

# The General Principles of Media Translation

## ( Lecture No.1)

- (1) If the sentence has an ambiguous meaning in the source language (which means it has multiple meanings for a grammatical or a lexical reason). Then the translator has to remove its ambiguity in the target language if possible.
- (2) The translator better transmit the effect that was meant by the author of the source language, he has knowledge about it. Was the author mad, sarcastic or vivid? This comes with practice and experience with both languages.
- (3) The translator has to fully understand the text before translating. There is no benefit of a translation that is based on a weak understanding of the text.
- (4) The translator has to commit to the used terms in the target language. The importance of this principle grows larger in the specific texts in science, law or others. Making new terms won't work, you must commit to the common terms in the target language to achieve lingual understanding.
- (5) The origin of translation is to commit to the source text and this is called literal translator, If not the translator has to translate meaning.
- (6) The translator has to stick to a permanent translation to a certain term if the translator translates X to Y in a sentence then he has to Use X instead of Y every time in the source text to achieve consistency.
- (7) Digit numbers (like 300) must be translated to a digit number (3000) and written numbers to written numbers like three numbered to ثلاثة مئة.
- (8) In some cases the term stays the same like phoneme ( فونيم ), fax stays ( فاكس ).
- (9) The noticeable phrase or word in the source language must be kept in the target language. Like words in bold or italic can be made with the

same way or underline it in the target language. A book's title that is written in italic can be translated into Arabic by underlining it.