adverbs such as *such* and *likewise* (ibid.). In the terms of (Halliday and Hassan 1976), reference could be exophoric or endophoric where the previous relates to a bond with a referent outside the text and the latter refers to an item within the border of the text. Endophoric reference could refer to an item mentioned earlier in the text, hence named anaphora; or it could relate to an item mentioned after it and is named cataphora.

English and Arabic languages achieve cohesiveness differently. This may be attributed to their remote families, that they belong to i.e. English belongs to Endo-European languages while Arabic is a member of Semitic languages. To Kaplan (1966, 21), English and Arabic yield different writing styles varying at all levels as there are five distinct patterns for producing an expository discourse which all languages of the world may exhibit. The paragraphs development of English enjoys a linear pattern that moves directly from the central idea to the supporting details, whereas Arabic, as a Semitic language for (Kaplan 1966), develops the ideas through parallelism; that is, an utterance is made and then reiterated with slight changes that add, reflect, or contradict the respective idea. The following diagram 1 below outlines the distinct patterns that the world languages may exhibit.
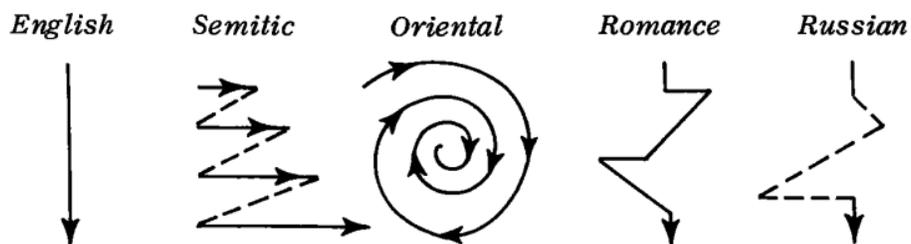
Diagram 1: Ways of Developing Ideas According to Languages Families in the World. (Kaplan 1966,15)

These distinctions in the way of developing ideas open doors for shifts in translation between the languages that descend from different families as is the case with Arabic and English, according to Catford (1965). Translation, however, focuses on conveying certain aesthetic and intellectual values between languages, as Popovič (1970) puts it, where shifts are meant to preserve these meanings, whatever the style of the concerned language is. Moindjie (2003) found that coherence was not translated

from French to English literary texts, but instead transferred by the cohesive devices apropos of the target language.

Baker (1992), on the basis of the proposition made by Blum-Kulka (1986/2004), argues that every language has its stylistic features which distinguish it from other languages. Coherence and cohesion is no exception in her contention. She compared English and Arabic discourse and found that Arabic displays less conjunctions than English, especially that she disregards the *wa* and *fa*'s connecting function that abound in the Arabic discourse, thus rendering it highly syndetic. To Baker (1992), English discourse is highly asyndetic compared to Arabic and highly hypotactic. Moindjie (2015) questions the issues from a translational perspective. He found that reference behavior abides by the language peculiarity more often than translator's norms. English is more cohesive than Arabic, and translators should be familiar with the language peculiarities and how to achieve the cohesiveness of every language. (Moindjie 2015) contends that the behaviour of reference in literary texts reflects other genres. The postulation by Leonardi (2007) categorizes texts into types facilitates the translator's endeavour to rest on the best translation strategies. Reiss (1997) introduced this theory which argues that different texts function differently in the real world; namely, informative, expressive and appellative, yet most texts show hybridity nature. Business and economic texts out of all these technical translation genres more characteristics similar to literary texts, especially in their heavy dependence on figurative language in their terminology such as *floating assets*, *hedge funds and price freez*e (Backhouse 1994, 343). To the best of the researcher's knowledge, papers by Baker (1992) and Moindjie (2015) are the only to deal with the reference' cohesive function from a translation angle. This paper accordingly seeks to answer the following questions:

A) What is the difference between English and Arabic in terms of their cohesive function in business and economic texts?

B) What are the similarities and differences between the English texts and their translation in Arabic in the business and economic texts?

C) What are the language peculiarities, language norms, and translators' norms in this genre?

This study demonstrates how reference might act and how it is managed in translation for translators, interpreters, linguists, and language learners. Additionally, it is meant to reflect on other genres.

2. Literature Review

In the realm of discourse analysis, the cohesive devices that hang the texts together are extremely visited by scholar like Swales (1990), Taboada (2004), Tanskanen (2006), and González (2011) who have contributed to this area, illuminating the nuanced features that set each genre and register apart.

In the pursuit of unraveling the tapestry of cohesion, Tanskanen (2006) delves further, asserting that cohesion may exhibit variations in its manifestations across languages. In the same vein, Al-Jabr (1987) gives details of the distinctive paths undertaken by different genres for cohesion. The realm of fictional narratives, for instance, finds its unity through the intricate interplay of pronominal co-reference, a technique which branches off from the cohesive mechanisms harnessed by editorials and scientific texts, which prominently rely on lexical cohesion. Moreover, an exploration of the additive conjunctive و

unveils its significant prominence in fictional narratives, in comparison to its restrained employment in editorials and scientific discourse.

