

## The Social Act of Translation:

Science, Art and Life

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### Abstract

This paper attempts to assess the possibility of a sustainable strategy in Egypt by critically asking: Is sustainability possible in Egypt? This assessment will be based on some sustainability indicators with reference to the city periphery as an example. The research underscores the need for an integrated multidisciplinary approach. This approach takes place through three stages. 1.) The dialogism of speech genres by Mikhail Bakhtin is put into practice through the both-and relation between: 3-bind universe and 4-mind frame. This bi-relationship of the both-and method aims at achieving the principle of sustainability and its applicability in science, life and art- the Bakhtinian unit of speech communication. 2.) Since the publication of "American ugliness" in 1959, it has been gaining worldwide popularity, based on its ideas against the crisis of the American system to intervene in the affairs of other developing countries. 3.) This paper, then, aims to link the art of answerability in literature and the science of sustainability as a strategy of development in architecture, specifically urban planning, and how this sustainable strategy of answerability can be relevant to the social acts of translating one of the ongoing projects in Egypt.

**Keywords:** Art, change, challenge, development, literature, sustainable Egypt, social translation

### الفعل الاجتماعي للترجمة: العلوم والفن والحياة

#### الملخص

تهدف هذه الورقة الى إمكانية وجود استراتيجية مستدامة في مصر من خلال مؤشرات التقييم الثلاثية "التفكير والشعور و الفعل" على افتراض أن ذلك يمثل مكافئ حوارى لمجال الثقافة الإنسانية الثلاثية لباختين: "العلوم والفن والحياة". لذا فالورقة تعرض للقارى أهمية الإحاطة بتعريف للإستدامة كاساس للتخطيط الحضري، ثم يليها ما لترجمة الادب العالمى من أهمية نحو نقل مفهوم الخيال القصصى للإستدامة لترسيخ إستراتيجياته في المدن الناميه. فيما يلي: أولاً ، ربط فن قابلية الإجابة في الأدب واستراتيجية الاستدامة "sustainability" في الهندسة المعمارية ، وبالتحديد التخطيط الحضري "urban planning" ، وبحث مدى كفاءة تطبيق هذه الاستراتيجية على احد مشروعات بناء الكبارى الجارى تشييدها حالياً في مصر. ثانياً ، ربط استراتيجية الاستدامة في فنون الأدب من خلال ترجمة لمقتطف من كتاب "الامريكي المشاكس" (١٩٥٩) لاعادة صياغة المدن النامية مثل مصر و تحسين معمارمبانيها لذا اتت الدعوة إلى ضرورة التوعية باهمية التنمية.

**الكلمات المفتاحية:** الفن، التغيير ، الترجمة ، التنمية والأدب، ومصر المستدامة ، والترجمة الاجتماعية

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**I**

**INTRODUCTION**

**Is Sustainability Possible in Egypt?**

This paper presents the importance of identifying sustainability in Egypt as a basis for urban planning, followed by a translation of the relevance of fiction to sustainability to consolidate its strategies in developing cities. This paper aims at the exploration of the both-and relation between the 3-bind universe and the 4-mind frame. This research objective stems from the attempt to put into context the intersection of three lines of thought: (1) thought about the craft of translation as life; (2) thought about architecture as science; and (3) thought about literature as art. Further, the act of translation here is critically triadic in the sense of its focus on the complex relation of the author to the reader to the translator, on the one hand, and on the craft, the translator, the text, on the other. The point of mapping relations between the text and the surrounding society can unravel many issues that strengthen the social act of translation per se: it is essentially quadric in the sense of putting theory into practice, in the attempt to read the social act of translation in the development of four stages: nature, action, unity, and development.

**II**

**THE 3-BIND UNIVERSE:**

**Reflect, Select, Deflect**

**1. REFLECT: Sustainability and Answerability**

As the saying goes, if you are not part of the solution, you are then part of the problem. This paper seeks to show how the future of translation is the ultimate product of idea-based development, the art of sustainability, and of answerability, which is part of studies on architecture and urban planning. How thinking about translating sustainability thesis is the point of departure towards a critical reading of Egypt in the ongoing era of projects in the Twentieth-first century. In the light of the evidence that fact and fiction began to communicate proactively, it appears that the urgent need to sustain diverse cities is acquired at about the same time we learn to take the tripartite codes of think, feel and act into effect. In other words, it is to show how the three elements appear like crystal in the translation of the narrative into Arabic.

