

*Gender Translation in the Directions of Product Labels from English into Arabic*Dr. Mohammed Abduh Nagi Ali Khoshafah* khoshafah22@yahoo.comDr. Abdul-Kawi Hizam M. al-Shamiri** Dr.alsham2008@gmail.comDr. Abdulrahman Ahmed Mohammed Noaman*** 2reemali4@gmail.com

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aralimad@gmail.com**Abstract**

The study at hand aimed at investigating the techniques that are adopted by translators when they encounter problems in translating gender for the directions of products' labels from a less detailed language (English) into a higher detailed language (Arabic). The current study also strived to highlight how much the stereotype of the translator and society culture can affect the selection of a translator in choosing the grammatical gender form to detect the source language ambiguity in determining the target gender consumer. To achieve these objectives, this study depended on the descriptive analytical approach where the researchers worked on describing and analyzing the Arabic target texts (TTs) that found on some selected labels which have been gathered by the researchers. The study concluded that adding one morpheme to the target text (TT) is not just a structural change necessity but also a semantic change necessity. The study recommended that translators should be aware of linguistic, cultural and social differences between Arabic and English. Besides, they should be familiar with translating signs and images which are available on products' labels.

Keywords: Gender, Label, Signs, Source language (SL), Target language (TL).

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ترجمة النوع (الجنس) في تعليمات ملصقات المنتجات من اللغة الإنجليزية إلى اللغة العربية

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المخلص:

تهدف هذه الدراسة إلى معرفة التقنيات التي يعتمدها المترجمون عندما يواجهون مشكلات عند ترجمة النوع (الجنس) لتعليمات ملصقات المنتجات التجارية من اللغة الإنجليزية الأقل تفصيلاً (لغة الإيجاز) إلى اللغة العربية الأكثر تفصيلاً (لغة الإطناب). كما سعت الدراسة الحالية إلى تسليط الضوء على مدى تأثير الصورة النمطية للمترجم وثقافة المجتمع على اختيار صيغة الجنس النحوية (مذكر أو مؤنث) للكشف عن غموض اللغة المصدر في تحديد جنس المستهلك الهدف. ولتحقيق هذه الأهداف فقد اعتمدت هذه الدراسة على المنهجية الوصفية التحليلية حيث قام الباحثون بوصف وتحليل النصوص العربية (اللغة الهدف) الموجودة على بعض الملصقات التي اختارها وجمعها الباحثون. وخلصت الدراسة إلى أن إضافة مقطع واحد إلى النص الهدف ليس مجرد ضرورة تغيير تركيب بنيوي، ولكنه ضرورة تغيير دلالي أيضاً. وأوصت الدراسة بضرورة أن يكون المترجمون على دراية بالفروق اللغوية والثقافية والاجتماعية بين اللغتين العربية والإنجليزية. بالإضافة إلى أنه ينبغي عليهم أن يكونوا على دراية بترجمة العلامات والصور الموجودة على ملصقات المنتجات المراد ترجمتها.

الكلمات المفتاحية: الجنس، التسمية، العلامات، اللغة المصدر (SL)، اللغة الهدف (TL).

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© نُشر هذا البحث وفقاً لشروط الرخصة Attribution 4.0 International (CC BY 4.0)، التي تسمح بنسخ البحث وتوزيعه ونقله بأي شكل من الأشكال، كما تسمح بتكييف البحث أو تحويله أو إضافته إليه لأي غرض كان، بما في ذلك الأغراض التجارية، شريطة نسبة العمل إلى صاحبه مع بيان أي تعديلات أُجريت عليه.



1. Overview

Globalization has positively affected the nations of the whole world in all fields and at all levels, especially in the field of trade. Globalization over the past decades has changed economies and societies and made our world more interdependent than ever before and that led to exchange goods between countries and increase economic exchange. So, that handled to the importance and necessity of the universal communication. Thereby, translation is the mediator between the countries in the marketing and commerce fields. As we know that English is considered as the common language in business. The products which are transported from one country to another make the non-English speaking consumers want to understand the benefits of these products and for what these products are. Therefore, translation of the commercial labels of the products play an essential role of the marketing in sales domain. In this case, many products are produced for different genders, whether they are specified for females or for males. Because of the differences of cultures and customs of Arab society and western society, translating the directions on the product's label in Arabic language is very specified and specialized by determining the target consumer with gender markers according to the translator stereotypes. However, a translator should pay the attention to the importance of translating the suffixes of the Arabic language which is full of markers that determine the target gender in the process of translating product label from English language.

2. Statement of the problem

A translator may find it difficult to translate gender when the source language, like English, exhibits a less nuanced gender distinction while the target language, like Arabic, is replete with numerous linguistic gender indicators. The translator encounters many problems in translating gender of the product labels not mainly linguistic but also cultural, semantic and syntactic. The present study aims at highlighting the techniques that lie on some stereotypes and social associations in translating the products' labels in the case of translating gender arises when the translation takes place between two languages with different categorizations of gender.

3. Objectives of the study

This study strives to achieve the following objectives:

- i) Identifying the grammatical gender markers and linguistic categorizations of Arabic & English languages.
- ii) Highlighting the techniques in translating the expected consumer gender of the products' labels from English into Arabic.
- iii) Classifying the products' labels according to the target consumer.



- iv) Showing the attraction of the target consumers and their opinions about the gender specialization which appears by the written Arabic translation and about colorful images on the product labels.

4. Questions of the study

This study tries to answer the following questions:

- i. What are the grammatical gender markers and the linguistic categorizations of Arabic & English languages?
- ii. What are the techniques used to translate the expected consumer gender of the products' labels from English into Arabic?
- iii. How to classify the products' labels according to the target consumer?
- iv. What are the opinions of the target consumers about gender determining and do the colorful images on the product labels attract them?