Although prior scholarly investigations have delved into the realm of cohesion, ranging from narratives (Fox 1987) to academic language (Verikaitë 2005), legal discourse (Yankova 2004), and even religious discourse (Huneety et al. 2017), a clear gap emerges – the realm of newspaper discourse within the context of the Jordanian press remains untargeted. This lacked path grasped the scholar's attention, as it promises to enrich our understanding of how cohesion operates within this unique cultural and communicative context.

Other contexts were visited regarding the cohesive devices tackling between Arabic and English. A study by Moindjie's (2019), for instance, revealed that language peculiarities and language norms are determinants of translation methods and the translator's latitude in terms of the translation decision in translating personal reference from French into English in the literary genre. A study by (Abdul Rahman 2013) unveiled the overuse of cohesive devices such as repetition and reference, inter alia, by English teachers and students whose mother tongue is Arabic. Another study by Mahamdeh (2022) on the reference translation in the legal texts asserted that the behaviour of reference is determined by language peculiarities. Akin to the context of business language is the study by Alshalan and Alyousef. (2020) which discussed all the cohesive devices permeated in (Halliday and Hassan's (1976) cohesion analysis scheme, and attempted to describe them quantitively, disregarding the elements that could be affecting their cohesive function in these text. From this latter study the rational of this paper aroused as to describe the elements that affect the cohesive function of reference when translated from English and Arabic.

3. Translation Procedures

Newmark (1988) labels the ways of translating whole texts 'methods' while he chooses the label 'procedures' for translating smaller units like sentences. Procedures for translating sentences are suggested by Vinay and Darbelnet (1960) in their 'stylistique comnparee du francais et de l'anglais' [Comparative stylistics of French and English] (1958) as these procedures were influenced by Catford's (1960) shifts. They argue the change in the target text (henceforthTT), whether in the syntactic order or the lexis, to fill the gap in the TT. Thus, they suggested two general strategies; direct translation and oblique translation; the former is used between languages that may share some features in common on the level of structures, concepts and the like, whereas the latter as they posit in Venuti (2000) literally that:

… because of structural or metalinguistic differences, certain stylistic effects cannot be transposed into the TL without upsetting the syntactic order, or even the lexis. In this case, it is understood that more complex methods have to be used which at first may look unusual, but which nevertheless can permit translator a strict control over the reliability of their work. (84).

These two translation types comprise seven procedures; to detail, the direct translation is manifested through calque, borrowing, and literal translation, while oblique translation is represented through modulation, transposition, equivalence and adaptation. The examples of these procedures are taken from a paper by Febiyani (2014) titled "The Techniques Used by JM Rodwell in Translating Some Defensive Verses of the Quran from Arabic into English."

i. Borrowing: The translator transfers the SL word directly into TL without translation. For example, English borrows the words 'hamburger' and 'kindergarten' from German. Abdelaal (2020) maintains that the advantage of this strategy is represented in keeping the connotation of the SL, besides its ability to add the flavor of the SL to the TL; menu, sheik, café and Islam become part of the English language, though they come from different cultures and languages, similarly, سوبرماركت, انترنت are borrowed to Arabic from the English language.

ii. Calque: The transference of SL into a literal translation at the phrase level. For example, the English phrase ' normal school' is translated literally from French 'École normale'. Abdelaal (2020) sees it as a special kind of borrowing and, hence, is subdivided into 'structural' calque and 'lexical' calque. In the lexical calque, the SL lexis is transferred into the TL lexis without flouting the syntactic structures of the TT as in 'Secretary General' which is transferred into الأمين العام in Arabic; whereas in the structural calque, a new structure is transfused to the TL as in the French calqued expression 'science fiction' which is taken from English without any modification to the syntax of the expression. (Abdelaal 2020) also maintains that instances of structural calques between Arabic and English rarely exist because they belong to different language families.

iii. Literal Translation: Or word-for-word translation or as Newmark (1988, 45) puts it as "the conversion of the SL grammatical constructions to their nearest TL equivalents wherein the lexical words are again translated singly, out of context.". For instance, the sentence ' I buy books' is translated into Arabic as 'أنا اشتري الكتب '. To Abdelaal (2020), it is regarded as the most common procedure between close languages such as French and Italian, but for remote languages it is commonly preferable for didactic purposes as in which is rendered into Arabic as 'أحمد يكون طالباً.

