The present study deals with the translation of sport editorials and commentaries from English into Arabic from a semiotic point of view. Since the realm of sport has its own unique terminology and expressions, this issue can bring about difficulties during the process of translation, due to the syntactic, semantic and pragmatic differences between English and Arabic. The study aims at highlighting the form and function of some sport expressions within the framework of semiotics and how they are translated into Arabic as well as investigating the translator's understanding and ability to render these expressions appropriately and effectively. The study hypothesizes that the form and function of some sport expressions vary between the two languages, which pose difficulties when translated into Arabic; literal translation neither works nor gives an adequate and effective meaning; and the translator does not necessarily realize the equivalent effect even though he adopts the dynamic equivalence. Nida's "Formal and Dynamic" model of translation is adopted. Six sport expressions are selected and analyzed semiotically, and then assigned to five teachers in the department of translation. The study concludes that the majority of translators moved away from the formal equivalence towards the dynamic equivalence with its procedures of alteration, addition, and subtraction to provide an appropriate and effective equivalence in the TLT.

Keywords: translation, semiotics, syntax, semantics, pragmatics.

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DOI: 10.33899/radab.2023.180983, ©Authors, 2023, College of Arts, University of Mosul.
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1. The Concept and Definition of Semiotics

Semiotics has widely been tackled and defined by many scholars interested in the world of communication. However, a down-to-earth definition of semiotics is "the science of signs". The term 'semiotics' is associated with the Swiss linguist Ferdinand de Saussure who projected the idea of semiology as a two-sided notion, a signifier that stands for a particular thing in the world and signified which is the actual thing in the world (Martin and Ringham, 2000: 2). In this respect, de Saussure sees semiotics as a science that studies the role of signs as part of social life (Chandler, 2002:214). In other words, semiotics is the scientific study of the properties of signaling systems (Crystal, 2003:412). To Peirce, "a sign is something that relates to something else for someone in some respect" (Cobley, 2005: 28). Hence, one can say that semiotics is a universal phenomenon that occupies almost every aspect of our life. It is concerned with the exchange of messages, both verbal and non-verbal, to convey ideas and achieve communication.

Generally, semiotics deals with how people make sense of their experience of the world and how cultures are reflected and represented in this understanding. In this sense, semiotics is a theory of how we produce, interpret, and negotiate meanings through signs (Stecconi, 2013: 260). Hence, studying semiotics can assist us to become more aware of the mediating roles played by ourselves and others in constructing social communication (Chandler, 2002:14). Accordingly, the participants in a certain discourse are usually bound to be involved in attitudinally determined characteristics of that discourse (Hatim, 1997:132). Semiotics is therefore "a dimension of context which subsumes the assumptions, presuppositions, and conventions surrounding a given utterance and ultimately represents them as signs in constant interaction" (ibid: 174).

In a semiotic sense, signs take the form of words, images, sounds, gestures, and objects (Chandler, 2002:2). The following example involved in figure (1) is a clear representation of the notion of semiotics:
The great advantage of semiotics over other approaches to interlingual communication is that it deals with all types of signs and codes including language as the most comprehensive and complex of all systems of signs employed by humans (Nida, 1993: n.p.).

Semioticians nowadays study how meanings are made and how reality is represented (Chandler, 2002: 2). Semiotics is, therefore, to be seen, as Peirce, Morris and later Carnap view, through three areas: syntax, semantics and pragmatics which will be investigated in the light and relation to semiotics (ibid.).

2. Semiotics and Syntax

Language, as it is clear to the linguists, consists of a finite set of lexical items which together can generate an infinite number of different word combinations, and the process of applying the finite set is syntax (Cobley, 2005: 6). Thus, a sentence is more than a string of words, since the meanings of the
words are structural into the meaning of the sentence through semantic relations among them, and these semantic relations are signaled by the syntactic structure of the sentence, i.e. word order (ibid: 55). In this sense, the intention of the communicator to achieve a certain rhetorical purpose and thus to use a particular text-element as a sign within a particular communicative setting determines the text structure and texture (Hatim, 1997: 90). Accordingly, considering the syntactic domain, discourse regulates the way various patterns of texture ensure that the text is both cohesive and coherent (ibid: 206). Hence, as will be illustrated in the practical part of this research, a discoursal expression is that which is appropriate to a given ideological stance or a view of the world, and these forms of expression are embodied in the texts for the sake of a rhetorical purpose (ibid: 207).

