



Cohesion Establishment in Translating English Commercial Texts into Arabic: An Assessment Study

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تأسيس التماسك النصي في ترجمة النصوص التجارية الانكليزية إلى اللغة العربية

(دراسة تقييمية)

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Abstract

The present paper scrutinizes and assesses the effective ways through which translators can establish cohesive ties within the target texts. Thus, they can render English commercial texts into Arabic properly. It is not straightforward that the commercial texts, as characterized by that they are purely scientific, do not imply any stylistic tool such as simile, metaphor, pun and so on. The main challenging task of translating the commercial texts lies in how to compensate and treat the linguistic as well as the semantic gaps between the two languages, i.e. English and Arabic. The study also casts some light on the pitfalls which are included in the versions of translations under investigation. All in all, the present study is an attempt to clarify the effective strategies adopted by the translators during the process of translation. The study adopts variational translation theory as a model of assessment. It is worth noting that such model has been selected since it encompasses many adaptation techniques, like: deleting, adding and condensing. According to this model, it becomes apparent that some renderings are inappropriate and in need of being reconsidered more and more.

Keywords: Cohesion, Translation, Variational, Assessment, Commercial.

الخلاصة

الورقة البحثية الحالية تتناول تقييم ترجمات النصوص التجارية من اللغة الانكليزية الى اللغة العربية لتبين مدى دقتها وكفاءتها من الناحيتين اللغوية والدلالية وكيفية تحقيق التماسك النصي في النص الهدف. ويرى بعض المترجمين أن مما يمتاز به النص التجاري انه نص علمي يخلو من الجوانب الأسلوبية من مجاز واستعارة ومحسنات لفظية ومعنوية وما الى ذلك من الاجناس البلاغية، وفي الحقيقة هذا صحيح لكن النص التجاري ربما يكون في ثناياه ضمنا بعض هذه الاجناس وعلى المترجم أن يرصدها ليتمكن من تأسيس تماسك نصي رصين كي يترجم الرسالة المقصودة كما هي في النص الأصل. وإضافة إلى ذلك فإن المشكلة الرئيس التي تكمن في ترجمة النص التجاري هي كيفية تعويض ومعالجة الفجوات اللغوية والدلالية بين اللغتين، ولهذا وذلك فالدراسة الحالية تسلط الضوء على مواطن الضعف المبثوثة في ثانيا الترجمات قيد الدراسة. ومن الأهمية بمكان فإن الدراسة الحالية هي محاولة لتوضيح الاستراتيجيات التي تبناها المترجمون اثناء عملية الترجمة. واعتمدت الدراسة نظرية الترجمة المتنوعة او

المقتضبة كنموذج ترجمي لاحتوائه على تقنيات الترجمة بتصرف مثل: الحذف والاضافة والايجاز وغير ذلك من التقنيات التي تناسب النص التجاري. وطبقا للنموذج الترجمي الذي اعتمدته هذه الدراسة تبين ان معظم هذه الترجمات كانت غير ملائمة وتحتاج الى مزيد من اعادة النظر فيها لانتقاء مكافئات تتلاءم ولغة الهدف. الكلمات الدالة: تماسك، ترجمة، انتقائي، تقييم، تجاري.

Introduction

Translation assessment is considered the systematic process, and explanation of various aspects of rendered works. It is an interdisciplinary academic area tightly relevant to literary criticism and translation theory. It comprises marketing of students' renditions, and revision of published renditions. One can note that translation assessment is quite different from the review of translation. The concept of review is similar, to certain extent, to a comment on modern translation, describing and evaluating as to if they deserve reading or buying because s/he criticizes whether consciously or unconsciously the translations. In doing so, translators and translation critics are of the same job in the field of translation. It is also quite evident that translators cannot neglect tools of translation assessment at all. Thus, it tackles the reasons and ways followed in selecting a certain equivalent rather than the other one. The paper is an attempt to assess and discuss the mistakes committed on all levels, especially the linguistic and semantic ones. The main aim of the study is to check whether the translators succeeded or failed in selecting the equivalent that goes well with that of the source text and highlight the problematic areas the translators usually encounter during the process of the commercial texts.

1. Statement of the Problem

The identification of translation quality is mainly based on the assessment techniques adopted by translators. The current study tries to show how, in one way or another, the translators of the commercial texts under investigation can prove successful in selecting the appropriate commercial equivalents. Thus, knowing the relationships which are established between the source text and its translation can pave the way for translators to pass critical judgement against the translated version.