If the above-mentioned direct or literal translation procedures have not brought about acceptable equivalences, oblique translation is deemed the substitute. The unacceptability of translations is identified where it communicates another meaning, has no meaning, is structurally impossible, or has no corresponding expression within the same register.

iv. Transposition: The translation of meaning at the expense of the part of speech i.e. where TL part of speech is different from that of SL, but the translation gives the same effect of the SL. For example, blue ball in English becomes boule blue in French. For instance, "She announced she would resign" can be transposed to "She announced her resignation".

v. Modulation: Here the phrase under translation is rendered into a different phrase in the TL that gives the same meaning or idea. Vinay and Darbelnet (1995) indicate the translated utterance is grammatically correct in this type, yet, the translation results in unsuitable, unidiomatic or awkward equivalence in the TL. For instance, the most often form of it is when translators turn a negative expression into a positive one, for instance: 'من السهل أن تعرض....' as translated to 'it is not difficult to... '. This kind of procedure is best followed when literal translation or transposition can result in unidiomatic expression in the TT.

vi. Equivalence: Vinay and Darbelnet (1995) mean by equivalence here particularly the case of proverbs,

clichés, idioms and nominal or adjectival phrases translation as their structures and styles are different between SL and TL but the situation allows a similar proverb or idiom in the TL. This is what Newmark (1988) calls "idiomatic translation" where the translator seeks to convey a closer message of the original and sacrifices some nuances preferring to produce colloquialism and idioms that do not exist in the SL.

vii. Adaptation: This procedure imposes the change in the cultural reference due to a lack of the same

situation between the pair of languages under translation. This type of equivalence is the best for plays as it is the freest forms of translation where poetry, themes, plot, characters …etc., are usually maintained but the SL culture is converted to TL culture with the text rewritten (Newmark 1988). In other words, it is "the changing of cultural differences between an SL and a TL" as Abdelaal(2020, 15) defines it. A 'boyfriend' and a 'girlfriend', for example, are not rooted in the Arabic cultures, thus, the translator seeks to find an acceptable equivalence in Arabic, so he translates them into 'صديق' and

صديقة respectively. Most of the possible problems that hinder the translation process is the different

systems of English and Arabic, thus, the next section is to mention most of these hindrances in terms of the semantic functions of nouns, verbs, adjectives, adverbs and conjunctions of the English and Arabic languages.

4. Methods of Research

This paper adopts a qualitative/descriptive investigation of reference in terms of its translation in the business and economic language. The corpus consists of articles extracted from a website where 20 translated Arabic texts are taken**.** The articles are taken from 'World Bank Blogs' journal; the journal link ishttps://www.worldbank.org/en/home. This website specializes in business and economics only, covering all related topics. It deals with information and views of economic specialists. These articles are available in many languages such as French and Arabic. Furthermore, it is a journal where financial analysts express their voices in different languages. The time frame of the research covers the years 2019 to 2021 and focuses on four specific topics: the COVID-19 epidemic, the digital future, work, and economic recession. Since in qualitative research, the representative nature of the corpus is more important than its size and since there is no limitation of sample size in research (McGregor, 2018), the sample size of this research is estimated to be sufficient and convenient.

The researcher tabulates the occurrences of the three reference types and analyzes them by comparing the occurrences in English and their translations in Arabic. The cohesiveness of the reference is to be detected in both languages according to Halliday and Hassan's (1979) postulation that whenever a reference is found outside the border of its referent, it runs cohesively in the text. Translators' choices are to be investigated to see their latitude in the translation of reference and the findings will finally be situated and discussed in relevance to the previous literature. The data collection will be done manually, selecting English texts and comparing them to their corresponding translations, aiming to investigate any

potential loss or gain of meaning and to examine the translators' approaches. In translation research, meaning loss and gain are often evaluated using two techniques: delineation and back-translation (Jones, 2014). Delineation involves comparing the structures of a translated sentence with its original source sentence to observe the semantic loss or gain. On the other hand, back-translation can provide an alternative interpretation of the translated sentence. The researcher will employ both techniques, selecting the one that best describes the chosen procedure in each case.

5. Discussion of the Findings

4.1 Personal Reference

English Blogs exhibit less personal references compared to Arabic. This is due to the Arabic peculiarity of employing implicit pronouns that enable Arab readers to track back the referents. It is also observed that Arabic uses more conjunctions than English, which plays a significant role in connecting the clause and phrases. Arabic, moreover, connects the paragraphs with conjunctions. Thus, the conceptions of cohesion are different between the two languages. Conceptions of syndeton/asyndeton, abstractness/concreteness and subordination affect cohesiveness/non-cohesiveness of the personal reference to different degrees. Syndeton, subordination, and concrete usage of pronouns affect Arabic personal reference more often than English. By comparison, asyndeton and abstract occurrences of the personal pronoun are found more often in English than Arabic. Syndetic occurrences of the Arabic personal pronouns necessitate a more non-cohesive function of the personal pronouns as this allows personal references to occur within the same sentence of its referent, thus playing an internal role according to Halliday (1979) who considers referents that exist outside the border of their references as running cohesively in the text. Subordination applies the same effect to the Arabic personal reference by eliminating their cohesive occurrence. These two factors make the reader of the translation more able to track the events through the abundance usage of conjunctions.

Further, the more concrete usage of the personal pronouns in Arabic compared to English contributes to disambiguation of the actions' participants. These three factors; namely syndeton, subordination and concreteness also affect the English personal reference but much less often than Arabic. As much as these factors affect both references in this pair of languages, the direct translation procedures are the dominant in this type of reference.