3. Semiotics and Semantics

Semantics, in a broad sense, is the study of the relationships between the linguistic forms and entities in the world; that is, how words are literally connected to things (Yule, 1996:5). In other words, semantics deals with the relationship of signs to referents, corresponding to what people usually think of as the meaning of words (Nida, 1964: 34). In this sense since semiotics is the study of signs, and semantics is the study of their meanings, both semiotics and semantics work together for the sake of forming a specific message in a specific context. Hence, Semiotics includes the human attempts to decode the signs (images, music, objects, sentences, or utterances) that exist around him. Semantics, on the other hand, is a linguistic level that deals mainly with meaning and the container of that meaning which is the word (Noori, 2019: 6).

4. Semiotics and Pragmatics

One of the most important parts of semiotics is pragmatics which has frequently been seen to be concerned with linguistic categories related somehow to context (Cobley, 2005: 11). Semiotics acquires a pragmatic dimension which is the study of the purposes for which sentences or utterances are appropriately used in certain contexts (Stalnaker, 1972: 380: cited in Hatim, 1997: 33). Pragmatics is, therefore, the domain of negotiating how best to make sense of semiotic values (Hatim, 1997: 210). In this sense, it is the area of pragmatics that tends to be more culture and language-specific and in which divergence normally sets in between the different languages (ibid.).

An utterance is a series of semiotic signs pragmatically intended by someone to communicate something to someone else in a certain context (Hatim, 1997: 36). This means that context is a prerequisite for appropriate and efficient communication. By the same token, the most important aspect of semiotic meaning is that it reveals the speaker's attitude to the opinion echoed (ibid.: 194). With this in mind, it is so important to take into account the relation of utterances to the interpretation of their users' intentions and the ways in which signs interact within a socio-cultural environment, viz, pragmatics and semiotics (ibid.: 11).

5. Semiotics and Translation

Translation is a sign-for-sign act of transfer (Hatim, 1997: 197). Accordingly, after reconstructing the meaning of the sentence, the transfer process takes place (Setiajid, 2006: 7). It is therefore the task of the translator to ensure that different intertextual signals are relayed through the syntactic and semantic means (Hatim, 1997: 133). However, the crucial question for communication is: to what extent does the message
received corresponds to the message transmitted? Setiajad (2006: 7) sees that translation should have the same ideational level while the interpersonal and textual levels might be different. The translation of meanings and the reflection of styles and functions should rely on both linguistic context and non-linguistic context, viz, culture to maintain the purpose of the message (Hu, 2000: 7). Therefore, a qualified translator is supposed to have a language competence and cultural background of both SL and TL and take pains to reduce as much as possible the loss and distortion in the translation (ibid: 9). This is tantamount to saying that a good translation is supposed to maintain the ideational meaning of the source text. Semiotics alerts us to how the same message may generate different meanings for different readers (Chandler, 2002: 215). Hence, as Hatim and Mason (1997: viii) argue, the dynamic use of language in fact poses a greater challenge to the translator's concern to retrieving and relaying intended meanings.

6. Model Adopted

The model adopted in this study is Nida's "Formal and Dynamic" equivalence to test and evaluate the type of translation. Formal equivalence to (Nida: 1964: 159) focuses attention on the message itself, that is, a concept to concept. Dynamic equivalence, on the other hand, is based on the "principle of equivalent effect" through which the translator is supposed to reproduce the same effect on the TL receptor as that experienced by the SL receptor. For the dynamic equivalence, Nida adopts three procedures for achieving the TL equivalence: additions, subtractions and alterations. Addition implies that additions are sometimes necessary for achieving a better translation of the SL message. Subtraction is also required in the process of translation where there are unnecessary or redundant words in the SL message. Alteration, on the other hand, implies the changes that must be made through the process of translation due to the linguistic differences between the SL and TL.