2. Aims of the Study

The present paper aims at:

1. figuring out the areas of the non-establishment of the cohesive ties during the process of translation.
2. pinpointing the recurring pitfalls which usually lead to the breakdown of the cohesion in the target text.
3. identifying the effective ways through which translators can maintain a well-delivered message in the target text.

3. Hypotheses of the Study

In the light of the aforementioned aims, it is hypothesized that:

1. getting unfamiliar with the commercial terminologies, on the part of the translators, yields an incohesive text which, in turn, causes a great deal of loss in translation.
2. ignoring the collaborative translation with those who are interested in the matters of commercialization results in distorting the intended message.
3. highlighting only the linguistic tools at the expense of the commercial meaning may affect the ideal communication in the target text.

4. The Model Adopted

The study adopts the variational translation theory (VTT) as a model of assessment. Such model has been chosen due to its novelty, originality and comprehensiveness. In variational translation theory, the main conceptualization is variational translation, more specifically, the methods of adaptation such as: addition, deletion, consideration, which can be applied to the commercial texts effectively.

5. The Concept of Translation

Translation is the outcome of a linguistic and textual process through that a discourse in certain language is re-contextualized in another one. As a linguistic-textual process, translation is subjected to, and substantially affected by, a set of extra-linguistic factors and conditions (House, 2015: 2). "translation has shaped its specificity and built up its own scientific domain to become as an autonomous discipline by drawing on elements from neighboring disciplines" (Riccardi, 2008: 2).

6. Core Elements of Translation

It is essential to lay great focus on the core elements of translation so as to illustrate the concept of translation in more plausible way, consider the following:

- (1) "written texts
- (2) transfer (or mediation)

(3) from a certain language to another one.

It is also significant to highlight that translation tackles the transference of written texts. When the text or the medium is oral, the term utilized is interpreting. In lay circles, one could from time to time hear terms such rendition and translation being employed to point out to interpreting and interpreter, with no distinction being made with regards to medium (Colina, 2015: 3).

7. Methods of Written Translation

The methods of written translation are of different divisions. So, they generally, can be diagrammed as follows:

SL focus

Word-for-word translation

Literal translation

Faithful translation

Semantic translation

(Newmark, 1988: 45)

TL focus

Adaptation

Free translation

Idiomatic translation

Communicative translation

. Commercial Translation

First of all, it is essential to define the commercial translation which is one of the most widely known type of translations. It is also one of the most difficult types of translations to be rendered because the commercial language must be highlighted on the part of most translators. "commercial, fiancé, economic, business translations and others, the same terminologies do not resemble quite easily to the available sorting of competence. So, there is no commonly consensus about the way to name or give a definition to the activity of rendition. Here, the term utilized is one of suitability, restricted to encompass the rendition of all texts employed in business contexts, with exception of technical and legal texts. Furthermore, it is worth noting that 'commercial translation' is usually utilized to designate the services of translation translated for the sake of payment, in contrast with 'voluntary translation'. In fact, such distinction cannot be drawn in such case.

(Baker and Saldanha, 2013: 41)The binominal phrases technology and science take place repeatedly in corpora of news and academic prose (Biber et al. 1999: 1033) and it I probably familiar to its environment that leads us directly to employ the term 'technical and scientific translation'. This nomenclature points out that there is an effective distinction which is to be drawn between 'scientific and technical translation', commercial translation, 'legal translation', etc. (ibid.: 2013: 246).

9.Cohesion Establishment

A core thesis of the Relational view is that the establishment of coherence is an automatic, inevitable component of discourse processing. That is, just as addressees naturally attempt to parse a sequence of words with which they are presented into a syntactic structure, they just as automatically attempt to analyze a sequence of sentences with which they are presented into a discourse structure. The crucial difference is that whereas rules of grammar are responsible for building larger constituents out of smaller ones in syntax, it is the establishment of coherence relations between discourse segments that is responsible for building larger segments at the level of discourse (Kehler, 2022:128).

10.Formal Inappropriacy

Cohesion and coherence are related to the appropriateness of what one writes or speaks in verbal communication. A well-formed sentence can be appropriate to its context in three ways: it can be:

(1) formally appropriate in not violating the rules of textual organization,

(2) functionally appropriate in that it communicates what its speaker intends (thus, it must conform to the extralinguistic constraints imposed on it), or

(3) formally as well as functionally inappropriate.