**2. SELECT: The Both-And Method**

This paper, therefore, attempts to connect the sustainability in literature and the sustainable strategy in the ongoing development projects in

Egypt. The research stresses the need to have a multidisciplinary integrated approach towards the achievement of sustainability. The three indicators of assessment here present the tripartite relation: 'thinking, feeling and action' and to see how this trinity is assumed to be equivalent to Bakhtin's three domains of human culture: "science, art and life".

## 2.1 Nature: The Question of Sustainability in Egypt

As the saying goes, if you are not part of the solution, you are then part of the problem. This paper seeks to show how the future of justice is the end-product of a foundational idea-based development, of the art of sustainability which is housed within studies on architecture and urban planning. It is important to acknowledge that for any general development plan there should be a set of comprehensive predictive studies in order to achieve sustainability. Development often is thought of as almost a process of multiple stages in a specified state of growth or advancement. To achieve development is to identify some major challenges and then to apply some strategies that can ascertain the results you seek. To achieve justice in future is based on a developed scenario of some sort where challenges and strategies can meet. The main finding is that if the normal statement of order has been applied right, not upside down, the idea of justice will be maintained one day. To this effect, the study does not aim to criticize the current projects in Egypt; rather, it seeks to find a sustainable-based approach from which further future projects can be taken into consideration successfully and without any environmental problems.

## 2.2 Action: The Development of Sustainability in Literature

This paper then examines the message of literature that deals with Bakhtin's aptitude by translating a short story from the book *The Ugly American* (1959) into Arabic, written by W. J. Lederer and E. Eurdick, as a point of focus to inculcate the notion of narrative development as a lesson to sustain cities. Since its original publication in 1959, *The Ugly American* has received a worldwide acclaim, drawing on the fictional insights against the American regime's crisis of intervention in other countries. The short story "The Ugly American and the Ugly Sarkhanese", written by W. J. Lederer and E. Eurdick, is a point of focus to inculcate the notion of narrative development as a lesson to sustain cities. Namely, this story reflects the unsustainable development that has been going on in the third world. In this regard, what the 'and' stands for

between translation and sustainability is a quest for justice in future. Hence, the call to action, to maintain advances towards sustainability and its applicability, has to be transmitted in the translation of a narrative discourse.

### 2.3. Unity: The Triad of Thinking, Feeling and Action

Here, I will try to show in brief how the triad of thinking, feeling and action can be a translation of what the linking ‘and’ between answerability and sustainability and translation stands for. On the one hand, I will introduce the term sustainability as a concept along with the problem of the research as conceived from the city of Minia. I will show how the view of sustainability from the perspective of an actual city like Minia is basic to the development of justice in the construction of projects in other cities in the future. On the other, I will consider the importance of the American fiction in the 1950s on. The importance of American literature, namely the book *The Ugly American* (1959), is focal to this research. This background is to establish why a translation of the specified story “the ugly American and the ugly Sarkhanese” is relevant not only because it is a critique to the issue of unsustainable project in Egypt. But also, a translation of the story into Arabic will be a point of departure towards the developmental sustainability projects in other cities in the future.

### 2.4. Development: The Social Act of Translation

Thus, this study aims to show the social act of dialogic transformation in translation. That is, the individual has to develop ways to seek to identify, to discover or rediscover, meanings (systems of relations) that combine the hidden insight of someone else: “if everything that has meaning within a culture is a sign and therefore an object of semiotic investigation,” Culler (1988: 111.12) contends that semiotics would come to be “imperialistic” in nature and one of its major tasks is to “distinguish between different types of sign, which may need to be studied in different ways.” In light of Venuti's reference to equivalence and function, other translators such as Hatim and Mason (1990: 20) develop Venuti's view of function (2000) when they connect to the possible change of the reader's point of view: “the difference in function of translation,” often “produces differences of outlook.”

3. Deflect: Theory into Practice

The article analyzes the message of literature handling sustainability through translation into Arabic, and to shape the developing cities best when the call to action is carried out. In this regard, the proposed approach is to see how the science of urban planning and the art of fiction can be connected through the task of translation.

