

Book review

The Routledge Course in Arabic Business Translation Arabic-English-Arabic

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Many references on English-Arabic translation are already available in various formats, such as books, articles, modules, and even academic works like theses and dissertations. However, high-quality English and Arabic business text translations are difficult to find. Business translation is now considered essential for building cooperation between countries worldwide. As international languages, English and Arabic play a significant role in international business transactions and cooperation. Therefore, there is a demand for high-quality resources on the methods and processes of translating English and Arabic writings dealing with economics, management, production, finance, and marketing. The existence of a book titled *The Routledge Course in Arabic Business Translation* by Mahmoud Altarabin answers this need.

This book guides translation course participants, students, and practitioners of business text translation in English and Arabic. It is also suitable for undergraduate, graduate, and professional English and Arabic business text translation students. The author presents important discussions on two-way English and Arabic business text translation. Practically, this literature guides translation course participants with detailed analyses of lexical definitions, syntactic features of business texts, and practical translation strategies. All materials are presented simply and practically for easy understanding by users. The author divides business writings into five primary groups: economics, marketing, management, production, and finance. These main categories include subcategories and provide collections of English and Arabic language materials for course participants and instructors.

This English and Arabic business text translation course guide is divided into six main sections and is detailed over 199 pages. The book begins by discussing concepts, strategies, and definitions of English and Arabic business text translation. Technically, in this section, the author discusses the translation and unbiased translation equivalence from the source language to the target language, preventing errors in meaning. The crucial role of English and Arabic business text translators in fostering successful business cooperation is also explained in this section. In addition to the importance of translators, the author describes several technological instruments commonly used to assist in translating English and Arabic business texts. The prominent discussion in this section is about quality translation strategies, ensuring that English and Arabic business text translations are of high quality and meet the required standards.

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The author presents several translation strategies commonly used by translators in this book, including literal translation, calque translation, borrowing translation, and equivalent variation translation. A literal translation is sometimes easier for learners because it does not require any additions by the translator. Translators can easily search for English or Arabic words' meanings in traditional or electronic dictionaries. However, it should be noted that not all English business text vocabulary is equivalent in meaning to Arabic business texts. Calque translation refers to the literal translation of the source text to create a new term in the target language. It is important to note that synonym proximity can be used in this translation. Borrowing translation occasionally borrows terms or source language texts into the target language, where the source language is English, and the target language is Arabic, and vice versa. Equivalent variation translation translates business and financial terms, considering the context in which each corresponding word or term is used. This section includes examples to help course participants or book users understand how to translate business texts. In essence, the book's first part establishes its position as a comprehensive practical guide for English to Arabic business text translation courses and vice versa.

Sections 2 through 6 of the books provide practical guidelines for translating business texts, including how to translate economic texts; section 3 explains management text translation; section 4 discusses production texts; section 5 addresses financial text translation; and section 6 focuses on marketing texts. Specifically, in part 2, the author discusses how to translate economic texts, including texts related to business circles, labor, corporate social responsibility (CSR), and international trade. In part 3, the author explains and provides examples of translations of management texts, including texts on management itself and texts related to companies and corporate structures. In part 4, the author outlines how to translate texts related to production, including texts from economic sectors, texts related to production flow and types, texts related to logistics, and texts related to product quality. Part 5 discusses the translation of financial texts, including accounting and financial reporting, banking, Islamic banking and finance, corporate financing and bonds, futures finance, market competition, and microfinance.

Meanwhile, in part 6, the author explains the methods and forms of translating marketing texts. This section covers products and brands, marketing, advertising, and electronic commerce (e-commerce). Two example sessions complement each discussion section in this book: session 1 is the translation of texts from English to Arabic, while session 2 is the translation of texts from Arabic to English. The examples in sessions 1 and 2 created in each section facilitate book users or course participants in translating business texts from the source to the target language, namely, English to Arabic, and vice versa.

Based on the descriptions in this book, it is clear that this book contributes to economic relations and the enhancement of business cooperation between countries using two international languages, English and Arabic. Translating business texts in English or Arabic will certainly not only have a business impact but will also nimpact global trade to achieve prosperity and welfare in the Middle East and European regions as well as the inter-regional Asian economic network. Specifically, the Middle East region, which generally uses Arabic. Thus, this book contributes to the transfer of knowledge and business practices. In fact, this book presents examples of translations of Islamic economic texts or texts on Islamic banking from English to Arabic or from Arabic to English. Business practices and texts in Arabic are, of course,

different from practices and texts in English. In the Arab region, where most of the population is Muslim, their business practices are certainly based on Islamic law or Islamic Sharia. The term economy in Arab countries is generally called the Islamic economy, which differs from non-Islamic business practices. Non-Islamic economic practices, such as in Europe and America, certainly require connectivity of understanding among business people. This connectivity context will encounter obstacles if the translation of business texts is not of high quality. Thus, this book is considered very important for building business connectivity between the Arab, European, and partner countries. The book supports improving translators' or business people's capacity with English and Arabic texts in work contracts, agreements, finance, management, production, and even the market.

This book plays a key role not only in the translation of English and Arabic business books, but also in the dissemination of business information in general. As a result, the book acts as a vehicle for the dissemination of knowledge in both Arabic and English. This assertion supports Awang & Salman's (2017) explanation that to further emphasize the link between translation and technology, today's corporate writing in both English and Arabic is translated using a variety of technological resources, including tools and software. Technology's importance in translating scientific, technical, and business materials is highlighted. More technical and scientific knowledge may be spread as a result of the interaction between science, translation, and technology, and technological applications significantly influence translation. In fact, experts predict that technology will increasingly rule the translation industry in the future. The author of this book has observed the usage of real-time translation tools for a variety of tasks, such as reading traffic signs using a smartphone camera utilizing the popular Google Translate tool.

