

**Stylistic Analysis of Arabic and English Translated Tourist  
Brochures: A Contrastive Study**

By

**Dr. Saleem Khulaief al-Fahad**

**The College Of Arte – University of Jerash**

دراسة مقارنة في التحليل الأسلوبي للمطويات السياحية العربية والإنجليزية  
المترجمة

د. سليم خليف الفهد  
كلية الآداب / جامعة جرش

**ABSTRACT**

Over the past several decades, tourism has become a key sector in the world economy, making it a critical source of economic growth and development in many countries. Tourists depend in their search for destinations and travel-buying process on many sources including brochures, which are of great significance for both tourists and tourist agencies. The study attempts to underline the role of culture and the influence of stylistic differences between the languages on handling English and Arabic tourist brochures in translation. After integrating quantitative measurement and qualitative analysis and discussing the findings for four translated brochures, the study has found significant differences in the distribution of vocabulary which can be said to result from the difference in the style of prose writing in the two languages which is to a large extent determined by situations. Also the findings indicate that Arabic texts tend to use more coordinated sentences than English texts do. This goes in line with the claim that coordination is salient feature of Arabic style.

The close investigation of the Arabic and English versions of the four brochures shows an adaptation in the message and in the language used in order to meet the expectations and thinking styles of the target groups. It also highlights the role of culture and the influence of stylistic differences

---

between the languages on handling English and Arabic tourist brochures in translation.

## 1. Introduction

Over the past several decades, tourism has become a key sector in the world economy, making it a critical source of economic growth and development in many countries. Tourists, who are in the core of tourism industry, depend in their search for destinations and travel-buying process on many sources including the Internet, newspapers, magazines, brochures and guide books. Brochure, in particular, is of significance for both tourists and tourist agencies as it is an important promoting material for both guiding and attracting tourists. In general, "brochures are a form of advertising and communicating tools used by advertisers. They are used to inform, advertise and communicate with their clientele" (Husin, 2009:99). They are typically crisp and charming in language and conspicuous in design, and can be distributed via direct mail or trade shows. Other places where a great variety of brochures can be found include airports, hotels, markets, famous scenic spots and information centers that are frequented by tourists.

Tourist brochures most generally appear as folded single sheets and booklets. They are typically printed in high-quality paper and contain attractive texts and colorful images. They often appear in more than one language, leading to the conclusion that there is a close relation between translation and tourist brochures making. Newmark (1998: 8) attaches great importance to the role of translator in developing tourism as he makes available various promoting materials, including brochures, for tourists speaking different languages.

---

When translating brochures, it is crucial that the translator is able to “capture” the style and tone of the writing in the source language and “convey” them in the writing into the target language. It is almost like copywriting, as he or she needs to come up with topics and paragraphs in the translation that are as creative, fluent, eye-catching and persuasive as those in the original, if not more.

According to Al-Fahad (2010:46), the translation of any promoting material involves an adaptation of the source message to fit the culture and the linguistic system of the target group. For tourism brochures to achieve effectiveness and attractiveness across languages, their translation is required to live up to the expectations, norms, tradition and thinking styles of the target group.

## **2. Features of Tourist Brochures**

According to Go and Haywood (2003: 92), the societal and economic changes recently taking place in all parts of the world have resulted in rapid expansion and growth of domestic and international tourism in many countries. The scope of tourism marketing, therefore, "is enormous and extends in both the public and private sector of the economy."

Hence, governmental and private agencies and boards are investing large amounts of money every year in order to attract more and more clients (local and foreign tourists) into tourist destinations. Technological advances and communication development have been largely employed by different advertisers to promote tourism services, causing to produce various marketing materials. One of the most wide spread form of promoting materials used by tourist agencies is *brochure*.

---

According to the Cambridge Advanced Learner's Dictionary, a brochure is "a type of small magazine that contains pictures and information on a product or a company."

The Business Dictionary defines brochure as "one publication consisting of one folded page, or several folded pages stitched together but not bound, used mainly for advertising purposes."

Brochures that are used to promote tourist destinations are usually called "Tourist Brochures" or "Travel Brochures." To attract larger audience, a tourist brochure often contains effective pictures and is designed carefully using charming colors and graphics.

As regards language, the linguistic and stylistic choices are carefully made to meet the expectations of the target audience.

In the classic typology of Katharina Reiss (1971, 1976) the tourist brochure falls within the category of operative texts. Under Newmark's classification (1988:39), brochures are considered "vocative texts." Regardless of the term used to brand these texts, their dominant function remains to "present material in such a way that it attracts attention and invites patronage. The main focus is on the appeal to the addressee, and tourist brochures are culture-bound; their impact varies with the reader, age, background, origin, and mentality" (Snell-Hornby, 1999: 95-6).

It is also noticed that despite their dominant operative or vocative function, the tourist brochures usually convey essential information and they often rely on distinctly expressive elements for their effect. Their message, therefore, depends on an interplay of all three textual functions: informative, expressive and operative (vocative).

Apart from their function, brochures nowadays are available in digital form as well as printed as single-sheet or booklet forms. They usually appear in more than one language in order to make promotion for industries in different parts of the world. This trend makes it even more

---

important for translations to be able to carry the meanings from the original text effectively. In this connection, Reiss (2004: 23) focuses on preserving the impact of the source text through translation. She further notes that in translating such texts, "transferring the form or content is less important and deviation from the source text may be great" ( ibid:41).

### **3. Statement of the problem**

The present paper attempts to underline the role of culture and the influence of stylistic differences between the languages on handling English and Arabic tourist brochures in translation. It is, therefore, intended to verify the assumption that the stylistic differences in the choice of lexis, grammatical categories and textual and contextual elements in Arabic and English translated tourist brochures entail a difference in the culture and thinking styles of the target group.