5. Methodology of the study

This study is descriptive and analytical in nature. The researchers adopted certain proceedings to collect the study data. First, visiting shopping centers in various places looking for the required commercial products' labels to be selected by the researchers which are indicated and specified for the target consumer gender. The focus was on the out-door products and in-door products as well. Then the researchers used the cameras of the cell phones to take some obvious photos for these labels to be the samples of the study. The researchers tried to avoid the repetition of showing the same products that target specific gender whether for females or males which are written with the Arabic translation on the labels of the products in the same way. Then they asked a few customers about their opinions whether the pictures and the written Arabic translation which identify the target consumer gender on the products' labels attract them or not. These are questions of the interviews:

- i. Are the information of products' labels essential for you as a consumer?
- ii. What do you think about the target text (TT) which determines the gender of the targeted consumer?
- iii. Are the colorful images and visual codes which are on the labels attract you or not?

6. Significance of the study

From a trade and marketing point of view, marketers usually affix a specific target audience gender to a product to increase the consumer appeal and make it more attractive to the intended consumer. Thus, this study indicates the gender in translating the product labels which implicate instructions of use for the target



consumer and reveals the linguistic markers which are determined by the target Arabic language when translating from English language.

7. Delimitation of the study

This study selected some products' labels as samples to be described and analyzed. This present study focused on the translation from English (SL) into Arabic (TL) which is written on the products' labels to determine the consumer gender with taking into account the different gender categorizations of both languages in the process of translation. The study was implemented in the second semester of the academic year 2022/2023 in Ibb city, Yemen.

8. Literature review

8.1. Definition of Translation

Translation has emerged as a result of the multiplicity of languages among all the world. Translation is an independent art whereas it relies on creativity, linguistic sense and the ability to bring cultures closer together and it enables all humanity to communicate and get benefit from each other's experiences. Over the years, translation has taken many forms and definitions as linguists and theorists attempted to refine the translation process and its outputs in various ways. Hatim and Mason (1997) described translation as "the process of interpreting the meaning of a text and the production of an equivalent text that communicates the same message in another language" (p.10). Catford (1995) considered translation as a "replacement of textual material in one language (SL) by an equivalent textual material in another language TL" (p.20). Translation is as an interactive process between SL author, the reader as translator, The translator as TL author and the TL reader (Snell-Hornby, 1995). Briggs (2006) said that "Translation is a form of writing under constraint. Quite straight forwardly, the translator must write the original text in a language other than the one in which it was composed" (p.43).

8.2. Definition of Gender

Theoretically, Muttalib (2009) defined gender as "a grammatical category based on forms of nouns, pronouns, and/or adjectives". World Health Organization (n.d.) stated that "Gender refers to the characteristics of women, men, girls and boys that are socially constructed. This includes norms, behaviors and roles associated with being a woman, man, girl or boy, as well as relationships with each other. As a social construct, gender varies from society to society and can change over time". Membership of a word or a grammatical form in such a subclass (Merriam-Webster, (n.d.)).

8.3. Culture and Language and their Influence on Translation

Culturally speaking, translation takes a cultural turn. In fact, culture plays a substantial role in translation process which must be taken into translators' consideration. Many factors, such as language



system and culture, can alter the curve during the translation process. Both language and culture are inseparable in the process of translation. In other words, language is a component of culture, and culture is a component of language. Because translation involves two different language systems and cultures, the translator undoubtedly will face numerous challenges. Toury (1978) illustrated that "translation is a process that involves at least two languages and two cultures" (p.200). Bassnett (1980) considered both language and culture as one unit; she described them as "the heart within the body of culture" (pp.13-14). Nida (1964) pointed out that "differences between cultures may cause complication more than linguistic differences" (p.13). Hatim and Mason (1997) stated that there are many aspects to be taken in consideration during the act of translation, like semantic, pragmatic, culture and style of language (p.11). Therefore, translators should be aware of both ST which is English language and the culture of TT language. Translation has been viewed as products of cultural representation that is examples of a mediation practice entirely interrelated to other means of communication. In today's understanding of the process of translation, the translator is progressively represented as a cross-cultural mediator. The role of the translation, as viewed by the end of 20th century is much more than what the word 'translator' might mean as the supremacy of the source text to the process of the translator's restructuring and reproducing the source text and fetching for one's identity.

8.4 Gender and Stereotype in Relation to Translation

By the end of 20th century, translation studies grew a new interest in examining how gender and stereotype are related to translation. The idea of translation as a field where several tones can be heard together has been quite obvious by the late 1980s ahead, as translation witnessed a revolutionary movement towards cultural change like other disciplines in humanities. In reality, since the 1990s, the stereotypical approach, which was previously only partially applied to translation studies, has evolved into the core element of all translation studies. Simon (1996) demonstrated how feminist thought affects translation by examining gender issues in translation. Furthermore, new approaches to translation studies asserted a "cultural turn".