Formal inappropriacy to linguistic context (i.e. cotext) results in incohesion of the text, while functional inappropriacy to linguistic context will lead to a breakdown in communication, that is, to incoherence. As for cohesion, it refers to the structural and/or semantic relations holding between the different elements of a text. This may be the relationship between different sentences or between different parts of a sentence. For instance,

A: Will George do it?

B: Yes, he will.

There is a link between "George" and "he" and also between "will...do it" and 'will'. In the sentence below:

"Paris? I've always wanted to go there" The key link (called 'anaphora', or use of a word to refer back to or replace a word previously used), locates mainly between the lexical items 'Paris' and 'there' (Ping, 2019: 137).

11.The Concept of Translation Assessment

It is essential to identify the concept of translation assessment depending on certain criteria set by scholars of translation criticism. "you can assess the referential as well as pragmatic accuracy of the rendition by means of the translator's criteria. When the rendition is not an obvious version of the original, you can take into account the first if the necessary 'invariant' part of the text that comprises from time to time, i.e. not all the time, its realities are appropriately stated. Even though, when the objective of the text is to state something, to convince, to prevent, to show the feelings by means of the realities, to give pleasure or to instruct, after that this objective is the main point of the invariance, that move from text to another; and, therefore, any unspecified theory of translation invariance is futile" (Newmark, 1988: 188).

12. Types of Equivalence

Equivalences, all in all, can be classified into two main types:

1. Formal equivalence pays enough attention to the message itself, including both content and form. It is worth noting that the message in the receptor language must go in line with the various elements in the original language as closely as possible.
2. Dynamic equivalence is built on what it is termed 'the principle of equivalent effect', where the link between receptor and the message must be similar to that which located between the original receptors and the message (Munday, 2012: 66).

13. Translation Quality

Translation theorists and professionals totally agree that there is no one objective method to measure quality. However, every time, translators, editors, revisers, customers and a lot of others, though have to do just this (Drugan, 2013: 35).

10. Categories of Translation Quality Assessment (henceforth TQT)

Chesterman (2007: 117-46) identifies five distinct categories of TQA in academic research:

The first category

It is retrospective assessment, highlights 'the relationship which is established between the ST and its TT and is similar to House's third category of text-based assessment.

The second category

It is also a prospective assessment and mainly looks forward from the target text to the impact this has, or designed to have, on its readers, other than back to the ST'.

The third category

Lateral assessment, is not truly present in House's schema, beyond its limited crossover with her response-oriented approaches. In this group, Chesterman includes approaches which measure translation quality by comparing translated texts with original (non-translated) parallel texts in the target language. Corpus linguistics approaches to translation evaluation fit in this category" (Drugan, 2013: 47).

1. Target-text based translation assessment

Here, the main focus of the critic will be directed towards the target-text in isolation of the source text, i.e. putting the source text aside and then assessing the material under investigation.

2. Source-text based translation assessment

14. Characteristics of Text Types

It is evident that text types can be classified depending on their major function. All in all, any text type has its own function. Since the present study deals with the commercial texts, it is essential to identify under which of these text types the commercial text falls, it is also crystal clear that the main function of the commercial text is to inform the recipients something new or ignored by them. The major features of every text genre are shortened as in:

(1) Informative Text Type.

Clear communication includes so many things such as information, competence, beliefs, and the like. The language dimension utilized to convey the information is either logical or referential, the content of 'topic' is considered the major focal point of the communication.

(2) Expressive Text Type.

The creativity of composition: and author employs the rhetorical features of language. The author, i.e. the sender, is foregrounded, and the language from as well.

(3) Operative Text Type.

Of behavioristic response, the major objective which the appellative function provides is to appeal to or convince the target reader or even the receiver 'of the text to act in a given way, for instance to buy certain products (if

an advertisement), or to accept a certain argument. The language form is dialogue and the focal point is appellative.

(4) Audio-Medial Texts

They include many things such as films and visual and spoken adverts that provide the other three main functions with visual images and the like (Reiss, 2014:16).

“it is vital to provide a brief background on the quality assessment by various scholars. It is common to hear that translation is a thankless task. Nida (1964:155) writes, “ A translator is severely criticized if he makes a mistake, but only faintly praised when he succeeds” (Khuddro, 2018:113).