### **4. Significance of the Study**

Despite the fact that tourism is a key sector of economy and money generating industry, it seems that translation studies covering this aspect of economic life are almost neglected in the Arab countries. Parallel to the idea of good tourism is that of making available for foreign tourists and visitors all kinds of promoting materials including brochures in different languages. A translation guideline taking into account the difference in culture and thought of the target group might serve as a good tool to help translators render tourist brochures into different languages and thus encourages more tourists for the advertised destination. The present paper, through tracing the techniques pursued by translators to render tourist brochures from Arabic into English and vice-versa, claims to aim at shaping up a style guide for more effective translated English and Arabic tourist brochures.

## 5. Method

This paper integrates quantitative measurement and qualitative analysis. It chooses four texts from Arabic and English tourist brochures along with their translations. Each text, having approximately between 220 to 370 words in length within the source brochure, is exposed to a comparison with its translated version and analyzed in terms of three levels; lexis, syntax and textual features.

A frequency count of lexical items between the source and the translated texts is done to account for the levels of abstraction and degrees of specificity and definition. Furthermore, a quantitative and qualitative analysis of grammatical categories in the source and target texts is done to account for their importance within sentences. At the textual and contextual level, differences between the source and translated texts are accounted for to show stylistic differences.

## 6. Difficulties

Hanging between the universalist and relativist theories of language, translation studies presuppose the existence of certain universal parameters which render all languages translatable and also acknowledge the availability of certain idiosyncratic elements in each language, which make a perfect translation is ultimately impossible.

In translating promoting materials, theorists introduce an important term which is closely related to the process of translation. This term is *Localisation*.

In this connection, Guidere (2003: 3-4) states "Localisation is a complex process taking into account not only the socio-cultural specificities of the target locale (e.g., behaviour patterns and values of the target culture), but also the politico-legal ones."

Therefore, translation is viewed within localisation theory as :

---

The process of converting written texts or spoken words to another language. It requires that the full meaning of the source material be accurately rendered into the target language, with special attention paid to the cultural nuance and style.

(Esselink, 2000:4)

Translation of tourist brochures, as a type of promotional genres, can be seen as an obvious example of the importance of cultural adaptation and appropriation. Sumberg (2004: 336) argues in case that "the profile of the advertised destination is poorly adjusted to the target readership's tourist expectations, the brochure fails to sell the destination- even though brochure might very well reflect the actual profile and reality of the place better than a heavily adapted translation."

According to Torresi (2009:9-10), there is a certain tension between "translation of promotional material, which tends to domesticate otherness in order to comply with its ultimate persuasive function, and the general preference for foreignizing strategies in other genres."

Any advertising material that do not take into account the local cultural orientations and preferences "are likely to fail" (De Mooij, 2004: 181). Thus, a translated tourist brochure is expected to bear inclination towards the TL culture and adapt the message to fit its norms and expectations.

In translating touristic discourse, a great deal of problems stem from the differences of the cultures involved. Nord (1997:66) comments "cultural translation problems are a result of the differences in the norms and conventions guiding verbal and non-verbal behaviour in the two cultures involved." However, cultural translation problems may be brought about by the differences in the thought processes between the two cultures (see Herman, 1993: 15) or by different textual conventions.

Translating tourist brochures would be more appropriately judged if contrasted to the distinction brought about by Julian House (1997/2001) between overt translation and covert translation. In the overt translation, the translated text would remain traces and features of the text in the source language. In the covert translation, on the other hand, the specificities of the SL are assimilated in the target language via a "cultural filter" such as that the translated text looks like as a "new" one or again as a text perfectly integrated in the cultural realms of the translating social factor.

The concept of a "cultural filter" as defined by House (2001: 251) is "a means of capturing socio-cultural differences in shared conventions of behaviour and communication, preferred rhetorical styles and expectation norms in the two speech communities."

To realize how this "cultural filter" might function in the translation of Arabic and English tourist discourse, four Arabic and English tourist brochures and their translation have been chosen for analysis in terms of three levels; lexis, syntax, and textual and contextual features. The analysis is also meant to measure to what extent SL culture and thought are reflected in the target texts.

Table (1) Dubai Tourist Brochure Statistics

Item	Arabic	English
Nouns	113	89
Adjectives	23	47
Compound Words	0	1
Idiomatic Expressions	0	0
Verbs	22	33
Sentences	8	18
Simple Sentences	1	10
Complex	7	8

Sentences		
Co-ordinates	26	14
Conjunctions	6	3
Relative Pronouns	2	1
Paragraphs	4	4

Table (2) Jordan Tourist Brochure Statistics

Item	Arabic	English
Nouns	130	82
Adjectives	34	50
Compound Words	0	0
Idiomatic Expressions	0	0
Verbs	22	24
Sentences	2	6
Simple Sentences	0	1
Complex Sentences	2	5
Co-ordinates	35	11
Conjunctions	14	4
Relative Pronouns	8	4
Paragraphs	2	5

Table (3) Tampere City Tourist Brochure Statistics

Item	Arabic	English
Nouns	126	89
Adjectives	28	17
Compound Words	0	1
Idiomatic Expressions	0	2
Verbs	18	22
Sentences	12	14
Simple Sentences	2	4
Complex	10	10

Sentences		
Co-ordinates	27	13
Conjunctions	6	2
Relative Pronouns	2	3
Paragraphs	5	5

Table (4) Carinthia City Tourist Brochure Statistics

Item	Arabic	English
Nouns	187	137
Adjectives	55	45
Compound Words	0	3
Idiomatic Expressions	0	2
Verbs	28	40
Sentences	15	18
Simple Sentences	2	5
Complex Sentences	13	13
Co-ordinates	43	16
Conjunctions	6	6
Relative Pronouns	4	4
Paragraphs	8	11

## 7. Analysis and Discussion

In this section, the data obtained through counting the linguistic elements of each text are analyzed and thoroughly discussed in view of the two language systems, habits of writing, stylistic choices and reflection of cultural differences between the native speakers of the two languages.