A. Syndeton (الوصل): This rhetorical device whicch refers to coordination between sentences and words.

The next example illustrates the syndeton phenomenon:

SL -*Unpaid care work and **its** impact on women's economic participation, looking at elderly care, childcare, and caring for people with disabilities;*

TL -أعمال الرعاية الأسرية والمنزلية غير مدفوعة الأجر وأثرِها على المشاركة الاقتصادية للمرأة، والنظر في رعاية المسنين، ورعاية الأطفال، ورعاية ذوي الإعاقة؛

The highlighted pronoun 'its' is preceded by the conjunction 'and', which connects it to its referents 'unpaid care work'. This pronoun is not cohesive because it is conjuncted with the referent in the same

sentence, yet it plays an internal role. The Arabic pronoun plays the same role as the English one as it is preceded by the referent in the same sentence and connected with the conjunction 'و'. Here is another example:

SL   --… *That's a tall order for even the wealthiest of countries. For low-income countries, **it's a** potentially crushing burden.*

TL   ...--ويشكل ذلك أمرا بالغ الصعوبة حتى على أكثر البلدان ثراء، أما بالنسبة للبلدان منخفضة الدخل، فقد يكون عبئا باهظا.

The highlighted pronoun 'it' refers to 'a tall order' in the previous sentence without any conjunction that connects them. It is thus not cohesive because the referent is out of the border of its respective sentence. The Arabic translation expresses the pronoun through implicitness, it is not appearing but readers can tell it is ' it ' if it is to be written. This pronoun is not cohesive because it locates in the same sentence of the referent. Syndeton occurrences in English happen less often compared to Arabic.

B. Asyndeton (الفصل): The way into which sentences are coordinated without the use of coordinators.

Asyndeton is another factor that is found to affect personal reference. It occurs in English more often than Arabic because Arabic often uses conjunctions to relate meanings between sentences. An example of asyndeton occurrence is the following:

SL   - *Merely hiking tax rates would be counterproductive: **it** could aggravate poverty and slow growth. **It** takes a smarter approach to boost tax revenues in ways that are sustainable.*

TL   --ولا شك مجرد رفع معدلات الضريبة ستكون له آثار سلبية، فقد يفاقم أوضاع الفقر، ويبطئ خطى النمو . ومن ثم، فإن زيادة العائدات الضريبية بطرق تتسم بالاستدامة تتطلب اتباع نهج أكثر ذكاء.

The highlighted pronouns 'it' in both sentences refers to 'hiking tax rates' without using coordinators. They are cohesive because their referent locates in another sentence out of their respective sentence. In the Arabic version, the number of personal pronouns is doubled because Arabic employs implicit pronouns in its system. It can be observed that every independent clause is attached to its previous one by a coordinator, as they are seen underlined in the Arabic version. The personal pronouns are located in the same sentence as their referents. Thus, they are not cohesive. This may be ascribed to the directness of English wording where it supports the ideas by punctuated clauses and separate paragraphs by full stops, whereas Arabic builds and supports the ideas by coordination. Here is another example:

SL   - *As we have highlighted in the first three Blogs of this digital skills series, COVID-19 has only exacerbated the need for affordable, <u>accessible</u>, market-relevant, and inclusive options for people to gain digital skills that will help them succeed in digital work.*

TL   -وكما أوضحنا في سلسلة المدوّنات الثلاث الأولى، فقد أذكت جائحة فيروس كورونا (كوفيد 19 - (الحاجة إلى خيارات ميسورة التكلفة يسهل الوصول إليها وتراعي متطلبات السوق وتشمل الجميع ولا تقصي أحدا حتى يكتسب الناس المهارات الرقمية التي ستساعدهم على النجاح في الأعمال الرقمية.

The Arabic extract's personal pronoun ' ها ' happens in an asyndetic clause where it is located in a subordinate clause. It is not cohesive because the referent is in the same sentence. English employs no pronoun because its counterpart pronoun in Arabic comes to explain the adjective that follows the noun.

English ordinarily uses no pronouns to relate the adjective to its respective noun. The asyndetic occurrences in Arabic are few compared to English.

C. Subordination: Subordination is another factor that affects personal pronouns in both Arabic and English. The next example is a case on it:

SL *-This macroeconomic context implies that even if countries plan to introduce bold health system reforms, **they** are fiscally constrained in doing so.*

TL **-ويشير هذا السياق على صعيد الاقتصاد الكلي إلى أنه حتى إذا كانت البلدان تعتزم تطبيق إصلاحات جريئة لأنظمتها الصحية، فإنها تجد صعوبة في القيام بذلك بسبب ضيق الحيز المتاح للإنفاق من المالية العامة.**

