

المستخلص

الاء عدنان عبد الباقي. **Instructing the translation of journalistic advertisements** (رسالة ماجستير) .- بغداد : الجامعة المستنصرية : كلية الاداب : قسم الترجمة ، ٢٠٠٧ .

The present study investigates the translation of selected advertisements printed in British, American and Arabic newspapers and magazines.

The present study also sheds light on the language of advertisements which differs from one newspaper to another and from one magazine to another which creates a problem through the process of translation. For instance, English advertisements widely use abbreviations and acronyms, a feature seldom found in Arabic advertisements; another problem is ambiguity and wit that are used in advertisements in order to attract the attention of the reader. The orthographic features are also problematic in translating advertisements.

The aims of this study are to investigate the nature of advertisements as a part of the register of journalism and, also, to investigate the linguistic and the extra linguistic problems in the translation of advertisements from English into Arabic.

The study hypothesizes that the linguistic and the extra linguistic aspects are problematic in the translation of advertisements. The procedures to be followed in this study are:

١. Investigating the nature and characteristics of the language of English advertisements in terms of linguistic and extra linguistic levels.
٢. Investigating the nature and characteristics of the language of Arabic advertisements in terms of linguistic and extra linguistic levels.
٣. Analyzing the problems of translating journalistic advertisements and suggesting useful techniques for translating these advertisements.

The study has shown that the translator of English advertisements faces a number of linguistic and extra linguistic problems due to the difference between English and Arabic advertisement at these levels.

The study ends up with a number of recommendations and suggestions based on the findings of the study.