A review of the tables 1,2, 3 and 4 shows a disparity in the distribution of the linguistic elements in the source texts and their translation. If the skill of the translators is overlooked for the purpose of the study, the

variation entails firstly a difference in the linguistic systems of the languages involved and secondly a difference in the style of prose writing in the two languages which is to a great extent determined by situations. These differences may entail a corresponding difference in the thought and way of thinking between the target groups.

### 7.1. Lexical Comparison

In all Arabic versions of the brochures, nouns were 113, 130, 126, and 187 in the four brochures respectively compared to only 89, 82, 89 and 137 in the English version of the same brochures. Some Arabic nouns were rendered as adjectives in the English version.

Examples :

- The Arabic nouns (الرجال والنساء), in Dubai Brochure, Line 1, were translated as (male and female-adjectives) in the English version.
- The Arabic phrase (المسافرين منذ أقدم العصور) –Jordan Brochure, Line 1- was translated into (ancient travelers) – adjective + noun in the English version.
- The English noun phrase which is composed of adjective+ noun (highest level) - Tampere Brochure, Line 2 was translated into Arabic as nouns (أعلى المستويات) in the Arabic version.

The difference in the number of nouns and adjectives in the texts of both languages may be attributed to the fact that English and Arabic differ in using the comparative and superlative degrees.

In English, comparative and superlative degrees can be derived from an adjective. For example, for the root word “small,” the comparative is “smaller,” and the superlative is “smallest.” This can be applied to any adjective to create the comparative (eg. smaller, wetter, whiter) or the superlative (eg. smallest, wettest, whitest).

In Arabic, we also have comparative and superlative. Both fall on the same pattern (sort of), so they are called *أَسْمُ تَفْضِيلٍ* /ʔism tafdi:l/.

For /ʔism tafdi:l/, both the comparative and the superlative follow the pattern of *أَفْعَلُ* /afcalu/. So /tawil/ (طويل) becomes /atwalu/ (أطول), /kaθir/ (كثير) becomes /ʔakθaru/ (أكثر), etc.

The difference between the comparative and superlative in Arabic can be made on the use of /min/ (مِنْ) in that the comparative uses /min/ (sometimes a hidden /min/), while in the superlative, the superlative is /mudāf ilayh/ (مضاف إليه) to some /mudāf/ (مضاف).

This shows a sort of tendency to use nouns in Arabic more than their counterparts in English in the translated tourist brochures, causing an increase in the adjectives of the English versions compared to the Arabic texts. This point is supported by the figures shown in the first two tables vis-à-vis adjectives.

Adjectives in the English versions as shown in tables 1 and 2 were 47 and 50 compared to 23 and 34 in the Arabic texts respectively. However, tables 3 and 4 show a different trend. Adjectives of the Arabic versions were higher than their English counterparts. They were 28 and 55 compared to 17 and 45 respectively. This is attributed partly to the difference in the two languages' linguistics systems; English tends to powerfully use abbreviations, hyphenated and compound words while Arabic does not.

For example, the GCC in Carinthia brochure is translated into (مجلس التعاون الخليجي) adding three words; two nouns and one adjective. Also the same brochure uses (Schroth diets) which is translated into Arabic as (برامج شروت الغذائية) adding one more adjective. The brochure also

mentions (100 attractions) which is translated into Arabic as (١٠٠ معلم) (سياحي بارز) which adds two more adjectives.

The English versions of Tampere and Carinthia brochures show four examples of idiomatic expressions (see tables 3 and 4) while these expressions seem to be absent from all Arabic brochures. This might be attributed to the difficulty in finding an equivalent idiomatic expression in the target language.

As regards the difference in number of verbs, pronouns and prepositions, the study limits itself to the analysis presented above based on the fact that while English has lexical units for articles, for prepositions and for auxiliaries which mark tense and aspect, Arabic tends to incorporate these functions in nouns and verbs. The disparity in the numbers of these parts of speech in the English and Arabic versions are expected to vary a lot not because of the translation but because of the difference in the two linguistic systems.

Regardless of the structural differences, the difference in the number of words between the Arabic and English versions appears to indicate the existence of more significant differences in the distribution of vocabulary which can be said to result from the difference in the style of prose writing in the two languages which is to a large extent determined by situations.

## 7.2. Syntactic Comparison

In all Arabic versions of the brochures, the number of sentences was less than that of English. They were 8, 2, 12, and 15 in the Arabic version of the four brochures respectively compared to 18, 6, 14 and 18 in the English version of the same brochures. This goes with the Arabic tendency to use rather complex sentences to avoid ambiguities or to make stylistic effects. The idea that Arabic sentences tend to take a rather

complex form is supported by the great difference of coordinators and conjunctions exhibited by the two versions of the four brochures.

Co-ordinates in the Arabic versions appear to be 26, 35, 27, and 43 in the four brochures compared to 14, 11, 13, and 16 in their English counterparts. Conjunctions were 6, 14, 6, and 6 in Arabic whereas they were 3, 4, 2, and 6 in the English versions of the same brochures. This bears testimony for the tendency shown by Arabic to incorporate shorter sentences into rather complex ones.

According to Dickins et al. (2002 :124), "where و occurs as a coordinating conjunction in a long Arabic sentence, it may be appropriate in English to make two sentences, otherwise omitting any equivalent of و."

For example, in the Arabic version of Dubai brochure a sentence reads:

إن نظام القيادة على الجهة اليمنى، وتأمين المركبات ضد الطرف الثالث أمر إجباري.

Is translated into English as:

Driving is on the right hand side of the road. Vehicle third party insurance is compulsory.

Sometimes, however, Arabic coordinating conjunctions present more of a translation problem. The solution in such a case can be using a subordinate clause, relative pronouns or omission.