15. Variational Translation Theory as Model Assessment

VT theory could be defined as a systematic principle and ideological discipline which shows the ins and outs, and the rules of VT in its effect. It considers VT as its rich area of research, highlighting the overall features and rules of the operation of VT, and looking for appropriate overall principle and techniques.

Variational translation is the process of adapting the original before rendering or adapting after rendering original, or a collection of adaptation and rendering. It does not matter if it is a macroscopic or microscopic level, VT stresses and goes around the technique of adaptation.

15.1. Macroscopic level of adaptation

At the macroscopic level, ‘adapting’ is manifested in the three things below:

- (1) alienating the conceptualization of CT
- (2) refusing some of the original information, and
- (3) emphasizing the importance of contents.

12.2. Microscopic level of adaptation

At the microscopic level, adaptation is illustrated in the six points below:

- (1) specific demands of the target readership,
- (2) adapting the original work for the target readers,
- (3) grasping the original information,
- (4) utilizing adaptation strategies, and
- (5) information-condensed rendition.

Very briefly, variation translation is a translation process based on it the translator, relying on specific needs of target readership underneath special situations, employs adaptation strategies such as: addition, deletion, narration, condensation, integration and changing into ingesting the original’s contents (Huang and Zhang, 2020:78).

16. Criteria for the Evaluation of Translation

In a nutshell, these criteria mainly draw on one’s method to translation and on one’s theory of translation.

16.1. Communicative approach

Here, the criteria lay great focus on determining the concept of the dynamic equivalence between source text and the target one.

Dynamic equivalence is the process through which receptors of the rendered text respond to it should be c to the way through which the receptors of the source text can respond to the source text.

As a matter of fact, Nida postulated the major characteristics or criteria of the optimal translation. The criteria that are proposed by Nida are as follows:

1. general efficiency of the communicative technique.
2. comprehension of the intent.

18. Covert and Overt translation

“In assessing a product, i.e. the translated text, it is necessary that the huge dissimilarities among these two kinds of rendition are taken into consideration. Overt and Covert translations create various needs on the criticism of translation. The hardness of assessing an overt translation is lessened which means that consideration of cultural filtering could be deleted. Overt translation is more straightforward, the originals being taken over unfiltered and simply transferred from the source culture to the target one. The great hardness in rendering overtly is, normally, figuring out linguistic-cultural ‘equivalents’, especially along the dimension of the Tenor and its characterizations of the author’s temporal, social and geographical areas. Although, here we tackle overt realizations of cultural issues that should be changed only since they may to be illustrated linguistically in the source language. A judgment of whether a ‘rendition’ of, for instance, a dialectic is appropriate in overt

translation could finally not be provided objectively, i.e. the degree of similarity in relation of social prestige and status could be not be identified without complete contrastive ethnographic studies- if, really, there are to be some studies- so same assessment should remain to a certain degree a subjective matter” (House, 2015: 67).

19. Data Collection

It should be pointed out that the data can be based on the Financial Crisis Inquiry Report in 2008. It is considered the final report of the National Commission of the causes of financial and economic crisis. The current research mainly adopts the SL texts which are translated by two PhD candidates, namely Seddiki and Touati (2016) from Kasdi Merbah University. Ten SL texts and their translations have been selected so as to assess the techniques and strategies of translation that have been exercised according the variational translation theory as a model of assessment.

SL Text (1)

The effects of oil are formidable, but not immutable: much can be done to change the flow of petroleum revenues to governments.

تأثيرات النفط بلا شك هائلة بيد انها ليست عصرية: يمكن فعل الكثير لتغيير تدفق عائدات النفط الى الحكومات.

(Seddiki and Touati, 2016: 64)

Discussion and Assessment

It is apparent that the translator moves from clause to another without using any type of conjunction. This is usually acceptable in English, but it does not necessarily to be the same in Arabic. For example, the verbal clause which begins with the verb (يمكن). Here, the translator used the technique of deletion but, in fact, it is not successful. The translator also utilized the technique of addition as in the prepositional phrase (بلا شك) which distorted the message and made it unfaithfully. It is also clear that that the translator is in favor of complete translation rather than the variational one.

SL Text (2)

The decline in global demand and the fall in commodity prices have been the main sources of the decrease in the volume of exports worldwide.

انخفاض الطلب وهبوط اسعار السلع من الاسباب الرئيسية من وراء انخفاض حجم الصادرات على نطاق العالم.