Al-Ramahi (2014) asserted that the expected and common socially acceptable linguistic structures that manifest in translation are a reflection of stereotypes and their roles in producing the general common sense of the expected gender traits, practices, and values among society members. Translation essentially becomes the materialization of stereotypical process that suits the benefits of the patron. Technically, the verbal components of texts that support stereotypes are transferred into a language with a different stereotypes. Gender as a grammatical category reflects the diversity of stereotypes that each language is based on. As a result, translation cannot be separated from stereotype because stereotype is frequently implied in linguistic expression. Social gender is determined by society and serves a stereotypical function as it is agreed



upon among members of society. For instance, in Arabic, the social gender typically influences the grammatical gender. The result is the loss of feminine inflectional indications for specific public work, such as:

- A - نجار (male) - carpenter but not نجارة (female)
- B - حداد (male) - blacksmith but not حدادة (female)
- C - ميكانيكي (male) - mechanic but not ميكانيكية (female)

Therefore, by adding the feminine grammatical gender suffix morpheme, the derived forms are either linguistically not stored or they don't refer to female agents, but rather, they refer to machines and qualities. These titles of jobs that reflect the male-oriented world are exclusively restricted to the domain of male. The ideas that control gender roles and social norms have an impact on the translator. When addressing an audience, the translator subconsciously converts the gender-neutral pronouns "you," "your," "my," and "I" in the language with less inflectional details into the gender that is socially acceptable in the language with more inflectional details. In this instance, the domain in which males and females are expected to perform efficiently is reflected by the social gender. Carpenter, blacksmith and mechanic are all titles for male-dominated occupations. On the other hand, the male domain is associated with masculine characteristics such as physical power and space. In fact, if a woman is a carpenter, she is referred to as a female carpenter, indicating that she deviates from the criterion. By treating male-oriented experience as general or as the norm, the text creates a disjunctive effect for the female reader, who has to experience the text from a male's point of view in order to get meaning from it.

8.5 Grammatical Gender Categorizations of Arabic and English languages

Grammatically speaking, Alkohlani (2016) emphasized that Arabic has a two-gender system that classifies all nouns, animates and inanimates, as either feminine or masculine. Verbs, nouns, adjectives, personal, demonstratives, and relative pronouns that are related to the noun in the syntactic structure of the sentence show gender agreement. The assignment of gender is usually based on semantic criteria, i.e. natural gender, as well as formal properties, i.e. morphological form. The gender category assigned to a given noun is semantically arbitrary, e.g. baab 'door' (m.), shajar-ah 'tree' (f.), except when it conforms with natural gender, e.g. walad 'boy' (m.), 'umm 'mother' (f.).

The masculine is the default unmarked form whereas the feminine is usually the marked one. Most feminine nouns are morphologically marked for gender by one of the three feminine suffixes:

- i. The taa' marbuuta المربوطة suffix -ah/ -at, pronounced -ah in pausal form and, for the sake of simplicity will henceforth be referred to in its pausal form, is the most common feminine marker, -ah/ -at, e.g. shajar-ah 'tree' شجرة .



- ii. Less often feminine nouns are suffixed by 'alifmamduudah -aa' الف الممدودة , e.g. Sahr-aa 'desert' 'صحراء', and
- iii. 'alifmaqSuurah -aa' الف المقصورة , e.g. dhikr-aa 'remembrance'. ذكرى

As a general rule, an Arabic noun that does not have a feminine suffix is masculine. However, a number of masculine words are suffixed with the feminine suffix -ah, e.g. Hamz-ah 'a male name', allaam-ah 'great scholar'. These Crypto-masculine nouns, as referred to in the literature (Ryding, 2005), are few and low frequent words in the language.

On the other hand, the feminine gender of a noun is generally overtly marked by a feminine suffix. However, there are feminine nouns that have no marked endings. These nouns are semantically marked when they refer to natural gender, e.g. zainab 'a female name', bint 'daughter', so their feminine gender is realized through the semantic meaning. But when the referent of the unmarked feminine noun is inanimate, e.g. naar 'fire', shams 'sun', which is referred to as Crypto-feminine nouns, neither the form nor the meaning of the noun indicates its gender. The gender for each noun in this group has to be acquired individually. An observation that is useful for language acquirers in identifying the gender of some words is that all cities, most countries, and most body parts that come in pairs are feminine.

On the other side, English differs from the Arabic language that it has a three-gender system which are female, masculine and neutral. Pronouns in English are more relevant to the noun in the syntactic structure of the sentence to show gender agreement. English doesn't have gender markers to distinguish female. English does not have gender in verbs and that led to the ambiguity of gender in translating the instructions and directions on products' labels into Arabic. On the contrary, Arabic distinguishes the female by adding suffixes أضيفي to the direction verb, e.g. أضيفي

e.g. Add two heaped salt spoon - ملح مملوئين (ملعقتين) أضيفي

Thus, in Arabic, it is specified for one gender whereas in English it makes the gender ambiguity which cannot be understood if it is for female or for masculine. The translator faces a challenge in translating the label product from English into Arabic, so Arabic translators adopt the translation according to their ideologies and the culture of Arabic society.

8.6 Classification of Products' Using

Al-Ramahi (2014) asserted that products are classified according to certain domains. The domain is conditioned by the space or the place of use be it public (outdoor) or domestic (indoor). Some products are socially and spatially expected to be used indoors, others are mostly used outdoors. The grammatical gender is affected by the expected use of the products whether it is in or outdoor, moreover, the expected biological gender of recipients of the texts is also determined. As it is socially viewed, product's belonging to this or that

domain affects the translator's selection of linguistic features of the TT. As a result, the social factors (stereotypes) and linguistic properties are intermingled in a way that produces the target text (TT). Stereotypes of the expected users of these products in a language that are full of detailed grammatical gender markers force the translator to assign the social gender by the addition of suffix morphemes leading into gender assignment.

8.7 Commercial

Commercially speaking, the term *commercial* is related to commerce or general business activity. In the investment field, the term *commercial* is used to refer to commercial trading or an entity engaged in business activities that are hedged by positions in the futures or options markets. Charities and non-profits, as well as government agencies usually operate on a non-commercial basis (Chen, 2022).