For example, in the brochure on Jordan, the first long Arabic sentence which is:

لئن جذب الأردن المسافرين منذ أقدم العصور فإنه اليوم أكثر سحرا وجمالا فهو دولة عصرية نابضة بالحياة والتقدم والإزدهار حيث يتيح للزائرين على اختلاف أذواقهم فرصة التمتع بما يشاؤوا .....

Is translated into English as:

The Hashemite Kingdom of Jordan, which once captivated ancient travelers, continues to enthrall a whole new generation as a modern, vibrant nation. ....

Despite the efforts made in Tampere and Carinthia brochures to keep the Arabic sentences as short as possible, the tendency of Arabic to use rather long complex sentences prevail and results in 12 and 15 sentences in the Arabic versions compared to 14 and 18 sentences in their English peers, using 27 and 43 coordinates in Arabic compared to 13 and 16 respectively. Conjunctions in the Arabic versions of Tampere and Carinthia brochures reached 6 and 6 respectively in comparison to 2 and 6 in the English versions of the same brochures.

These findings indicate that Arabic texts tend to use more coordinated sentences than English texts do. This goes in line with the claim that coordination is a salient feature of Arabic style.

### **7.3. Textual and Contextual Comparison**

Some scholars including Hall (1982) view meaning and context as inextricably bound up with each other. "The difference between high and low context cultures depends on how much meaning is found in the context versus in the code. Low context cultures, like the English culture, tend to place more meaning in the language code and very little meaning in the context. For this reason, communication tends to be specific, explicit, and analytical" (Hall, 1982: 18 ).

Cultures, like Arabic, on the other hand, tend to make meaning more embedded in the context rather than the code. As Hall (ibid) states, "most of the information is either in the physical context or internalized in the person, while very little is in the coded, explicit, transmitted part of the message." Thus the reader must understand the contextual cues in order to grasp the full meaning of the message.

If the above mentioned distinction is applied on the four brochures, many examples reflecting the differences in the thinking styles and expectations can be clearly seen. For example, in the brochure on Dubai, the lexis choices were made by the translator, not imposed by the

language systems, apparently to meet the expectations of the readers of both versions as in:

يتمتع المقيمون والزوار بدبي – من الرجال والنساء على حد سواء- بأسلوب حياة راق في بيئة تسودها الراحة والطمأنينة والمتعة حيث تشتهر الإمارة بأمنها ونظافتها وسهولة الحياة فيها.

This long sentence was rendered in the English version as:

Expatriates and foreign visitors- both male and female- enjoy a relaxed and pleasant lifestyle in Dubai. There is virtually no crime, the city is clean, apartments and villas are modern and spacious and the climate is pleasant for most of the year.

Another distinction can be seen between the Arabic and English versions of the brochures, viz., the style of the English versions strive to represent fact, technique, or an expectation, whereas the style of Arabic versions strive to create, among other things, overassertion and emotional resonance.

In Dubai brochure, the Arabic sentence read:

توفر سوق دبي جميع أنواع السيارات، كما تتوفر فيه السيارات المستعملة.

Is translated into English as:

Most Japanese, European and American models are readily available and there is an active second-hand market.

Furthermore, other differences between the two versions of a brochure can be also seen in deletion and addition. An example of deletion can be clearly seen in the Arabic version of the brochure on Jordan as the rather long sentence ( though the sentence may indicate at least four ideas – smaller sentences- but as far as punctuation marks are concerned, it looks like a single rather long sentence):

..... يمكن أن تستوعب قاعة الاجتماعات والمؤتمرات في البحر الميت أكثر من (٥٠٠٠) مشارك في مؤتمر واحد دون إرباك أو ازدحام كما يمكن أن توفر هذه المواقع مكانا رائعا للباحث عن الهدوء والمتعة في مرتفعات مكسوة بالغابات الصنوبرية أو في أخفض بقعة في الدنيا تحت

سطح البحر كل ذلك إلى جانب الروح السمحة والودودة التي يتحلى بها الشعب الأردني فهو شعب كريم محب مضياف.

appears in the English version as:

Whether it is a conference for 5000 people, a lavish dinner in the peerless desert of Wadi Rum, a barbecue at the shores of the Dead Sea (the lowest point on earth), or a reception atop a medieval castle overlooking the Jordan Valley, the amicable and competent people of Jordan will ensure a once in a life time memorable experience.

As regards addition, there are many reasons for addition. In some cases, collocation of words plays an important role in adding. For example, in the brochure on Tampere, the English sentence:

Tampere is well connected by plane, road and rail.

is translated into Arabic as :

ترتبط تامبري ببقية الأماكن جيدا من خلال الخطوط الجوية أو الطرق البرية أو السكك الحديدية.

However, the same sentence would have been better rendered into :

ترتبط تامبري ببقية الأماكن جيدا من خلال خطوط جوية و برية و حديدية.

Another reason for addition is that of giving precise and detailed information to the target group to meet their expectation. For example, in the brochure on Dubai, the Arabic sentence:

تقدم الإمارة خدمات مختلفة كالمكالمات الدولية المباشرة عبر الهاتف والإنترنت.

appears in the English version as:

Telephones have international direct dialing to most countries in the world. The UAE offers excellent Internet connections with high bandwidth to ensure unmatched quality of service and a world class Internet service to consumers in the UAE.

A close investigation of the Arabic and English versions of the four brochures shows an adaptation in the message and in the language used in order to meet the expectations and thinking styles of the target groups. It also highlights the role of culture and the influence of stylistic differences

between the languages on handling English and Arabic tourist brochures in translation.

## 8. Conclusion

After integrating quantitative measurement and qualitative analysis and discussing the findings for the four translated brochures, the study has found significant differences in the distribution of vocabulary which can be said to result from the difference in the style of prose writing in the two languages which is to a large extent determined by situations. Also the findings indicate that Arabic texts tend to use more coordinated sentences than English texts do. This goes in line with the claim that coordination is salient feature of Arabic style.