(Seddiki and Touati, 2016: 59)

Discussion and Assessment

It is crystal clear that the translator tends to make wife use of the omplee translation since he left nothing untranslated. Furthermore, he used the technique of addition when h put the preposition (من) before the noun (الاسباب) unsuccessfully. In fact, it is not proper to specify this noun because it is not specified in the original text. Thus, it seems that the translator has rendered the above text literally. It is better tp emphasize the verb (كانت) by means of adding the intensifier (قد) before it since in the source text there is a present perfect ‘have been’.

SL Text (3)

The turmoil in the US sub-prime mortgage triggered by ‘reckless’ lending institutions was only part of a far more extensive problem in the global financial system.

وكانت الاضطراب الذي اضرمت مؤسسات الاقراض "الطائشة" في قطاع العقارات السكنية على اسس مخالفة للمعايير الاساسية للاقتراض في الولايات المتحدة الامريكية جزءا من مشكلة ابعد عمقا في النظام المالي.

(Siddiki and Touati, 2015: 50)

Discussion and Assessment

On closer inspection, the translator paid great focus on the technique of addition; therefore, he used the connector (و) at the beginning of the text. In fact, there is no justification for such addition. At the same time, there is no concord between the verb (كانت) which refers to feminism while the noun which follows it refers to the masculinity. In addition, he adapted the text by using the verb (اضرمت) to make the text more cohesive, but this is not acceptable because this verb usually collocates with what is related to ‘firing’. What is more, the translator overused the technique of addition. This clearly appears in the length of the above-underlined stretch which is not available in the original text. He also mistranslated the SL word ‘global’, as if he tended to activate the technique of deletion, but this is unsuccessful.

SL Text (4)

Until the summer of 2008, the US dollar had weakened against the euro, but in the afterwards and especially after the collapse of Lehman Brothers in mid-September, the US dollar appreciate against the euro as well as British pound.

كان الدولار الأمريكي ضعيفا امام اليورو حتى صيف ٢٠٠٨، ولكن بدأت قيمة الدولار في ارتفاع امام اليورو والجنيه الاسترليني، خاصة بعد انهيار مؤسسة ليمان برزرس في منتصف سبتمبر.

(Seddiki and Touati, 2016: 59)

Discussion and Assessment

It is obvious that the source text contains a past perfect 'had weakened' while the translation includes the simple past. It seems that the translators intend to make use of the technique of summarization, but this is done at the expense of clarity of tense. The translator did not use the technique of summarization because he did not summarize the text by means of the use of the pronoun instead of the noun. In other words, the second noun (الدولار) must be replaced by the pronoun (هـ) to make the text more summarized. The proper nouns have not been adapted when they are foreignized as they are in the original text.

SL Text (5)

For the governments of oil-rich states like Iran, Iraq, and Libya, the power of these companies was intolerable, since it deprived them of control over their nation's assets-siphoning off profits.

بالنسبة لحكومات الدول الغنية بالنفط مثل إيران والعراق وليبيا كانت قوة هذه الشركات لا تطاق، إذ حرمتها من التحكم في أصول بلادها – ابتلعت أرباحها.

(Seddiki and Touati, 2016: 62)

Discussion and Assessment

The problem, as usual, lies in the technique that the translator prefers. He highlighted the literalness even at the level of the word order. In Arabic, it is better to start with a verb or noun. It is more appropriate to adapt the text (لا تطاق) at the beginning of the text. It is also far better to replace (كانت قوة) again and put the verbal clause (جبارة) by the word (قوة) which does not properly collocate with the noun (ابتلعت). If the translator intends to delete (ابتلعت) which can come before the verb (و) deletion when he deleted the connector (to become) (التحكم) which is located before the noun (summarize more, he can omit the preposition (التحكم).

SL Text (6)

The World Bank also estimated that 104 developing countries are expected to fall short of covering their external debt coming due in 2009, and their total financing needs to exceed 1.4 trillion.

وكما يقدر البنك الدولي أن يواجه ١٠٤ بلد نامي عجزا في تغطية ديونها الخارجية في ٢٠٠٩ واحتياجاتها المالية التي تفوق ١,٤ تريليون دولار.

(Sediki and Touati, 2015: 58)

Discussion and Assessment

It is apparent that the translator adapted the text when he rendered the past verb (estimated) into a present verb (يقدر). Such rendering will definitely mislead the readership that this case will take place in the future. In fact, it seems that the opposite is true. The translator intended to make use of the technique of deletion as he mistranslated the word (total), but this may distort the intended message.