Both Arabic and English personal pronouns happen in subordinate clauses. The English pronoun *they* initiates the subordinate sentence that starts with the conjunction 'if'. The pronoun is not cohesive as it plays an internal role. The Arabic pronoun 'ها ' also is joined to the particle 'ان ' and this particle is joined to the coordinator 'ف', hence, the pronoun refers to 'البلدان ' which is in the same sentence, yet the pronoun is not cohesive. Subordination does occur in both languages almost with the same rates, but still Arabic occurrences outnumber their English counterparts. Sometimes the occurrence of personal pronouns adds concreteness to meanings. The next example explains this:

SL *-Global trade is growing at **its** weakest pace since the 2008-2009 financial crisis, with trade barriers in major economies adding to costs and creating uncertainty about trade rules and supply chains.*

TL **-وبلغ معدل نمو التجارة العالمية أدنى مستوى لهِ منذ الأزمة المالية 2009 - 2008 ، إذ إن الحواجز التجارية في الاقتصادات الرئيسية ترفع التكاليف وتخلق حالة من عدم اليقين حول قواعد التجارة وسلاسل التوريد.**

'Its' in the English sentence could be replaced by the definite article 'the', but it supports the meaning by referring directly to the preceding referents. The same applies to Arabic, where the pronoun 'ه' and the preposition 'ل ' could be missed out, but the pronoun here functions as a way of straight relating the reference to its referents. Yet, both pronouns are not cohesive due to their internal role they play with their referents.

D. Concreteness and Abstractness: Concrete usage of pronouns i.e. when the pronoun surfaces, is found to happen more in Arabic. The following example explicates this:

SL *-Weaker global growth compounds the investment challenge in many emerging markets and developing economies, where investment growth has lagged behind long-term averages since 2012.*

TL **-ومع تراجع النمو العالمي تتفاقم التحديات التي تعوق الاستثمار في الكثير من اقتصادات الأسواق الصاعدة والبلدان النامية التي تخلَّف فيها معدل نمو الاستثمار عن متوسطاتهِ في الأمد الطويل منذ عام.2012**

The pronoun 'ه' in Arabic could be dropped and replaced by the definite article ' ال ' for the noun it is joined to, and the sentence could be still sound natural for Arabic readers. English does not encode any

pronoun. Conversely, concrete function of the personal pronouns happens more often in Arabic. The Arabic pronoun and the definite article could be used interchangeably without affecting the meaning of the sentence. Abstractness also affects personal reference in Arabic and English. The next example represents this feature:

SL -*A recorded improvement in air quality in cities like Cairo during the early lockdown of COVID-19 and the reduction in PM2.5 and NO2 emissions in Riyadh, Beirut, Jeddah, Baghdad, and **others cities** with reduced automobile usage has showed that switching to 100% electric-run transportation could be a game-changer for the future of the region.*

TL **-وأظهر التحسن في جودة الهواء في مدن مثل القاهرة وانخفاض انبعاثات الجسيمات الدقيقة وثاني أكسيد النيتروجين في الرياض وبيروت وجدة وبغداد وغيرها من المدن بسبب الإغلاق في مواجهة جائحة كورونا وانخفاض استخدام السيارات أن التحول إلى وسائل النقل والمواصلات الكهربائية بنسبة 100 % يمكن أن يغير قواعد اللعبة في المنطقة مستقبلاً.**

The English sentence contains the noun rather than the pronoun 'cities'. The drop of the pronoun here is due to the lack of the anaphoric reference. Arabic uses anaphoric reference with the pronoun '**ها** '. It still sounds natural if translators do not use the referent ' **من المدن**', but it is still a style of the Arabic writing where the idea maybe clarified or focused on in another phrase. Another reason behind more concreteness of Arabic pronouns is that because Arabic is highly inflectional language i.e. when adding adjectives, they must agree with their nouns and that it must explicitly refer to its particular nouns and this could many times be achieved by using a relative pronoun as is the case in the above example. This is why abstract occurrences happen in English more than Arabic. The following is another example:

SL -…*Automakers are accelerating **their** EV plans also to comply with increasingly stringent regulations in Europe and China.*

TL **...-، تقوم شركات صناعة السيارات بتسريع وتيرة خطط تصنيع المركبات الكهربائية، غير أن جائحة كورونا ستؤدي إلى تأخير بعض هذه الخطط.**

English uses 'their' concretely to refer to automakers while Arabic does not use any pronoun to refer to the automakers as a translated sentence. The Arabic translation detailed the reference rather than briefing it to a pronoun which is still acceptable in Arabic. Arabic occurrences of abstractness happen only scarcely.

E. Other Interchangeable Items: As long as implicitness is a peculiarity of Arabic, impersonal pronouns that are cataphoric are only found in English. The next example is to explain it:

SL -**It** *is now the 2020/21 school year, but **it** is taking much longer than usual for 22 million students in Egypt to go Back to School.*

TL **--ها نحن قد بدأنا أو على وشك أن نبدأ العام الدراسي الجديد 2021 / 2020لكن يبدو أن الأمر سيستغرق وقتًا أطول من المعتاد كي يتمكن 22 مليون طالب من العودة إلى المدرسة.**

The impersonal pronouns in the English sentence refer to items that come later in the text. 'School year' and ' to go back to school' come after their pronouns 'it'. They are both not cohesive due to the location of their referents within the boundary of the same sentence. Arabic uses implicit pronouns to refer the cataphoric pronouns to them. It is always modulation that is used by the translators to translate

the impersonal pronouns. Demonstrative pronouns are other substitution for personal reference that could be observed from the analysis. The next section is to discuss these particles.