The close investigation of the Arabic and English versions of the four brochures shows an adaptation in the message and in the language used in order to meet the expectations and thinking styles of the target groups. It also highlights the role of culture and the influence of stylistic differences between the languages on handling English and Arabic tourist brochures in translation.

### ملخص البحث

غدت السياحة فيما مضى من العقود القليلة قطاعا رئيسا في الإقتصاد العالمي مما يجعلها مصدرا مهما للنمو الإقتصادي والتنمية في بلدان عدة. ويعتمد السواح في بحثهم عن وجهات يقصدونها أو في سفرهم للسياحة على بعض المصادر المعلوماتية بما فيها المطويات التي تمثل مصدرا ذا أهمية بالغة للسواح وكذلك لشركات السياحة على حد سواء.

وتحاول هذه الدراسة تسليط الضوء على دور الثقافة وأثر الاختلافات الأسلوبية بين اللغتين العربية والإنجليزية على ترجمة المطويات السياحية العربية والإنجليزية. وقد وجدت الدراسة، إثر استخدامها قياسات كمية وتحليل نوعي ومناقشة نتائج تحليل

أربع مطويات سياحية مترجمة، إختلافا كبيرا في توزيع المفردات في النسختين العربية والإنجليزية من ذات المطوية مما يسجل إختلافا في أسلوب الكتابة بين اللغتين الذي يحكمه المقام والموقف. كما تشير النتائج إلى ميل العربية إلى إستخدام جمل أطول نسبيا من مثيلاتها الإنجليزية وهذا يتناغم مع القول بأن العطف صفة ملازمة للعربية.

وقد لاحظت الدراسة بعد تقص دقيق للنسختين العربية والإنجليزية لكل مطوية من المطويات الأربع التكيف الحاصل للرسالة واللغة المستخدمة في كل نسخة تلبية لتوقعات الفئة المستهدفة وأسلوب تفكيرها. كما أثبتت الدراسة وجود أثر للثقافة والإختلافات الأسلوبية بين اللغتين على ترجمة المطويات السياحية العربية والإنجليزية.

## References

- Al-Fahad, S. (2010). "Translation of English Advertisements in Arabic Print Media," in *Proceedings of the 3<sup>rd</sup> International Conference of English at Jerash University*, pp. 36-47.
- Dickins, James, Sandor Hervey and Ian Higgins (2002). *Thinking Arabic Translation*. Routledge: U.K.
- Esselink, Bert (2000). *A Practical Guide to Localization*. Amsterdam & Philadelphia: John Benjamins.
- Go, F. M. & M. Haywood (2003). "Marketing of the Service Process: State of the Art in the Tourism, Recreation and Hospitality Industries," in: C.P. Cooper (ed.) *Aspect of Tourism: Classic Reviews in Tourism*. (pp. 87-114). Clevedon, U.K.: Channel Views Publications.
- Guidere, Mathieu (2003). "Translation of Advertisement: from Adaptation to Localization." Online at: <http://www.translationdirectory.com/article60.htm>
- Hall, Edward T. (1982). "Context and Meaning," in L. Samovar and Porter, R. (eds.), *International Communication: A Reader*. Belmont: Wadsworth.
- Herman, M. (1993). "Technical Translation Style: Clarity, Concision, Correctness." In S. E. Wright and L. D. Wright (eds.), *Scientific and Technical Translation*. Amsterdam & Philadelphia: John Benjamins, pp.11-19.
- House, Juliane (1997). *Translation Quality Assessment: A Model Revised*. Tübingen, Narr.

- 
- House, Juliane (2001). "Translation Quality Assessment: Linguistic Description versus Social Evaluation", in *Meta: Translators' Journal*, vol. 46, no 2, 2001, pp. 243-257.
  - Husin, Norhazlina (2009). "Loanwords in Translating Malaysian Bank Brochures." *Current Issues in Language Studies 1*, pp. 96-112.
  - Mooij, de. M. (Ed.). (2004). *Consumer behavior and culture: Consequences for global marketing and advertising*. Thousand Oaks, CA: Sage.
  
  - Newmark, P., (1988). *A Textbook of Translation*. New York: Prentice-Hall.
  - Newmark, P., (1998). *More Paragraphs on Translation*. New Jersey University Press: Multilingual Maters.
  - Nord, Christiane (1997). *Translating as a Purposeful Activity: Functionalist Approaches Explained*. Manchester: St Jerome.
  - Reiss, K. (1971, 1976). "Texttyp und Übersetzungsmethode. Der Operative Text". In *Hartmann's Contrastive Textology*. Longman: England.
  - Reiss, K. (2004). *Translation Criticism. The Potentials & Limitations*. Shanghai.
  - Snell-Hornby, M. (1999). "Communicating in the global village: on language, translation and cultural identity." *Current Issues In language & Society*, 6, 103.
  - Sumberg, Carolyn (2004). "Brand Leadership at Stake: Selling France to British Tourists." *Adab & Valdes*. (PP. 329-353).
  - Toressi, I. (2009). *Routledge Encyclopedia of Translation Studies* (2<sup>nd</sup> edition) in Mona Baker and Gabriela Saldanha (eds.). Routledge.

### **Dictionaries Consulted:**

- The Business Dictionary at <http://www.businessdictionary.com/definition/brochure.html>
- The Cambridge Advanced Learner's Dictionary, Third Edition (2008). Cambridge University Press. U.K.