SL Text (7)

The financial crisis I the US housing market has evolved into a large-scale liquidity crisis.

وتصاعدت أزمة سوق الاسكان في الولايات المتحدة الأمريكية لتصبح أزمة واسعة النطاق شملت السيولة النقدية.

(Seddiki and Touati, 2016: 51)

Discussion and Assessment

Viewing the above translation, one can note that the translator utilized two main techniques of the variational translation such as deletion and summarization. He did not translate the SL adjective (financial) s though he tends to use the deletion technique. Actually, in doing so, the whole translation will be unfaithful. Again, he added the connector (و) at the beginning of the text. At the same time, he did nt employ an appropriate intensifier to refer to the present perfect which is included in the source text to become (وقد تصاعدت). The translator also made use of the technique of addition when he added the word (الامريكية) even though this word is not found in the original text.

SL Text (8)

Nationalization transformed the finances of oil-producing states. The size of government revenues grew dramatically, giving rulers access to unprecedented windfalls.

أحدث التأميم تحولا على صعيد الموارد المالية لدى الدول المنتجة للنفط: نما حجم إيرادات الحكومة نموا دراماتيكيا، مما خلق للحكام مكاسب غير مسبوقة وغير متوقعة.

(Seddiki and Touati, 2016: 63)

Discussion and Assessment

It is quite clear that the translator successfully rendered the verb (transformed) into (..أحدث تحولا), here the addition technique is applied. Again, he rendered the plural noun (finances) into (الموارد المالية) following the technique of addition to make the text explicit. As for the verbal phrase (grew dramatically), it is rendered appropriately into (نما نموا). Here, the translator employed the cognate object to convey the intended meaning of the source text. Moreover, he added the noun phrase (غير متوقعة), but it seems that it is redundant because the noun phrase (غير متوقعة) can be enough to express the main idea of the message.

SL Text (9)

The developing countries have also started to suffer the crisis due to decline in capital inflows and shrinking volume of international trade.

بدأت الدول النامية تعاني هي الاخرى من هذه الازمة للانخفاض الذي طرأ على تدفقات رأس المال وانكماش حجم التجارة الدولية.

(Seddiki and Touati, 2016: 54)

Discussion and Assessment

It must be noted that the source text contains a present perfect tense, i.e. (have... started), but the translator did not take this into consideration when he utilized the technique of deletion and then rendered it into a simple past tense (بدأت). It is to be noted that he appropriately rendered the above-underlined definite article (the) into a suitable demonstrative (هذه). Furthermore, the prepositional phrase (للانخفاض) is a vague rendering because it could refer either to a cause and effect relationship or possessiveness. It is more acceptable to be rendered into (جراء الانخفاض). Thus, the translator can settle the intended sense of such phrase.

SL Text (10)

In 2008, WTO estimated a trade financing gap of US 25 billion which will further aggravate prospects for the developing countries which are more dependent on trade.

في عام ٢٠٠٨ قدرت منظمة التجارة الدولية فجوة التمويل التجاري ب ٢٥ دولار امريكي, الشيء الذي سيزيد الوضع سوءا بالنسبة للدول النامية التي تعتمد اعتمادا كبيرا على التجارة.

Discussion and Assessment

There is I doubt that the translator adapted the SL relative pronoun (which) in a very sensible way when he rendered it into an Arabic definite noun (الشيء). He also goes on to render the SL adjective which is in the comparative form, i.e. (more dependent) by means of the cognate object which is considered a very appropriate technique. It is clear that the cognate object, in Arabic, can indicate emphasis, moreover, the translator overused the Arabic intensifier (كثيرا) which is redundant.

Conclusions

The present paper has arrived at the following conclusions:

1. Most areas of the non-establishment of cohesion have been specified and found out effective remedies for them.
2. The pitfalls of the cohesion breakdown have been identified and removed thoroughly from the target text.
3. The variational theory of translation assessment has been applied so as to enable the translators to maintain the well-delivered message in the target text.
4. The translator's inadequate background of commercial terminologies causes a great deal of loss in translation.
5. The ignorance of the collaborative translation, especially with those who are highly interested in commercial affairs.
6. Translators are advised to take a quick look at all the critic tools so as to be able to arrive at the intended meaning of the text under investigation.

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