4.2 Demonstrative Reference

Demonstrative references which are found in the Blogs seem to have been affected by the same factors that affect the personal reference. Syndeton, asyndeton, abstractness and subordination are spotted affecting demonstrative reference. It appears that syndeton is the factor that mostly affects Arabic demonstrative reference because of the heavy usage of conjunctions like 'و' and 'فـ' between separate paragraph and separate clauses. Syndeton affects both Arabic and English reference. The following sentence is an example on the syndetic occurrence in Arabic:

SL   *-Today, more than a third of IDA countries—and 70 percent of fragile and conflict affected countries—collect taxes that amount to less than 15 percent of national GDP. **That's** barely enough for governments to carry out the most basic state functions.*

TL   **...واليوم، فإن قيمة الضرائب التي يحصلها أكثر من ثلث البلدان المؤهلة للاقتراض من المؤسسة الدولية للتنمية و % 70 من البلدان الهشة والمتأثرة بالصراعات -تقل عن % 15 من إجمالي الناتج المحلي الوطني، ولا يكاد ذلك يكفي أن تنفّذ الحكومات أهم الوظائف الأساسية للدولة.**

The implicit pronoun in the Arabic verb يكفي refers to the قيمة الضرائب in the same sentence, thus, it is functioning as a non-cohesive device. Arabic language has the tendency to separate clauses by commas and conjunctions. This is why syndeton occurrences happen more often than in English which favors to separate sentences by full stops without conjunctions unless these clauses enter subordination arrangement. However, the equivalent English pronoun *that* refers to *taxes* in the preceded sentences, thus ties the sentences cohesively. Syndeton also affects demonstrative pronouns in English. The following example is illustrative:

SL   *-The World Bank's core mission is to alleviate poverty and promote shared prosperity in which living standards rise for all, including, and especially, for **those** in the bottom of the income distribution.*

TL   **-وتتمثل الرسالة الرئيسية للبنك الدولي في تخفيف حدة الفقر وتعزيز الرخاء المشترك الذي تتحسّن فيه مستويات المعيشة للجميع، بما في ذلك على وجه الخصوص الذين هم في أدنى شرائح توزيع الدخل. وي ورد التقرير الجديد تفاصيل الصعوبات الإضافية التي تواجهها البلدان منخفضة الدخل في سعيها لتحسين مستويات المعيشة.**

The first glance at this example shows that the pronouns in bold refer to different categories of the cohesive ties. Demonstrative pronouns and personal pronouns could be interchangeable in many cases, yet the English sentence could be read' for them who are in the bottom of the income…'. The use of demonstrative reference in the sake of economy of expressions. Arabic translators use explicit personal reference that refer to its referent الجميع non-cohesively; yet, English pronoun refers also non-cohesively as its referent 'all' locates in the same sentence and coordinated with it by the use of 'and'. Syndeton occurs less often in English compared to Arabic. Asyndeton is another factor that affects demonstrative

reference in Arabic and English. Asyndeton has to do with building cohesion through punctuation marks rather than conjunctions. The next example illustrates this factor:

SL   *-Achieving the Sustainable Development Goals requires a massive increase in investment over the next decade —each year, the equivalent of as much as 8.2% of national GDP for some developing countries. **That's** a tall order for even the wealthiest of countries. For low-income countries, it's a potentially crushing burden.*

TL   **-تحقيق أهداف التنمية المستدامة يتطلّب زيادة كبيرة في الاستثمارات خلال السنوات العشر القادمة — أو ما يعادل حوالي 8.2 %من إجمالي الناتج المحلي الوطني سنويا بالنسبة لبعض البلدان النامية. ويشكل ذلك أمرا بالغ الصعوبة حتى على أكثر البلدان ثراء، أما بالنسبة للبلدان منخفضة الدخل، فقد يكون عبئا باهظا.**

As could be observed from the aforementioned English sentence, the pronoun in bold refers to an entity which exists outside its respective sentence, yet it performs a cohesive function. The Arabic pronoun 'ذلك', conversely, is coordinated to its referent by the use of the coordinator 'و' which happens in the same sentence, making it play non- cohesively. This case of locating the reference and the referent within the border of the same sentence happens most of the time in Arabic unlike English which favors the use of independent clauses separated by full stops. The occurrences of this instance are the most abundant in both versions of the Blog. As a proof, asyndetic occurrences in English are located in all Blogs. The following is another example:

SL   *-Interventions could include national strategies, establishing industry councils, and reforming and updating curricula; or, instituting new standards, accreditation, and certification for digital competencies and trades. **The range** includes...*