7. Methodology

The following procedure has been adopted in the present study:

1. Six different sports expressions were selected and analyzed semiotically to show the syntactic, semantic and pragmatic differences between the English and Arabic languages in the process of translation.

2. Assigning the selected expressions to five test-subjects (teachers in the Dept. of Translation / University of Mosul) interested in sports in general and football in particular, to show the translator's ability to find an appropriate equivalence in the TL.

3. Analyzing the Arabic renderings of the selected material under Nida's "Formal and Dynamic" model of translation to highlight the problems arising during the process of translation.

8. Data Analysis

The data were taken from different world sport magazines and some commentaries.

SLT (1): "Mourinho knows the DNA of every player"(1)

TLTs:
Discussion: Semiotically speaking, the word DNA which is the core of the above statement is a sign that represents a unique and full knowledge of the coach about the potential of his team players. Hence, pragmatically speaking, the word DNA is not supposed to be translated literally (i.e. it is inappropriate here to render it to a medical term), since it carries a signification behind its semantic meaning.

Translators (1, 3, 4 and 5) have succeeded in providing correct and appropriate renderings following the dynamic equivalence by resorting to the procedures of addition and alteration for the sake of retrieving and relaying the intended meaning behind the mere use of the word DNA. They consequently managed to achieve pragmatic success realizing the principle of equivalent effect. Translator (2), however, has failed to provide an appropriate rendering, though he followed the dynamic equivalence through both procedures of addition and alteration, since he violated the sport genre and consequently failed to achieve the equivalent effect. However, a proposed rendering of the above statement can be: "Moriningo يُعرف ميزات كل لاعب. Woody a بالتماماً قدرات "Moriningo يُعرف ميزات كل لاعب. " or that of translator (5) which gives the nearest rendition.

SLT (2): "Sinfield said he had noticed a “glint and sparkle in the players’ eyes” over the past two days." (2)
Table (2): Data Analysis of SLT (2) and its TLTs

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<tr>
<th>Tran. No.</th>
<th>Formal Equivalence</th>
<th>Dynamic Equivalence</th>
<th>Equivalent Effect</th>
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<tbody>
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<td>Addition</td>
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</table>

**Discussion:** Unlike the dictionary meaning, the semiotic reference of "glint and sparkle" in this context clearly alludes to a sign that signifies challenge and determination seen by the coach in the eyes of his rugby team players. Accordingly, this expression, pragmatically speaking, is supposed to be translated in a way that reflects the same power and effect of the SL in the TL which can be attained by providing a dynamic equivalent that matches the TL style.

Translators (1 and 4) have managed to provide intended and appropriate renderings following the dynamic equivalence with its procedure of alteration. They consequently attained the equivalent effect, since translation is supposed to maintain the ideational meaning of the source text. Translators (2 and 3) have failed to some extent to provide an appropriate rendering, though they followed the dynamic equivalence with its procedure of alteration but couldn’t reflect the intended meaning which is the challenge and determination to achieve a certain goal. Translator (5), on the other hand, has completely failed to provide an appropriate rendering following the formal equivalence which focuses on conveying the message through literal translation which neither works nor gives the intended meaning behind the use of the collocated words glint and sparkle.
A possible suggested rendering in addition to that one provided by translator (4) could be: "علمات التحدي والأشياء.

SLT (3): "The ball was like a hot potato and to be honest I'm sick to death of the mediocrity. We need to move players out in January". (3)

TLTs:

1) كانت الكرة تنتقل بشكل عشوائي بين اقدم اللاعبين.
2) كرة نارية.
3) كانت الكرة مثيرة للجدل.
4) كانت الكرة بمثابة أرق لايشفق علي.
5) كانت الكرة صعبة.