8.8 Labeling

Noteslearning (2021) defined labeling as "the process of identifying a product by adding a label to the product or its container that provides information about it. It is an important component that serves as a means of transmitting all relevant information about the product to the user. Labeling gives a product a distinct identity, allowing it to stand out in the market. There are many types of labeling as follows:

- i) **Brand label:** it contains information about the brand to which a product belongs. The brand label denotes the product's brand name, trademark or logo and does not include any other information outside the brand name. Some examples of brand labels include L.G., Samsung, Whirlpool, and Raymond.

Figure(1): Examples of Brand Labeling

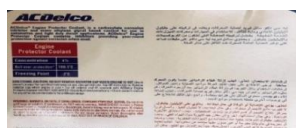
- ii) **Informative label:** it contains a lot of information and provide specific details regarding the product. It



differs from descriptive labeling in that it provides detailed instructions and directions on how to use the product and how to take care of it. This label includes recipes, thorough clearing directions, and other similar information.

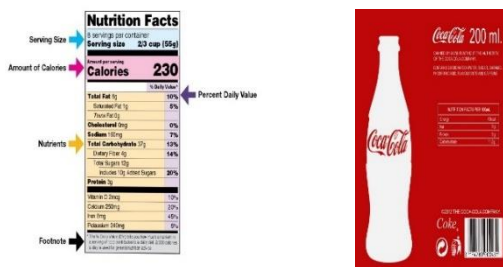
Figure (2) : Example of Informative Label

- iii) **Descriptive label:** it indicates significant information about a product. Such label includes



product ingredients, distinct uses, instructions, precautions for usage, producers information, date of manufacture, weight, size, and value of product.

Figure (3): Examples of Descriptive Labeling



- iv) **Grade label:** it denotes the quality or grade level of a product. Such labels describe the features of the product and the organization use such labels to categorize their items based on their quality.

Figure (4): Example of Grade Labeling

- A, B, C, or D



- 1, 2, 3, or 4
- Good, Better, or Best

8.8.1 Benefits of labeling

Enkoproducts (2021) stated that the different benefits of label are as follows:

- It helps customers compare goods easier: customers will always choose products with better qualities and these can be seen through their labels. They use product labels as primary means to differentiate between product brands to make better purchasing decisions. Since label provides detailed information, customers can easily compare the properties of different products.
- It helps consumers choose healthier options: in relation to product comparison, the Nutrition Facts table on food and beverages are a great help to customers who want to buy healthier options. Customers with health complications will most likely check the nutrient content of products before buying. Details such



as vitamin, mineral, calorie, carbohydrate, calcium, iron, protein, and fat quantities are important in these cases.

- iii. Organized product categorization: grade label is helpful in categorizing large product varieties for different customers. By specifying the product's standard or quality, customers can choose the right products that are appropriate to their needs. For instance, they can choose either a toned, full cream, or half cream milk as specified in the label.

8.8.2 Importance of Product Labeling

According to Luminer (2017), prime labels and secondary labels are keys when it comes to product marketing and packaging. Prime labels are the first thing customers see. These labels often have high quality pictures and colors to enhance their appeal and grab customers' attention. Secondary labels are supplemental. They are usually on the back of the product and contain important product information. Whether you're designing a primary or secondary label, the information they contain is crucial.

- i) **Ingredients:** The label on a product allows the customer to know what is in the food they're eating or the product they're using. This allows the consumer to know how healthy, or unhealthy, the product is. It's also important to display the ingredients for those who may be allergic to certain ingredients. Especially on food and beverage labels, it's easy to see the "may contain so-and-so ingredient" so those allergic to that ingredient know to avoid it.
- ii) **Health Risks:** Again, labels contain information that's important for people with allergies. But in addition to allergic reaction risks, there are other health risks that should be on labels. For instance, cigarettes, chewing tobacco, and alcoholic beverage labels must contain health warnings. Additionally, warnings of poison or hazardous products must also be clearly displayed.
- iii) **Instructions:** Particularly with cleaning products, cosmetics, and medicines, the prime or secondary label should include directions for using the product. Using too much of a product or incorrectly using it can have serious consequences, so it's important for the consumer to know the proper way to use the product. Using booklet labels will allow you to go in-depth for step-by-step instructions.
- iv) **Promotion and Marketing:** A product's label can market the product all on its own. Consumers may be attracted to a brightly colored label and end up purchasing that product. If your product has a unique label, it can be a key to helping a consumer pick out your product amongst the others on the shelf. And with today's technology and advancements in label manufacturing, labels are now used for cross-brand marketing, recipe information, couponing,



sweepstakes and gaming. With that in mind, it's important to remember that labeling your products can be a useful sales tool.

9. Theories of Translation

From a theoretical point of view, a translation theory refers to a particular way, a system, or a set of procedures which are followed and used by translator during the process of translating from the SL into the TL. In fact, there are several translation theories used by translators. The following theories are the most used in commercial labels.

9.1 Newmark's Communicative Translation Theory

The focus in this translation is not only on the SL meanings, but also on the TL readers' feelings. Newmark (1981) explains that communicative translation attempts to produce on its readers an effect as close as possible to that obtained on the readers of the original. According to this definition, if the SL text influences the SL readers' emotions or behavior, the TL translation should have the same influence on the TL readers.

9.2 Nida and Taber's Dynamic/Functional Translation Theory

In dynamic (functional) translation, the translator focuses on transferring the ST message and making sure that TL translation will have the same impact and function of the SL. According to Nida and Taber (1982), dynamic translation is "the reproduction in a receptor language the closest natural equivalent of the source language message, first in term of meaning and secondly in term of style" (p.12). It is important to point out that communicative and dynamic translation are very similar. However, in dynamic translation, translators have more freedom to find the closest natural equivalent which are almost the same function of the SL.

