

IN THE NAME OF GOD



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**A Thesis Submitted to the Graduate Studies Office in Partial Fulfillment of
the Requirements for the Degree of Master of Arts in Translation Studies**

Subject:

**A Comparative Study on the Equivalences chosen by the
Translator of "Principles of Marketing" and the Equivalences
Offered by Persian Language and Literature Academy**

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Dedicated with love to my dear parents, among many other things, they taught me to love learning and to all who taught me, even a single word.

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ABSTRACT

This study is a comparative one using the translation equivalences chosen by the translator of the book, "Principles of Marketing" and the equivalences of the terms offered by Academy of Persian Language and Literature to explore the feasibility of standardization and the issue of practicality.

The researcher attempted to take into account the appropriateness and practicality of the financial terms of the book from linguistic and morphological point of view. It was tried to investigate and determine whether there was any relationship between the equivalences of financial key terms chosen by the translator of the book and the equivalences offered by Academy of Persian Language and Literature and to investigate the issue of the practicality based on the judgments of the Iranian financial translators, through answering a researcher made questionnaire.

According to the statistics from descriptive point of view, the translation of the book was approved by professional translators, but inferential statistics through Chi-square did not prove this result. It means that none of the translator of the book and academy was approved through probability level of 95% by the professional translators.

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CHAPTER I

Background and Purpose

1.1.Introduction

The use of language is not an isolated phenomenon. In other words, the language is used in a particular situation for a particular purpose and addressed to a particular audience. Thus, the language is used in variety, each appropriate to a specific situation, a specific purpose and a specific audience.

Marketing is intrusive in everyday life, in audiovisual and printed media, in sport, on bus and parking tickets, in public transport, on teletext, and of course on the Internet. Its aim is known, its purpose understood, its goals transparent and its techniques relatively predictable. Companies spend copiously on marketing, despite the fact that quantifiable measurement of success is difficult to implement and record. What is not considered by the general public is how that message has been carefully targeted to one culture or many, and the processes by which the final message came into existence.

This study tried to compare the translation equivalences chosen by the translator of the book, "Principles of Marketing" and the equivalences of the terms offered by Academy of Persian Language and Literature to determine the feasibility of standardization and the issue of practicality.

By use of principles and regulations of terminology of the Persian language and literature academy and principles of Persian Grammar by Dr Hasan Ahmadi Givi, Dr Hasan Anvari and Behzad Behzadi, the distinctive linguistic and morphological properties and translation methods of financial terminology of the equivalences were established. In face of the fact that some translation scholars and practitioners advocate the standardization of financial terminology in different languages for the sake of better economic development, it was attempted to evaluate how far this effort may go, its favorable and unfavorable factors, and so on.

1.2. Statement of the Problem

The challenges at the level of morphemes and words have been the preoccupation of many theorists and practitioners so that they introduce the best equivalents of them in the TL. In the present study, It was attempted to study them in the TL.

In this study, It was tried to investigate and determine whether there was any relationship between the translation equivalences of financial key terms chosen by the translator of the book and the equivalences offered by Academy of Persian Language and Literature and to investigate the issue of practicality based on the judgments of the Iranian financial translators.

When discussing the translation in the field of marketing, Smith (2006) defines the strategies used as being those of transference, source-language orientation or target language orientation according to the following definitions:

Transference of the key words –remains in the source language in the target language version; Broadly source-language marketing terms orientation – various degrees of change to the source language marketing terms result in a target-language marketing terms which maintains the meaning of the source text.

Target-language orientation – the marketing term has been changed to produce a new one in the target language, which does not contain the same matter as the source text.

Marketing texts should be translated to create a target-language marketing terms which will have a positive impact on the target audience. It is thus not of primary importance whether a particular rhetorical figure is translated by the exact same figure in TT; what is important is that the target-text advertisement should have the same attention grabbing function as the original. (Smith 2006)

Financial translation should always be accurate, appropriate and practical. A financial translation expert will ensure that the document is terminologically and morphologically precise with full consideration given to the target

audience. When the documents are translated with accuracy, then it will be devoid of words or phrases that can cause offence or that can lead to misunderstanding or inappropriateness.

1.3. Research Questions

1. Do the equivalents of financial terms proposed in the book "Principles of Marketing", follow the same linguistic rules which offered by the Academy of Persian Language and Literature?

2. Are the translation equivalences of financial key terms in "Principles of Marketing" chosen by the translator of the book and those offered by the Academy of Persian Language and Literature approved and accepted by the translators of financial and commercial texts?

1.4. Research Hypotheses

1. The equivalents of financial terms proposed in the book "Principles of Marketing", do not follow the same linguistic rules which offered by the Academy of Persian Language and Literature.

2. The translation equivalences of financial key terms in "Principles of Marketing" chosen by the translator of the book and those offered by the Academy of Persian Language and Literature are not approved and accepted by the translators of financial and commercial texts.