Table (3): Data Analysis of SLT (3) and its TLTs

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<th>Tran. No.</th>
<th>Formal Equivalence</th>
<th>Dynamic Equivalence</th>
<th>Equivalent Effect</th>
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<td>Addition</td>
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**Discussion:** In the semiotic account, the expression "a hot potato" in the above statement is a sign that implies a problem or difficulty in a situation (Turnbull, 2010: 755). It is used, among other fields, in the field of sports, namely football, to signify the difficulty in dealing with the ball and scoring goals. Accordingly, this expression is by no means can be translated literally, due to the semantic and syntactic differences between the English and Arabic languages which, if so, may cause the expression to lose its pragmatic meaning and, consequently, lose its power and effect.

Translators (1, 4 and 5) succeeded to provide accurate and appropriate renderings when they followed the dynamic equivalence with its procedures of addition and alteration for translators (1 and 4) and procedures of subtraction and
alteration for translator (5). They consequently managed to attain the principle of equivalent effect, albeit with varying degrees. Translator (2) has completely failed to provide an accurate and appropriate rendering although he resorted to the procedure of alteration, since the aim of the communicator is to achieve a certain rhetorical purpose through using a text element as a sign within a particular communicative setting to convey a certain idea which couldn’t be realized by the rendering of translator (2). Translator (3), on the other side, has failed, to some extent, to provide an appropriate rendering, although he followed the dynamic equivalence with its procedure of alteration, but he couldn’t provide an exact and effective rendering. However, a proposed rendering, depending on the usual use in the Arabic language could be: "كانت الكرة تعاند اللاعبين".

SLT (4): "I just opened my chicken noodle soup for a bite before work... and lost my appetite with Alex Iwobi being stretchered off," says Brad Wilson. "He’s been one of the few highlights for us Evertonians this season. Bad luck follows the Toffees like a black cat". (4)

TLTs:

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<th>Tran. No.</th>
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</table>

**Discussion:** Semiotically speaking, the statement "Bad luck follows the Toffees like a black cat" is stated after a bad injury of one of the Everton football team players. However, the expression "a black cat" is used here as a sign of jinx of bad and hard luck which seems far from being translated literally into...
Arabic, due to the semantic, pragmatic and cultural differences between the two languages. In this sense, "a black cat" is supposed to be translated into Arabic in a way that provides the same significance which is bad luck with a different expression.

Translators (1, 3 and 4) were able to provide appropriate renderings following the dynamic equivalence with its procedure of alteration for translators (1 and 4) and procedures of subtraction and alteration for translator (3). Therefore, they managed to attain the principle of equivalent effect through providing the intended meaning behind the expression a black cat. Translator (2) followed the formal equivalence with its literal translation and has consequently failed to provide the exact and intended meaning, since the expression a black cat is a culture-specific expression used in this context to convey a certain idea. The translator is, therefore, supposed to interpret and negotiate the meanings through the signs in a context, which has not been realized by the rendering of translator (2) and, thus, has lost the principle of equivalent effect. Translator (5) has, to some extent, failed to provide an appropriate rendering, though he followed the dynamic equivalence with its procedure of alteration, in that كالأرواح الشريرة may not be used in this context in the Arabic language unlike the rendering بالاحقه كظلمه which is more appropriate and widely used in this context, and therefore could be adopted as a proposed rendering.

SLT (5): "It was beautifully taken by Karou Mitoma, a footballer who is basically made of feathers, dandelion spurs and some kind of super-light high-tensile alien metal". (5)

TLTs:

1) لاعب بوزن الريشة من الخفية وصلبا كالحديد القاسي.

2) سريع بملاذ النشاط وكأنه أثابة معدنية خفيفة للغاية لا تنظر لها.

3) يتسم بالخفية والصلابة في الوقت ذاته.