9.3 Skopos Theory

Skopos is a Greek word meaning "aim, target, and purpose". According to the skopos theory (the theory that applies the notion of skopos to translation), the prime principle determining any translation process is the purpose (skopos) of the overall translational action (Nord, 1997, p.27). The requirement to have a skopos or purpose has led to one important consideration in the skopos theory; a high need of practical experiences for a translator in understanding what is intended to be achieved in the target text (Green, 2012, p.109). In this theory, the process of translation is determined by the function of the product. This function is specified by the addressee. According to Schaffner (1998), functionalism is a major shift from a linguistic equivalence to functional appropriateness, thus, translation is considered primarily as a process of intercultural communication whose end product is a text which has the ability to function appropriately in specific situations and context of use. Skopos theory tries to keep the equivalence between the source and target texts.

9.4 Semiotics in Translation Theory

Semiotics is the study of signs and symbols, what they mean and how they are used. Beasley and Danesi (2002) stated that “semioticians focus their attention more on what an advertising feature means and on how it generates its meaning” (p.24). For the purpose of translating persuasive labels, the various signs, their meaning and significance as well as their intertextual relationships (text and context) have to be examined in order to establish their significance and their role when translated into another language and culture.

A sign is anything that can be interpreted, and must be physically and mentally perceptible. Language is only one of many systems of signs (Winner, 1978, p.337). Ilze Bezuidenhout (1998) asserted that a verbal sign can be interpreted in three different ways: it can be translated into other signs of the same language, into another language, or into another, verbal system of symbols. It is worth mentioning at this point to shed light on the types of translation which were elaborated on by Roman Jakobson (1987, first published in 1959) in his article ‘On Linguistic Aspects of Translation’, in which he distinguishes three types of translation (quoted in Alabbasi, 2015, pp 11-12):

- i) **Intralingual translation or rewording:** This is an interpretation of the verbal signs by means of other signs of the same language. One could say similes are used.
- ii) **Interlingual translation or translation proper:** This is an interpretation of verbal signs by means of another language.

Figure (5) Example of Interlingual Translation



Intersemiotic translation or transmutation: This is an interpretation of verbal signs by means of signs of nonverbal systems.

Figure(6): Example of Intersemiotic Translation



10. Importance of Images in Package Design

Strategy Soda (2021), discussed the importance of images and stated their types and how to present them. On labels can make products more appealing or show, in concrete terms, what is inside the package. Labels and packaging are intended to provide a sense of security to the consumer, and the presence of suggestive images on the label certainly does that. There are two types of images you can use on your product packaging design: i) Photos: Real photos make the product clear and understandable for consumers; and ii)

Illustration: You can use different techniques to create illustrations that look like the real thing or different at all. You can present your creative images in the following ways:

1)An image that shows the product's benefit; and2)An image that shows the end result

Figure (7)

Figure (8)

4. Using Images of Influencers5. Only Brand Logo



Figure (9)



Figure (10)



11. Previous Studies

There are many studies that have been carried out in the field of commercial translation. The following studies are related to this current study and they helped the researchers to develop their methodology.

Al-Mohannadi (2008) revealed in her study the relationship between translation and ideology. The study's focus was on investigating in depth the concept of ideology in translation. That is to say, the extent to which ideology can influence the translator's style and choice of words that will, consequently, shape the receivers' worldviews. In recent years, the issue of ideological leanings and the implications of ideology on translation have received particular attention. Owing to the importance of this issue of ideology, and as an example of the issues that both the translating practitioner and theorist must deal with, this article provides a detailed, comparative analysis of a translation of the first, formal speech delivered by bin Laden on 7 October 2001 concerning the events of September 11 and his conflict with the United States. The analysis assesses the probability of a translator's ideological intervention in the text and other technical, linguistic problems.

Gulzar et al. (2011) discussed the impact of packing and labeling on consumer buying behavior. Further, it also investigates the mediation of brand for relationship of packing and labeling with consumer buying behavior. The study was causal in nature, data was collected through 200 respondents and analyzed through correlation regression and label test. Results revealed that packing is positively associated with consumer behavior. Moreover, it is found that brand image mediates the relationship of packing and consumer buying behavior only.

Akbari (2013) indicated in her study the role of culture in translation. Her article first illustrated the crucial interplay between culture and language and then emphasized the role of culture in translation. Within



the scholars in the field of translation studies a myriad number of individuals have theorized about the role of culture in translation and each of them has his/her own viewpoint, her study has tried to review them briefly and at the end some strategies for the translation of culture-specific items have been proposed.

Al-Ramahi (2014) discussed the issue of gender in translation from English into Arabic and how the ideology can affect the target text while translating. He said that gender is a concept that is understood in diverse ways inside the internal structures of languages, making gender translation an important topic. As a result, when translating between two languages using various gender classifications, an issue with gender translation occurs. In other words, translating gender can be difficult, especially if the source language exhibits a less nuanced gender distinction and the target language has a large number of linguistic gender markers. The researcher adopted an analytical method and has chosen some texts of products to be analyzed has recently emerged as a major problem in translating. The purpose of his study is to examine the linguistic strategies used in gender translation as well as the ideology supporting gender coding in both source text (ST) and destination text (TT).