## Appendices

## Appendix 1 Brochure on Dubai

<p><b>Dubai At a Glance: Dubai Lifestyle</b></p> <p>Expatriates and foreign visitors - both male and female - enjoy a relaxed and pleasant lifestyle in Dubai. There is virtually no crime, the city is clean, apartments and villas are modern and spacious and the climate is pleasant for most of the year. There are many clubs and societies in Dubai.</p> <p><b>Transport</b></p> <p>It is essential to have a car as Dubai is a spacious city with most residences situated some distance from shops, schools and the office. Most Japanese, European and American models are readily available and there is an active second-hand market. Vehicle third party insurance is compulsory. Dubai has an excellent road system. Driving is on the right hand side of the road.</p> <p><b>Education</b></p> <p>There is a comprehensive network of government schools throughout the emirate, providing free primary and secondary education to UAE nationals. For expatriate families, there are numerous private foreign schools offering education of a high standard to the curriculum requirements of the UK, USA and a number of others. English is usually the main language of instruction, but other languages are used as necessary by foreign schools.</p> <p><b>Communication</b></p> <p>Telecommunications in Dubai are excellent. Telephones have international direct dialling to most countries in the world. The UAE offers excellent Internet connections with high bandwidth to ensure an unmatched quality of service and a world class Internet experience to consumers in the UAE. Fax and mail facilities are widely available. There is an efficient and reliable postal service. The General Postal Authority also offers a</p>	<p><b>أكتشف دبي: أسلوب الحياة</b></p> <p>يتمتع المقيمين والزوار بدبي - من الرجال والنساء على حد سواء - بأسلوب حياة راقى في بيئة تسودها الراحة والطمأنينة والمتعة حيث تشتهر الإمارة بأمنها ونظافتها وسهولة الحياة فيها، كما تضم عدداً كبيراً من النوادي والمؤسسات الاجتماعية.</p> <p><b>المواصلات</b></p> <p>من الأفضل امتلاك سيارة في دبي حيث تتميز بمساحاتها الشاسعة، كما تبعد معظم المنازل عن الأسواق والمدارس والمكاتب. يوفر سوق دبي جميع أنواع السيارات كما تتوفر فيه السيارات المستعملة. إن نظام القيادة فهو على الجهة اليمنى، وتأمين المركبات ضد الطرف الثالث أمر إجباري. تتمتع دبي بشبكة طرق مواصلات ممتازة.</p> <p><b>التعليم</b></p> <p>التعليم مجاني لمواطني دولة الإمارات في المدارس والجامعات الحكومية، أما بالنسبة إلى المقيمين والأجانب، فتجدر الإشارة إلى أن الإمارة تضم العديد من المدارس والجامعات الأجنبية الخاصة التي تقدم مناهج تستوفي أفضل المعايير الدولية. لغة التعليم الرسمية هي العربية ومع ذلك تستخدم لغات أخرى وذلك وفقاً لأنظمة المدارس الأجنبية.</p> <p><b>الاتصالات</b></p> <p>تتمتع دبي بشبكة اتصالات ممتازة إلى جميع بلدان العالم، تقدم الإمارة خدمات مختلفة كالمكالمات الدولية المباشرة عبر الهاتف أو الانترنت، كما توفر تسهيلات التلكس والفاكس والبريد الإلكتروني وغيرها، وخدمات البريد التي تتميز بفعاليتها وموثوقيتها، يقدم بريد الإمارات خدمات البريد السريع المعروف باسم البريد الممتاز إلى أي منطقة في العالم، وهناك أيضاً شركات عالمية تعمل في الإمارة و تقوم بالعرض نفسه.</p>
--	--

courier service known as Mumtaz Post which delivers to almost anywhere in the world. Commercial courier services are widely used.

### Appendix 2 Brochure on Jordan

#### Jordan At Glance

The Hashemite Kingdom of Jordan, which once captivated ancient travellers, continues to enthral a whole new generation as a modern, vibrant nation. From the haunting, primeval starkness of Wadi Rum, to the teeming centre of urban Amman; from the majestic ruins of bygone civilizations to the timeless splendour of the Dead Sea, Jordan is unveiled as a unique destination offering breathtaking and mysterious sights, high standard accommodations, exquisite cuisine and countless activities that can provide visitors with inspiration, motivation, and rejuvenation.

Marvelling at herds of gazelles and Oryx and migrating birds, camping amidst the grandeur of Wadi Rum or Dana Reserve, trekking the ancient caravan trails from the highlands of Moab and Edom, hiking the wooded hills of biblical Gilead, or experiencing the unique, cleansing mud baths of the Dead Sea are just a few examples of the treasures awaiting visitors to this unique kingdom.

The new stream of luxury hotels emerging in Amman, Petra, Aqaba and the Dead Sea is just adding quality to a refined product that is distinct, accessible and friendly. A product that is home to a new display of modern meeting facilities and unique venues for incentive travel. Petra by night is a magical experience featuring more than 2000 candles leading visitors through Petra's Siq and to the Treasury.

Whether it is a conference for 5000 people, a lavish dinner in the peerless desert of Wadi Rum, a barbecue at the shores of the Dead Sea ( the lowest point on earth ), or a reception atop a medieval castle overlooking the Jordan Valley, the amicable and competent people of Jordan will ensure a once in a life time

#### الأردن لمحة سريعة

لئن جذب الأردن المسافرين منذ أقدم العصور فإنه اليوم أكثر سحراً وجمالاً فهو دولة عصرية نابضة بالحياة والتقدم والازدهار حيث يتيح للزائرين على اختلاف أذواقهم فرصة التمتع بما يشاءوا، فمن حياة البساطة والطبيعة البكر الساحرة بهدوئها ومجال تضاريسها سواء في وادي رم وأجواء البحر الميت ومرتفعات عجلون والبلقاء الى صخب المدينة التي تنبض بالحياة في قلب العاصمة عمان، أو معاينة الآثار التاريخية للحضارات الإنسانية التي شهدها الأردن كجرش المدينة الأثرية الخالدة التي تشكل شاهداً على حضارة الرومان إلى البتراء عاصمة الأنباط الذين حفروها بالصخر الوردي الجميل لتكون شاهداً على عظمة تلك الحضارة النبطية القديمة.