4) اللاعب الذي يمتلك خفة الريش وسرعة الرمح وصلابة المعادن الثقيلة.

5) يتمتع بحركة خفيفة نشطة، وهو يملك القوة، وقد أعاد الأمل لفريقه، كان دعامة من معدن شديد قوي خفيف الوزن لا مثيل له.
Table (5): Data Analysis of SLT (5) and its TLTs

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<th>Tran. No.</th>
<th>Formal Equivalence</th>
<th>Dynamic Equivalence</th>
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</table>

**Discussion:** The statement "made of feathers, dandelion spurs and some kind of super-light high-tensile alien metal" is said in favor of a football player. Accordingly, semiotically speaking, the statement is all a sign that describes how skillful, agile, flexible, and strong the player is in dealing with the ball and scoring the goal through using an extended structure in the SLT. However, this extended structure in the SL is hard to be translated literally into Arabic, due to the syntactic and semantic differences between the two languages which makes any literal translation a deviation from the syntactic, semantic and pragmatic standards of the Arabic language and wouldn't provide an appropriate equivalence in the TL with an adequate effect. It must be taken into account that the communicator aims to achieve a rhetorical purpose via using a text element as a sign within a communicative setting to convey a certain idea, and, therefore, the process of translation takes place after reconstructing the meaning of the sentence, since translation must have the same ideational level while the interpersonal and textual levels might be different.

Translators (1, 3 and 4) were capable of providing appropriate renderings following the dynamic equivalence with its procedures of subtraction and alteration after they reconstructed the meaning of the sentence to make it syntactically, semantically and pragmatically suitable and acceptable in the Arabic language to attain the principle of equivalent effect. Translator (2) has also followed the dynamic equivalence with its procedures of subtraction and alteration but hasn’t managed to attain the principle of equivalent effect, since the rendered sentence is somehow extended and longer than required to be effective in the TL. Translator (5), on the other hand, though following the dynamic equivalence, has failed to achieve the principle of equivalent effect when he followed the procedure of addition in translating the sentence which already has an unjustified extended structure in the SL. Consequently, this has led to loss of power and effect in the TL and even made it longer than the original one and didn’t syntactically, semantically and pragmatically conform to the TL where it could have been cut down into few words as some of the above-provided renderings as well as the following proposed one: "لاعتُ بتمتع بالخفة والرشيقة والصلابة".
SLT (6): "Cavani's stunning first-time strike hauled United level early in the second half before his predatory instinct saw him restore United's lead with a close-range rebound, and there was no looking back as United ran riot to rip Roma to shreds". (6)

TLTs:

1) غريزته الفطرية ..... الحقوا بروما خسارة فادحة.
2) غريزته التهديدية ..... لم يتربد اليونايتد في ذلك حصون روما.
3) مهاراته التهديدية ..... إنقض اليونايتد وسحق روما.
4) رغبته الجامحة ..... قاد لاعبو اليونايتد هجوما عنيفا ضد روما والحقوا بهم هزيمة نكراء.
5) مقدرةه الهجومية ..... أثارت حالة من الصخب مزقت روما إربا إربا.

Table (6): Data Analysis of SLT (6) and its TLTs

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<th>Tran. No.</th>
<th>Formal Equivalence</th>
<th>Dynamic Equivalence</th>
<th>Equivalent Effect</th>
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Discussion: The aforementioned statement with its two segments, "predatory instinct" and "as United ran riot to rip Roma to shreds" were said in favor of Manchester United in a 6-2 match against Roma in which Cavani and his fellow players were stunning when they came from behind and thrashed Roma. Semiotically speaking, the statement has used the phrase "predatory instinct" which is basically a feature of the beast as a sign to describe Cavani as a strong and skillful player who knows his way well to the net.
However, this phrase is better not to be translated literally into Arabic, since it may not conform to the Arabic style and may lead to a state of imposing the English style on the Arabic one. The sentence "as United ran riot to rip Roma to shreds", on the other hand, has also been semiotically used to describe the Man U. strength over Roma by using such heavy and loaded words like ran riot and rip to shreds. Again, this statement is by no means can be literally translated into Arabic, due to the syntactic and semantic differences between the two languages which can cause either an inappropriate or inaccurate equivalent in the TL.