Furthermore, Al-Kenani (2019) dealt with the concept of grammatical equivalence in Arabic-English translation. He investigated the problems that encounter student translators while translating grammatical constructions from Arabic into English. His sample was the student translators who were doing their final year at the Department of English, Faculty of Arts, Taiz University, Yemen. The researcher tried to identify the grammatical problems at the ideational, interpersonal, textual and logico-semantic metafunctions. The study concluded that the structural and morphological differences between Arabic and English created various problems for the sample. Thus, the student translators encountered various problems in terms of transitivity, modality, thematic structures, logical dependency and logico-semantic relations between the clauses. Those problems not only affected the stylistic and grammatical aspects of the target texts, but they sometimes yielded a meaning different from the one intended by the authors of the SL texts.

Each one of the above studies has an effective role in helping the researchers to collect the most essential ideas that are related to this study. The first study identified to the researchers how much the translation and ideology have a strong connection to each other. And the researchers got the most important concepts of ideology. The second study enabled the researchers to know the importance of packaging design and labeling of the product which both have a great effect on the consumer purchasing process and reactions. Such a psycholinguistic research in consumer behavior explores how language processes affect individuals' behavior in the marketplace. From the third study, the researchers got the benefits from it to relate it to this current study that the culture and society are involved in the translation process. Moving to the most important study which is more relevant to the current study. It also highlights the role of ideologies in

translation in any domain in general. It discusses the difference between English language and Arabic language in gender case and its ambiguity and how it can affect the translator's choices in translating gender in product.

12. Presentation, discussion and analysis of data

In this part, the researchers analyzed the available translated Arabic text of selected commercial labels underlies by highlighting the effect of the culture and the stereotypes of society on the translator's decision, the classification of the products then the decision of determining the target gender consumer by adding the feminine grammatical gender morpheme or using imperative structures without any inflectional suffix to refer to the masculine recipient. Also they made interviews with some consumers that are shown below.

12.1 Presentation, discussion and analysis of products' labels

(a) SLT

- نون - Vanilla Powder

Directions: add two heaped teaspoons (7g) to two and a half cups of cake flour

TLT

- نون - فانيليا باودر

طريقة الاستعمال: أضيفي ملعقتي شاي مملوئتين من فانيليا نون (7غرام) لكوبين ونصف من طحين الكيك.

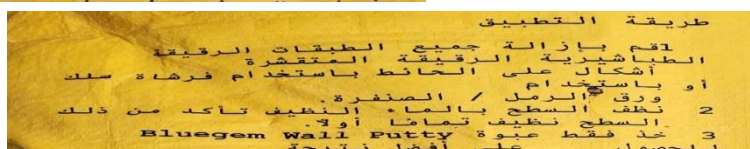
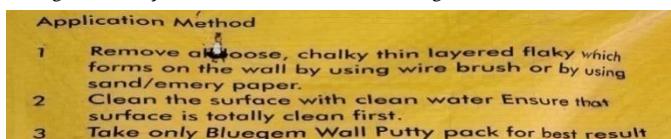
Figure (a)



This figure reveals the cultural differences between western and Arab societies and their ideologies. The source text is unisex and English text does not show the grammatical gender. According to the western culture, cooking can be done by female or male. Although most of the celebrated chef all over the world whether western or eastern world are males, it is still socially agreed among the members of Arab society that cooking is highly associated with females, therefore, the translator took three considerable strategies. Stereotypically, the expected target consumers are the females which is the first strategy. The second strategy underlies according to the classification of this product, Vanilla Powder is used indoor for cooking which females are expected to be. Wherefore the third strategy is that the translator has chosen the feminine grammatical gender morpheme (ي) to the direct verb أضيفي (add).

Figure (c)

In this figure, many factors involved in making the translator takes the decision of determining the target



consumer. First, the bag of this product which seems like the bag of cement and its heavy weight that need a physical power as best attributed to man to carry it. Also this product is used outdoor by a worker in manual cleaning and polishing which embodies the ideology that males are biologically qualified enough to act out certain work that requires physical abilities. On the other side, the females are figured as biologically less able to act out similar type of work. The translator, as mediator, takes all these contextual elements into account in order to reproduce the target text within the social and cultural contexts of the target language. Thus, the translator formed these sentences with the help of second person with no inflections in: قم بإزالة (remove), نظف (clean), تأكد (ensure) and خذ (take) that show the masculine recipient.

(d) SLT

Himalaya (Face Wash)

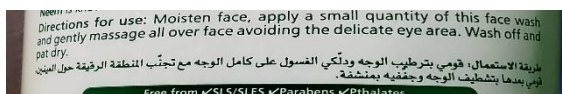
Directions for use: Moisten face, apply a small quantity of this face wash and gently massage all over face avoiding the delicate eye area. Wash off and pat dry.

TLT

هيمالايا (غسول للوجه)

طريقة الاستعمال: قومي بتربيط الوجه ودلكي الغسول على كامل الوجه مع تجنب المنطقة الرقيقة حول العينين. قومي بعدها بتشطيف الوجه وجففه بمنشفة.

Figure (d)



This figure implied gender. The translator mirrored the grammatical gender in the TLT by using like the technique of the previous figure. There are values in society for both males and females, as the value of physical power is biologically attributed to males, the value of beauty is socially attributed to females. This

product is one of the processes of skin care routine which is associated with females who are very interested in taking care of their skin and beauty. The translated text with the feminine grammatical gender morpheme () in: قومي بتربيط (moisten), دلكي (massage), قومي بتشطيف (wash off) and جففي (pat dry) reflect the cultural and social expectations associated with the femininity of girls and women and these expectations include gentleness and attractiveness.

(e) SLT

COLOROX

Laundry use: - add one cup of Clorox with detergent .

- add one cup of Clorox to 4 gallons water, soak for 20 minutes.

- put clothes in washing machine.

TLT



كلوركس

لغسيل الملابس: - أضيفي كوب واحد من كلوركس ، مع مسحوق الغسيل.