بإمكان الزائر أن يستمتع بأجواء الطبيعة الرائعة والتي تمتاز بتنوعها الحيوي سواء في ضانا أو على حواف طريق الملوك إلى مؤاب أو قضاء أوقات جميلة بين أحضان الطبيعة في مرتفعات السلط وهضاب البلقاء أو كان ذلك بالاسترخاء على شواطئ البحر الميت والاستمتاع بطينه العلاجي النادر، حيثما توجه الزائر في الأردن يجد ما يبحث عنه وتتوفر له الخدمات والمرافق الحديثة والمجهزة بكل الوسائل العصرية ففي الأردن سلسلة من الفنادق ذات المواصفات العالمية سواء كان ذلك في العاصمة عمان أو في البتراء أو العقبة أو البحر الميت، حيث يمكن لهذه الفنادق والقاعات أن توفر أجواء عصرية وحديثة لعقد الاجتماعات والندوات والمؤتمرات مهما كان عدد الحضور والمشاركين فيها، يمكن أن تستوعب قاعة الاجتماعات والمؤتمرات في البحر الميت أكثر من (٥٠٠٠) مشارك في مؤتمر واحد دون إرباك أو ازدحام كما يمكن أن توفر هذه المواقع مكاناً رائعاً للباحث عن الهدوء والمتعة في مرتفعات مكسوة بالغابات الصنوبرية أو في أخفض بقعة في الدنيا تحت

memorable experience.	سطح البحر كل ذلك إلى جانب الروح السمحة والودودة التي يتحلى بها الشعب الأردني فهو شعب كريم محب مضياف.
-----------------------	--

## Appendix 3 Brochure on Tampere

<p>Tampere- Conferentially Yours</p> <p>In Tampere the services of a large city are in the palm of your hand, and conference expertise is one of the highest level. Such an arrangement attracts hundreds of meetings a year as well as tens of thousands of delegates who find quality accommodation.</p> <p>The flagship of conference venue is the Tampere Hall congress and concert centre, which has thrice been evaluated as Finland's best. Meetings, conferences, exhibitions, celebrations, concerts, festivals as well as performances of opera and dance enjoy considerable success in Tampere Hall. Meetings can also be arranged in the city's individual museums or in well-equipped conference hotels. Tampere has places and facilities for every need.</p> <p>For accommodation there's a great deal of choice, from charming little hotels and hostels to the more luxurious. Dozens of interesting restaurants splendidly indulge all tastes before the evening continues with a concert or sports event.</p> <p>It's well worth including an experience in the Great Outdoors. Have a sauna and dive while steaming into a pristine lake, enjoy fish by campfire or the succulent red delicacies of the crayfish season in good company. Winter excursions might include walking and skiing on water, frozen that is.</p> <p>Tampere is well connected by plane, road and rail. There are direct flights from Copenhagen, Stockholm, Riga, Bremen, Frankfurt, London, Dublin, Bergamo and Helsinki, and fast train and bus links from all over Finland.</p>	<p>تامبري مكان جيد لإقامة المؤتمرات في تامبري، تتوفر بين يديك جميع الخدمات التي تقدمها المدن الكبرى بالإضافة إلى أعلى المستويات من الخبرة في إقامة المؤتمرات. يساعد مثل هذا النظام على جذب المئات من المؤتمرات سنويا بالإضافة إلى عشرات الآلاف من ضيوف المؤتمرات الذين توفر لهم الإقامة العالية الجودة.</p> <p>تقام المؤتمرات بشكل رئيس في قاعة المؤتمرات ومركز الاحتفالات في تامبري Tampere-talo التي اختيرت لثالث مرة لتكون الأفضل في فنلندا. تحقق الاجتماعات والمؤتمرات والمعارض والاحتفالات والحفلات الموسيقية والمهرجانات، بالإضافة إلى عروض الأوبرا والعروض الراقصة، نجاحا كبيرا عند إقامتها في قاعة المؤتمرات. كما يمكن أيضا التنظيم لعقد الاجتماعات في المتاحف المستقلة بالمدينة أو في الفنادق المجهزة جيدا لاستقبال المؤتمرات. تحتوي تامبري على أماكن وتجهيزات كافية لجميع الاحتياجات.</p> <p>توجد العديد من الخيارات بالنسبة للإقامة، من الفنادق الصغيرة الساحرة وحتى الفنادق الفاخرة الخمس نجوم. توجد الكثير من المطاعم الممتعة المرضية لجميع الأذواق على نحو رائع قبل أن تستمر الأمسية مع إحدى الحفلات الموسيقية أو الأحداث الرياضية.</p> <p>وبالإضافة إلى الرسميات يستحق الأمر التمتع بسحر الطبيعة، مثل الذهاب إلى الساونا ومنه وبينما البخار يتصاعد من الجسد الغطس في مياه البحيرة النقية، واستمتع أيضا بشواء الأسماك على نار المخيم أو بالأطعمة الغضة الحمراء من جراد البحر مع الصحبة الجيدة. والتمتع في الشتاء بالسير أو التزلج على الماء المتجمد.</p> <p>ترتبط تامبري ببقية الأماكن جيدا من خلال الخطوط الجوية أو الطرق البرية أو السكك الحديدية. توجد رحلات مباشرة إليها من</p>
---	---

	كوبنهاجن و ستوكهولم و ريجا و فرانكفورت و لندن و هيلسنكي، وكذلك رحلات القطار السريع وخطوط الأوتوبيس من جميع أنحاء فنلندا.
--	--