As for the first segment "predatory instinct", translators (2, 3 and 5) provided appropriate renderings following the dynamic equivalence with its procedure of alteration to conform to the Arabic style. Consequently, they were able to maintain the principle of equivalent effect. Translators (1 and 4), on the other hand, couldn’t maintain the principle of equivalent effect, since their renderings do not conform to what is usually used in the Arabic language as "غريزة التهديدية" which is the most widely used and appropriate rendering.

Regarding the second segment "as United ran riot to rip Roma to shreds", translators (1, 2 and 3) managed to provide accurate and appropriate renderings. The SL statement is structurally extended to express the power and effect of the message. Hence, after following the dynamic equivalence with its procedures of alteration and subtraction, the translators were able to reproduce the meaning in the TL in contracted structures. They, consequently, managed to maintain the principle of equivalent effect. Translator (4) also provided an accurate and, to some extent, appropriate rendering. He followed the dynamic equivalence with its procedures of alteration and addition, but he reproduced the meaning in the TL in a more extended structure than the original one for the sake of trying to provide a strong and effective rendering. Therefore, one can say that he also managed, but to some extent, to maintain the equivalent effect. Translator (5), on the other hand, failed to provide an appropriate rendering, since he moved away from the dynamic equivalence to the formal one and, hence, provided a literal translation that doesn’t give the exact and intended meaning. As a result, he failed to maintain the principle of equivalent effect. A proposed rendering of the aforementioned statement would be any of the first three renderings, particularly the 3rd rendering which is the most structurally, semantically and pragmatically appropriate one.

9. Findings

Having accomplished the analyses and discussions of texts in this study, it has been found that almost all the translators follow the dynamic equivalence with its three strategies when they translate the selected texts. On the other hand, the formal equivalence has been rarely followed as shown in table (7). As for the procedures used by the translators within the dynamic equivalence strategy, it has been found that the procedure of 'alteration' is the most used one, followed by that of 'addition'. However, the 'subtraction' procedure is the least used one by the translators.
Considering the equivalent effect determined for each translator, it is clear that translators (1 and 4) maintain the highest level of the TLT effect in their renditions with a percentage of (%85.71). The second percentage is realized by translator (3) with (%71.42), compared with translators (5 and 2) whose percentages are (%42.85) and (%28.57) respectively. Consider table (8):

Table (8): Equivalent Effect Percentage

<table>
<thead>
<tr>
<th>Trans.</th>
<th>Text 1</th>
<th>Text 2</th>
<th>Text 3</th>
<th>Text 4</th>
<th>Text 5</th>
<th>Text 6/1</th>
<th>Text 6/2</th>
<th>Percentages (%)</th>
</tr>
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</table>
10. Conclusions

Based on the results of the data analysis, the study has come to the following conclusions:

There are considerable differences among the translations about the same statement, owing to the syntactic, semantic and pragmatic differences between the SL and TL, since some of the statements in the SL are not structurally identical with their counterparts in the TL. Therefore, this authenticates the first hypothesis of the study.

The majority of translators move away from formal equivalence towards dynamic equivalence with its procedures of alteration, addition and subtraction after reproducing the meanings of the original statements. This is attributed to the syntactic, semantic and pragmatic differences between the SL and TL. Consequently, this confirms the second hypothesis concerned.

Some translators could not realize the 'equivalent effect' criterion albeit they adopt the dynamic equivalent; this verifies the last hypothesis on which the study is based.

References


**Source Texts References**

1. A statement said by Sid Lowe, a journalist, during Extra Time show in Real Madrid sport channel.
5. Liverpool lost in transition but Jürgen Klopp could be their golden thread | FA Cup | The Guardian