TL   **-يجب أن تتركّز الإصلاحات الشاملة على البرامج والإطار التنظيمي للسياسات. ويمكن أن تشتمل التدخلات المعنية بالسياسات على الإستراتيجيات الوطنية، أو إنشاء مجالس الصناعات، وإصلاح وتحديث المناهج الدراسية، أو وضع معايير جديدة للاعتماد والتحقق للكفاءات والمهن الرقمية. ويتضمّن نطاق هذه التدخلات دمج المهارات الرقمية في....**

The definite article 'the' here is used to refer to a course of actions mentioned in the previous clause. It is cohesive because the referent locates in the previous clause. The reference in the Arabic sentence is a noun followed by Idhafa construction (followed by a preposition phrase) whose function is to modify the preceding noun 'نطاق'. Furthermore, English demonstrative references are found sometime to be abstract as in the next example:

SL   *-And yet, when the COVID-19 pandemic hit the country, women's livelihood groups in remote parts of the country took action to support public health and to generate......*

TL   **-وتصل نسبة الأمية بين النساء إلى% 61 ، ولا يعمل منهن سوى 19% .لكن عندما تفشت الجائحة في جيبوتي، تحركت مجموعات كسب العيش النسائية في المناطق النائية بالبلاد لتقديم الرعاية الصحية وخدمات لتوليد الدخل خلال هذه الضائقة الاقتصادية.**

In the English sentence, there is no demonstrative reference that refers to the 'economic hardship'. In Arabic, there is an explicit one which is 'هذة'. The sentence in Arabic could do without the reference, but the reference comes to assert the referent. The following is another example:

SL   *-Second, there are other options that can be utilized before increasing tariffs. **These** could*

include differentiating between residential and commercial customers and introducing dynamic tariffs, which vary with peak or off-peak usage of electricity.

TL **-ثانياً، هناك خيارات أخرى يمكن استخدامها قبل زيادة التعريفة، قد تشمل التمييز بين العملاء بالمنازل والمنشآت التجارية وتطبيق تعريفة دينامية، تختلف باختلاف استخدام الكهرباء وقت الذروة أو خارجها.**

The explicitness of the demonstrative reference 'these' in English here is ascribed to initiating a new sentence where it functions as a subject to its respective sentence. Arabic uses an implicit pronoun that refer to the ' خيارات ' within the same sentence, thus, there is no need to initiate a new subject to the coordinated sentence. The demonstrative reference surfaces to play the role of the subject and to assert the referent.

Subordination is another factor that affects the demonstrative reference in both Arabic and English. The next example illustrates it:

SL   *-Unless drastic remedial action is taken, the effects simulated **here** may set back the universal goal of halving the percentage of learning poor by 2030.*

TL **-وما لم تتخذ إجراءات علاجية جذرية، فإن الآثار المتصورة هنا قد تؤدي إلى انتكاسة على صعيد تحقيق الهدف العالمي المتمثل في خفض فقر التعلم إلى النصف بحلول2030 .**

Both English and Arabic demonstrative reference enter dependent clauses. 'unless' and ' لم ما ' are subordinating conjunctions that need to dependent clauses to get the meaning complete.

4.3 Comparative Reference

English uses more comparative references than Arabic because translators resort to modulating some of these references rather than translating them literally. The literal translation asserts the universality of the meanings, which shows that translators were faithful in decoding the meanings into Arabic. Besides, the three procedures followed by the translators; literal, modulation, and transposition show Arabic peculiarity in conveying these meanings. In the next two examples, the translators translate them literally:

SL   *-Globally, the pandemic has impacted __less__ advantaged students **more**;*

TL **-وعلى الصعيد العالمي، أثَّرت هذه الجائحة على الطلاب الأقل حظا والأكثر حرماناً،**

'الأقل ' and ' الأكثر ' are Arabic adjectives that take the form of the comparative adjective. They are translated without any sacrifice on the part of speech. Although this occurs many times in the Blogs, transposition occurs also. The following is an example out of many on transposition:

SL   *-As can be expected, the situation is even **worse** in fragile and conflict-affected*

TL **-وكما هو متوقع، فإن الوضع يزداد سوءا في البيئات التي تعاني من الهشاشة والصراع مثل اليمن والضفة الغربية وقطاع غزة.**

The verbal phrase 'سوءاً يزداد ' comes as equivalent to the comparative reference 'worse' as it describes its preceding noun 'الوضع '. It consists of a verb and an object. This verbal phrase triggers no meaning loss or gain. Transposition occurs many times.

Translators also modulate personal reference, where another phrase in Arabic that has the same effect is replaced to give the meaning of the reference. The next example is to illustrate:

SL   - *It also creates a **more** predictable environment for international investors, Better public services would enhance people's trust in government,*

TL   **-وقد يخلق أيضا بيئة يسهل التنبؤ بها للمستثمرين الدوليين، ومن ثم يساعد على اجتذاب الاستثمار والإيرادات الضريبية في هذه العملية.**

In the translation, there is no form of comparative adjectives in Arabic. Translators use a verbal clause that is functioning as an adjective to the noun 'بيئة '. If translators choose a comparative form to the adjective, they would have an unidiomatic expression in Arabic such as 'تنبؤية أكثر '. The modulation here gives a significance of meaning to every morpheme in the comparative adjective 'predictable'. It is then the Arabic peculiarity that governs the choice of the translators.