The significant role of technology in the business context has changed the way businesses operate. Technology supports the globalization of businesses worldwide. Hence, translators must be conversant in translation technology, as most translations are now performed using computer tools. As the scope of a translator's work extends far beyond basic office software like Microsoft Word or electronic communication, they must become familiar with the latest developments in translation technology. They must now manage a variety of technologies, tools, and files. Translators employ typical text processing and technologies. Of course, while the author supports using technology for translating business texts, they also emphasize the importance of caution when using technology. Inaccurate translations may occur due to the limitations of translation technology in translating source language metaphors into the target language; for example, English metaphors differ from Arabic metaphors. Therefore, translators, students in translation programs, and professionals need to check the precision of translations produced by technology, particularly through programs like Google Translate. The disadvantage of electronic translation technology is that it occasionally offers all possible translations of a given term without emphasizing how each translation is used in context.

In addition to the general business context, the author also presents economic concepts that can enhance the understanding of the book's users, including students and translation practitioners. For example, the author introduces the concept of economics. The author claims that economics is a system of structured, wealth-generating social activity. By gathering or exploiting natural resources, primary sector operations produce wealth. This sector includes the agricultural, mining, forestry, and fishing industries.

The wealth created by the secondary sector comes from transforming raw materials and processing natural resources. Steel manufacturing, shipbuilding, textile manufacturing, food processing, and many more industries are included in this sector. With the delivery of services, tertiary sector operations generate income. Services like shopping, travel, education, and healthcare, as well as those provided by professionals like accountants and bankers, fall under the umbrella of "personal services." (Crampton & Owen 2021).

Why does this book focus on translating English texts into Arabic and vice versa? It turns out that the reason can be found in the fact that the Arab world's economy is related to the global economy. This argument is supported by Al-Bursan (2011), Luciani & Salame (2015), and Malik & Awadallah (2013), who argue that the worldwide economy has a significant impact on the Arab world's economy. In addition, the volume of everyday economic interactions between Arab companies and companies in non-Arab nations is incalculable. English-Arabic translation services are provided for a wide range of business papers, including those used to promote the company and to assess the parties' rights and obligations to a commercial transaction. This view underscores the significance of translating English business texts into Arabic and vice versa because translation is crucial for individual business people and companies. Translations of these business texts can be used in the disciplines of economics and business at various levels. The availability of examples, vocabulary lists, and translation exercise texts from English to Arabic and vice versa further strengthens the book's quality.

Thus, it can be stated explicitly that this book enhances the capacity of students studying translation, translation course participants, business people, individuals and companies, and even professional business translators using English and Arabic texts. Additionally, this book also disseminates economic and business knowledge, including corporate social responsibility and management and markets in a broad sense. Thus, this book implicitly supports the sustainability of cross-regional economic transactions related to the Arab world.

Although this book has many strengths and contributions, it also has some shortcomings. The first shortcoming is in the book's structure. The book begins directly with concepts and definitions of translation. Ideally, the book should start by describing the reasons for focusing on translating English into Arabic. Readers need a reason for the urgency of Arabic and English in business. It is because reality shows that international business practice with Arab countries is very urgent. Thus, readers and students become increasingly interested in studying translations of English texts into Arabic and from Arabic into English. After this explanation, the concepts and definitions of translation can be discussed.

Second, the book does not specifically elaborate on the potential errors in translating English into Arabic or vice versa. It is because the cultural reality and the two languages are very different. Literal translations of texts, for example, have the potential for biased meaning due to unequal vocabulary or phrases between the two languages.

Despite the criticisms mentioned earlier, *The Routledge Course in Arabic Business Translation* has several strengths that make it a valuable resource for aspiring and practicing translators. Here are some additional features that contribute to the book's effectiveness: Use of Authentic Business Documents: One of the standout aspects of the course is its emphasis on authentic business documents, providing valuable

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insights into the types of texts translators are likely to encounter in professional settings. It helps bridge the gap between academic learning and real-world application, better-preparing readers for their professional careers. **Emphasis on Translation Tools and Technology:** The book highlights the role of technology in contemporary translation, showcasing the use of translation software and online resources to enhance efficiency and accuracy. This focus on technological advancements ensures that readers are well-equipped to navigate the fast-paced world of translation. **Attention to Detail and Terminology:** The author provides clear explanations of relevant terminology and concepts, making the book accessible to readers with varying levels of expertise in business translation. By breaking down complex topics into easily digestible sections, the author ensures readers can build a solid foundation in Arabic business translation. **User-friendly Layout:** The well-structured chapters and easy-to-follow layout make the book a user-friendly resource for students and professionals alike. The clear organization of topics and division of chapters by business sectors helps readers quickly find the necessary information. **Focus on Practical Application:** The author's emphasis on practical application is another significant course feature. Readers are encouraged to actively engage with the material through exercises and case studies that simulate actual translation projects. These activities enable readers to apply their newly acquired knowledge and skills, fostering a deeper understanding of the intricacies of Arabic business translation.

However, while there are some areas where *The Routledge Course in Arabic Business Translation* could be improved, the book remains an indispensable resource for students, educators, and professionals seeking to develop their skills in this specialized field. Its unique blend of theoretical knowledge, practical application, and expert advice make it an important and accessible contribution to studying Arabic business translation. In general, this book is comprehensive and equipped with a scientific foundation on translation. This foundation provides users, students, and translation practitioners insight and focus. Furthermore, the book discusses translation techniques accompanied by Arabic and English vocabulary and practical business-related examples. This book is genuinely rich in business knowledge, not just translation knowledge.

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