## Appendix 4 Brochure on Carinthia

<p>Carinthia: Natural Harmony</p> <p>Carinthia could be twinned with the GCC as its rich history has been one of co-operation with neighbours Italy and Slovenia. Today, the links are closer than ever: the Slovenian capital, Ljubljana, is just an hour's drive away and you can set off from the southern Austrian province after breakfast and be in Venice for lunch. Another similarity with the Arab world is the pleasant temperatures, with Carinthia – known as the 'Alpine Riviera' – boasting a warm climate and welcoming lakes.</p> <p>Getting around this visitor-friendly region isn't a problem. In Klagenfurt, a network of cycle paths criss-cross the town, taking you past 22 historic buildings and castles. Call in at Schloss Hallegg, Viktring Abbey and the idyllic Hochosterwitz Castle.</p> <p>Wherever you are in the province, the mountains are never far away – from the rolling hills in the Nockberge Mountains National Park to the rocky peaks of the Hohe Tauern National Park. Carinthians love nothing better than to sing, with 300 choirs and host of choral societies among its 550,000 residents. A Carinthian Summer Music Festival is held each year at Villach's Congress Centre and Ossiach Abbey.</p> <p>Southern Spas Carinthia isn't your standard spa destination. New ideas for head-to-toe pampering are constantly being introduced, such as hay baths in wooden tubs to Ayurveda treatments and Schroth diets.</p> <p>In addition to its 1,270 scenic lakes and mountains – 200 of which are clean and warm enough to drink and swim in –</p>	<p>كارينثيا ... التناغم الطبيعي</p> <p>يمكن توأمة كارينثيا مع مجلس التعاون الخليجي إذ أن تاريخها الغني كان يتميز بالتعاون مع جارتها ايطاليا وسلوفينيا. واليوم نرى الترابط أكثر وثوقا من أي وقت مضى. فالعاصمة السلوفينية ليوبليانا تبعد مسافة ساعة واحدة فقط بالسيارة، ويمكن الانطلاق من هذه المقاطعة النمساوية الجنوبية بعد تناول الفطور والوصول إلى البندقية في الوقت المناسب لتناول طعام الغداء. وهناك أيضا تشابه مع العالم العربي من جهة درجات الحرارة المعتدلة حيث تتميز كارينثيا – المعروفة بلقب "ريفيرا الألب" - بمناخ دافئ وبحيرات جذابة. يمتاز التنقل في هذه المنطقة بسهولة بالغة. ففي كلاغنفورت هناك شبكة من الدروب التي تمر على ٢٢ قلعة ومبنى تاريخي، وهي تتيح لكم زيارة معالم تاريخية فريدة مثل "شلوس هالينغ" ودير "فيكترينغ" وقلعة "هوخوشترفيتس" الساحرة.</p> <p>حيثما تكونون في كارينثيا تجدون جبالها قريبة منكم بدءا من حديقة جبال نوك القومية وانتهاء بالقمم الصخرية لحديقة "هوي تاورن" القومية. لا يحب الكارينثيون شيئا أكثر من الغناء، وهناك ٣٠٠ جوقة موسيقية وعدد كبير من المجموعات السكانية التي تهوى الغناء من بين ٥٥٠ ألف شخص يقيمون في كارينثيا. وفي كل صيف يقام في تلك المقاطعة مهرجان موسيقي في مركز "فيلاخ" للاجتماعات وفي دير "أوسياخ".</p> <p>المنتجعات الجنوبية</p> <p>تمتاز كارينثيا بكونها وجهة سياحية متجددة تتألق بالكثير من الأفكار الجديدة التي توفر الراحة والسرور للسواح، على غرار حمامات التبن في المغاطس الخشبية والعلاج عن طريق "الايورفيدا" وبرامج "شروت" الغذائية.</p>
---	---

Carinthia also has an excellent infrastructure with 23 mineral springs, spa health centres, wellbeing oases, dedicated hotels and clinics. Central Carinthia lies on a particularly rich line of hot springs, which explains the wide range of spa, health and wellbeing facilities. Carinthia's national parks, Hohe Tauern and Nock Mountains, are always popular with hikers and increasingly mountain bikers. When your limbs are tired from riding, you can sink yourself into hammocks which are dotted around the beauty spots. Visitors staying at one of the 59 participating hotels in the Hohe Tauern National Park Region receive a free Nationalpark Kärnten Card, which gives access to over 100 attractions. Carinthia not only boasts great skiing but also white-water rafting and numerous golf courses and driving ranges.

بالإضافة إلى تضمونها ١٢٧٠ جبل وبحيرة تسحر الأنظار - من بينها ٢٠٠ بحيرة ماؤها نقي ودافئ يمكن شربه والاستحمام فيه- فإن كارينثيا تمتاز ببنية تحتية ممتازة بوجود ٢٣ نوع مياه مدنية ومركز صحي وواحات جميلة وفنادق وعيادات تخصصية. أما المنطقة الوسطى من كارينثيا ففيها عدد كبير من الينابيع الحارة، وهذا ما يفسر انتشار المنتجعات والمرافق الصحية ومراكز الاستجمام. وتحظى الحدائق القومية في كارينثيا - هوي تاورن وحدائق جبال نوك- بشعبية كبيرة لدى هواة المشي وأيضا لدى هواة ركوب الدراجات لصعود الجبال. حين تشعر أن أطرافك متعبة بعد قيادة الدراجة الهوائية يمكنك الاسترخاء في الأراجيح الشبكية المنتشرة بكثرة هناك. يحصل نزلاء أي من الفنادق التسعة والخمسين المشاركة في منطقة حديقة "هوي تاورن" القومية على بطاقة " Nationalpark Karnten" دون مقابل وهذه تخولهم زيارة أكثر من ١٠٠ معلم سياحي بارز. ولا تفخر كارينثيا بأنشطة التزلج الكبيرة والجذابة فحسب بل أيضا بالجولات في القوارب على المياه الصافية النظيفة والعديد من ملاعب الغولف ومجالات التنزه بالسيارة.