- أضيفي كوب واحد من كلوركس إلى أربعة جالون ماء وانقي الملابس لمدة عشرين دقيقة.

- ضعي الملابس في الغسالة

Figure (e)

In this figure, the unisex direct verbs that appear in the SLT do not indicate any gender distinction. Viewing it from stereotypical perspective, the female is expected to perform most of domestic work in Arab societies. On the other hand, the TLT distinguishes the gender by adding the feminine grammatical gender morpheme (ي) in: أضيفي (add) and ضعي (put) . Clorox is a detergent product that underlies the domestic work which socially females are expected to use it. Based on spatial ground, this product is mostly used indoor where females are expected to be. Nonetheless, the choice of technique is dictated by the translation's careful pragmatic purpose and textual function.

(f) SLT

ACDelco(Crankcase Cleaner)

Directions: Add entire container contents to 4he engine oil just before draining. Allow the engine to run at idle for 1- - 20 minutes. Drain crankcase oil and install new engine oil and engine oil filter. Do not drive vehicle with Crankcase Cleaner in the crankcase.

TLT

ايه سي ديلكو (منظف علبه المرافق)

تعليمات الاستخدام: أضف محتويات العبوه كاملة إلى زيت المحرك لمدة 1-20 دقيقة. تخلص من زيت علبه المرافق وضع زيت محرك جديد ومصفاة لزيت المحرك. يجب عدم قيادة السيارة مع وجود منظف علبه المرافق في علبه المرافق.

Figure (f)

The technique in translating the unisex second person pronoun that does not specify any gender detailed in

DIRECTIONS: Add entire container contents to the engine oil just before draining. Allow the engine to run at idle for 1- 20 minutes. Drain crankcase oil and install new engine oil and engine oil filter. Do not drive vehicle with Crankcase Cleaner in the crankcase. OEM* Formula approved by many leading manufacturers and safe for use in all vehicles.

English which is (you- anta) translated into Arabic with second person pronoun without any inflectional suffixes that refer in Arabic to a masculine one rather than feminine. This product is used outdoor where males are more expected to be. Also in this figure, the type of job helps the translator to take the decision according to the Arab culture and stereotype of society because this product is used by mechanics or drivers which males are expected to do this work not females. And so on the TT is structured with (masculine) unmarked that though intended to be generic, it indicates masculine gender in: أضف (add), تخلص (drain) and ضع (install).

(g) SLT

Bahar (Abaya Shampoo)

Hand Washing: Add 3 cupsful of Bahar Abaya Fabric Shampoo to 4 liters of water. Soak clothes for ½ an hour. Gently rub for cleaning and rinse thoroughly. For clothes with crystals or other decorative work check a small area first before soaking the entire garment.

TLT

بحر (شامبو عباية)

للغسيل اليدوي: أضيفي ملء 3 أغطية من سائل بحر للعناية بالأقمشة والعباية إلى 4 لترات من الماء. انقعي الملابس لمدة 1/2 ساعة. ادعكي الملابس بلطف لتنظيفها ثم اشطفيها كلياً لغسل الملابس المحاكاة بالكريستال وغيرها من بلورات وقطع الزينة تأكدي أولاً من عدم تأثرها بالمحلول قبل أن تنقعها بشكل كامل.

الغسيل اليدوي: أضيفي ملء 3 أغطية من سائل بحر للعناية بالأقمشة والعباية إلى 4 لترات من الماء. انقعي الملابس لمدة 1/2 ساعة. ادعكي الملابس بلطف لتنظيفها ثم اشطفيها كلياً لغسل الملابس المحاكاة بالكريستال وغيرها من بلورات وقطع الزينة تأكدي أولاً من عدم تأثرها بالمحلول قبل أن تنقعها بشكل كامل.

Hand Washing: Add 3 cupful of Bahar Abaya Fabric Shampoo to 4 litres of water. Soak clothes for ½ an hour. Gently rub for cleaning and rinse thoroughly. For clothes with crystals or other decorative work check a small area first before soaking the entire garment.



Figure (g)

In this figure, the importance of label is represented where there is a picture of woman alongside the brand name which highlights the gender of the target consumer and who will use this product. Thus, the translator used surely the feminine form. In Arab countries which are more conservative societies, women wear Abaya (covering) and this product is used to keep the fabric of Abaya and its color from being worn out. There is no doubt that the expected gender are females, so the translator has chosen the feminine grammatical gender morpheme (ي) in: أضيفي (add), انقعي (soak), ادعكي (rub), اشطفي (rinse) and تأكدي (check).

(h) CLEAR (Anti-Dandruff Shampoo for Men)

SLT

Directions for use: Apply to wet hair & scalp. Rinse thoroughly. Repeat if desired. For best results use everyday. Avoid contact with eyes. If eye contact occurs, rinse immediately.

TLT

كثير (شامبو ضد القشرة للرجال)

إرشادات الاستعمال: ضع الشامبو على الشعر والفروة المبللين. ثم اشطفه جيداً. كرر إذا كنت ترغب في ذلك. للحصول على أفضل النتائج استخدمه يومياً. تجنب ملامسة العينين. في حالة حدوث اتصال بالعين، اشطفه فوراً.

Figure (h)

In this figure, the effect of culture or the social concept is not there on the TT. Marketing plan and advertising propaganda are more relevant to the TT and the decision of a translator. It is obvious that this shampoo is



produced for only men. Firstly, from the picture of a celebrated football player that appears on the label. Also the marketing communication statement next to the brand name which is (MEN) للرجال reveals the purpose of the company in targeting the gender consumer and the company can easily produce another shampoo for only women which gender specialization allows not only to raise prices for certain products but also increase sales differences between "male" and "female" products are expressed by gender visual codes and communication, built on gender stereotypes as in this figure and in (g) figure. Thus the directions in the translated text are translated with the help of second person without inflections (anta) in: اشطف (apply), اشطف (rinse), استخدم (use) and تجنب (avoid).