Table 1: Frequencies of Translation Procedures of References Types

Type of Reference	Instance in English and Arabic	Number of Occurrences	Frequency of Occurrences
Personal Reference	Syndetic occurrences in Arabic	93	0.21
	Syndetic occurrences in English	24	0.05
	Subordinated occurrences in Arabic	162	0.37
	Subordinated occurrences in English	63	0.14
	Concrete occurrences in Arabic	17	0.03
	Concrete occurrences in English	9	0.02
	Asyndetic occurrences in Arabic	6	0.01
	Asyndetic occurrences in English	40	0.09
	Abstract occurrences in Arabic	4	0.009
	Abstract occurrences in English	15	0.03
Demonstrative reference	Syndetic occurrences in Arabic	34	0.21
	Syndetic occurrences in English	6	0.03
	Subordinated occurrences in Arabic	11	0.06
	Subordinated occurrences in English	11	0.06
	Concrete occurrences in English	21	0.13
	Asyndetic occurrences in Arabic	33	0.2
	Asyndetic occurrences in English	2	0.01
	Abstract occurrences in Arabic	1	0.006
	Abstract occurrences in English	21	0.13
	Concrete occurrences in Arabic	19	0.11
Comparative Reference	Literal translation	31	0.67
	Transposition	8	0.17
	Modulation	7	0.15

6. Conclusion

Relating to the textual patterns that built a cohesive and coherent text, the researcher found similar findings to Farghal (2017), which prove that English discourse is as repetitive as Arabic discourse and that the same applies to hypotaxis. Furthermore, the two languages are found to be conjunctions-dense but Arabic has a higher degree due to the frequent use of و and ف. The three references; personal, demonstrative and comparative, were affected by different factors in the texts: concreteness, abstractness, syndeton, asyndeton, subordination and other interchangeable items in both languages but not with the

same degree. Arabic personal references mostly occur in syndeton, concreteness, and could be replaced by other items such as demonstrative reference; conversely, English personal references were affected more by abstractness, asyndeton, and subordination. The results also go with Moindjie (2006) who studied the occurrences of the cohesive ties in the literary texts. Direct translation procedures are dominant in translating personal reference and demonstrative ones as the same factors affect these two types. In contrast, oblique procedures are more detectable in translating comparative references. Authors and translators' commitment to SL and TL construction system enhances the textuality of the texts. This same result shows that authors and translators alike abided by their respective language systems in employing these cohesive devices as translator's latitude shows the same tendency found by Moindjie (2006) who studied the reference behaviour in the literary texts. This conclusion draws notable lines to the characteristics of the business and economic language whose literature in Arabic is proved lacking.

الوظيفة التناسقيّة للمرجع في نصوص لغة الاقتصاد والأعمال: دراسة حالة النصوص المترجمة من الانجليزيّة إلى العربيّة

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الملخص

تختلف معاملة المراجع كونها أداة عاملة في تناسق النص بين اللغات التي تنحدر من أصول مختلفة. فبحسب (منجي 2015) فإن المرجع في اللغة الانجليزيّة يفترض أن يدعم تناسق النص أكثر منه في اللغة العربيّة في النصوص ذات الطبيعة الأدبيّة، وتختص هذه الدراسة في النصوص التجاريّة والاقتصاديّة المأخوذة من مدونات البنك الدولي، وتتبع في منهجيتها نظريّة هاليدي وحسن (1976) في تحليل أدوات ترابط النص، حيث يلعب المرجع دوراً أساسيّاً، وتسعى هذه الدراسة إلى وصف مدى التناسق الذي يخدمه المرجع في هذا النوع من النصوص بناءاً على فرضيّة أن ترجمة المرجع يعتمد على خواص اللغة الأسلوبيّة وليس محكوماً بتفضيلات المترجمين، وكشفت هذه الدراسة أن النصوص التجاريّة والقانونيّة تنحى منحى النصوص الأدبيّة ، إذ إن العوامل المؤثرة في النصوص الأدبيّة هي ذاتها التي تؤثر في النصوص التجاريّة والقانونيّة في الأنواع الثلاثة من المرجع، وهي المرجع الشخصي، ومرجع الاشارة ومرجع المقارنة، فهذه العوامل هي الوصل والفصل والجمل الذيليّة والاستخدامات الصريحة والضمنيّة للمرجع علاوة على عناصر أخرى تنوب عن المرجع في المعنى.

الكلمات المفتاحية: المرجع، الوصل،الفصل، التبعية، التحوير، قولبة التعبير،التناسق القواعدي، قابلية الترجمة.

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