(i) BBROSE (Toner)

SLT

How to use: After removing make up, apply the toner with a cotton pad onto face.

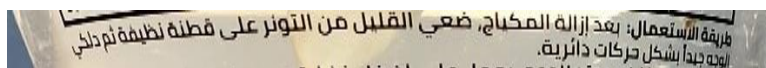
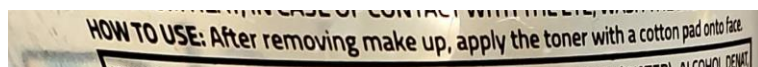
TLT

بي بي روز (تونر)

طريقة الاستعمال: بعد إزالة المكياج، ضعي القليل من التونر على قطعة نظيفة ثم دلكي الوجه جيداً بشكل

حركات دائرية.

Figure (i)



It is a cosmetic product which is highly associated with women. It is used in cleaning the skin from the lingering dirt and helps to renew the cells in the skin after putting makeup that contains chemical substances lead to damage the skin totally by times. Then the translator expected the gender of recipients which are females by adding the feminine grammatical gender morpheme (ي) in the following direction (anti)ضعي: (apply) and in the adding term: دلكي.

12. 2. Questions and Answers of the Interviews

The researchers made this interview to know what is the opinion of consumers about the importance of translating commercial products labels and how their pictures and information affect their choice in purchasing and how they attract them.

i) **Is the information on products labels essential for you as a consumer?**

Consumer (1):

Yes, it is sometimes important for me to read the information and know the ingredients of a product if I have an allergy to a certain ingredient, I will not purchase this product.

Consumer (2):

To some extent, yes. I like to read labels by comparing between them to choose the best quality.

ii) **What do you think about the TT which determines the gender target consumer?**

Consumer:

In my opinion as an Arabic language speaker which is a detailed language that concerned with the characteristics of females and males gender is substantial, but sometimes the TT and the translator's choices are according to the society and its culture that lead to gender bias.



iii) **Do the colorful images and visual codes which are on the labels attract you?**

Consumer (1):

Actually, the package, colors and image play an important role in my purchasing process, especially the cosmetics products and images of chocolate or cakes.

Consumer (2):

I think it is more attractive to the children, I cannot be persuaded or attracted by such an image.

After listening to the answers of the consumers, it was found that many consumers prefer to read the information of commercial product labels. Their answers showed that determining gender on product label is important. The colors and images of labels can also be effective in their purchasing process.

13. Findings, Conclusion, and Recommendations

13. 1. Findings

Based on data analysis and discussion, the study arrived at the following findings:

- Arabic is a higher detailed language while English is lower detailed language that may lead to the ambiguities in English-Arabic translation.
- Translation takes place between two languages with different categorizations of gender and different cultures.
- The syntactic and morphological properties of English and Arabic reflect the stereotypes of society underlying the linguistic representations.
- English mostly uses pronouns to express gender rather than grammatical gender.
- Gender-sensitive translations, or the conversion of a gender-neutral word into a gender-marked word, are sometimes necessary when translating from English into Arabic.
- Identifying the grammatical gender in the translated text will not only change the sentence structure but also change the total semantic meaning.
- The predicted indoor or outdoor use of the product and its type, as well as the anticipated biological gender of the text's recipients, both have an impact on the grammatical gender which help the translator to determine the consumer gender.
- Stereotypes and society culture play the most essential role in the translator's selections of specific technique in order to translate properly and suitably.
- Images of females or males that are on labels assist in specifying the target consumer of the product. These images also help the translator to determine the gender of the translated text.
- The purpose of the company in producing a product with targeting the gender consumer is involved in the translator's decision.



13.2. Conclusion

As a matter of fact, translation is a complicated process that it is more than transferring the ST into its equivalent in the TT. Translating gender is a crucial issue in our time that is not easy to translate. It needs some qualifications to create a readable and acceptable text by translators. To deal with a rich language such as Arabic, a translator should be aware of linguistic gender and syntax aspects. Also the effect of meaning aspect is considered. Stereotypes and social culture are the most important elements in the procedures of translating commercial product labels. They have shown the importance of images and signs in specifying the gender of the target consumer and help the translator to take the decision and then add the grammatical gender morpheme to show the feminine recipient or make it unmarked with no inflections to show masculine recipient by taking all these elements into account.

13.3. Recommendations

In the light of findings above, some recommendations were suggested below which can help in improving the quality of the translated text:

- A translator should be bilingual in order to know the linguistic differences between Arabic and English languages.
- A translator should be bicultural in order to explore the cultural differences of the Western and Eastern world.
- Avoiding the gender bias when producing the translated text based on the translator stereotype.
- Translators should follow the translation techniques to determine the consumer gender.
- Translators should take the cultural and social factors into account during the process of translation.
- Translators should be knowledgeable and profound in translating the signs and images, what they mean and how they are used.

13.3. Suggestions for further research

This study dealt with only problems of translating gender in the directions of product labels from English into Arabic and left the door open for other researchers to carry out other researches in order to cover some gaps that were not covered by this research. For instance, a future study can be conducted to deal with a more extensive and diverse sampling of product labels across various industries to ensure that the findings are generalizable across different market segments. A further study may also be carried out to include the incorporation of quantitative methods to complement the qualitative analyses in this study.



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