**III**  
**THE 4-MIND FRAME**  
**Nature, Action, Unity, Development**

The research emphasizes the need for an integrated multidisciplinary approach to achieving or translating the source or targeted sustainability into the so-called social act of translation. Therefore, the title of this paper, meaning translating the source or targeted sustainability, will be divided into four sections: 1. one is to introduce the scope of the research; 2, The second is to introduce the science of sustainability by trying to provide some key issues as a new field of study to the readership in language and literature; 3. The Bakhtin's art of answerability is placed into practice by showing how a critical reading of one of the established projects in the city of Minia, Egypt is possible; and 4. Translating an excerpt from the short story "The Ugly American and the Ugly Sarkhanese" into Arabic is important.

1  
NATURE  
**SCOPE OF THE RESEARCH**

One of the challenges facing countries around the world is the process of urbanization and active industrialization. This huge current feature of urbanization and industrialization has become a source of tension on many aspects of daily life such as urban infrastructure and social structures of urban life. These two sides must be a concern for sustainability research. The existence of such stress has prompted the nations to manage urban development. These developed and developing countries emphasize the fact that any sustainable development must be fully realized as a city development strategy. Sustainability is the goal of all developed and developing countries around the world in the meantime. For example, Ling in *Sustainability and Cities* emphasize the fact that the concept of sustainability "has been considered as a unifying factoring a

comprehensive approach to sustainable development because in a dynamic system like human society, sustainability is fundamentally a question of balance maintained over time” (2005: 5-6). For a systematic study of sustainability and achievement of its objectives, the paper aims to achieve a comprehensive approach to sustainable development.

Since the 1970s a number of international and global conferences have begun to discuss the urgent need for sustainability. For example, an intergovernmental Panel on Climate Change was established in 1988, the United Nations Earth Summit Rio 1992, the 1995 European Conference of Ministers of Transport, and the Kyoto Convention on Climate Change 1997 (see Shiftan, Yoram et al., 2005: 278). Newman and Kenworthy stress that the first elements of sustainability, were the subject of global debate at the 1972 United Nations Conference on the Human Environment in Stockholm. A group of 113 countries “pledged to begin cleaning up the environment and, most importantly, to begin the process of tracking environmental issues on a global scale” (1999: 1). The excessive number of conferences, such as Rio in 1992, over the past few decades of the 20th century, has begun to expand the various issues of sustainability as an important strategy for the development of the nation. In this sense, Ling (2005: 12) views the subject of such a discussion sustainability development: “Still the understanding of what sustainable development implies and how the concept applies to cities remain a subject of on-going debate. The issues in debate concern terminology in use and the range of questions extends to ideological concerns about what the concept encompasses as well as the implications for the urban future” (ibid”).

The lack of evaluation studies on the performance and impact of any development projects has led to a range of negative impacts that exhaust long-term positive outcome projections. These studies should be part of any survey project that is supposed to precede the actual project construction stage. The existence of unsustainable development was not only the result of the negative facets of these projects and the lack of far-sighted expectations. However, this lack of sustainable development has also arisen because of the lack of understanding of the concept of sustainability and the criteria to be taken into account in the project agenda. Research emphasizes the need to study the effects of these projects on the surrounding environment because each of these projects has become mixed double features such as during the solution of one



problem, on one side, other major problems highlighted for further study and solutions, on another side.

2

## **ACTION**

### **SUSTAINABILITY**

In Action, I put the art of sustainability into question. The concept of sustainability is introduced by discussing the definition and previous research, the research problem, research questions, and importance of research.

The current research suggests some following questions to the key question of the paper: Is there a development strategy in Egypt? What are the foundations for developing these sustainable strategies for decision makers to develop their strategic plans? How can we understand the concept of sustainability to translate it into its actual agendas? There is the urgent need to look for whether it can review and assess the trends that have been followed in urban environmental management in order to apply more effectively to sustainable development concepts (Ling, 2005: 23). This need proposes some other questions to mention for adding up to the readers knowledge of the topic under investigation: What are the specific indicators that we can develop to evaluate development projects? How can those indicators be eligible for application on similar projects? How can these questions lead us to suggest a systematic approach to urban sustainability in Egypt?

The process of urbanization and industrialization encourages all nations to move towards sustainability as the cornerstone of development. Now, it was now observed that all nations were doing their utmost to promote development in all areas. Being able to understand the true means a kind of achievements at all levels that seek to improve lifestyles; this development must be sustainable so that it can escape spatial problems on the long run. These developed and developing countries believe that any sustainable development must be fully realized as a strategy for growing cities. The continuous growth of our cities and the accumulated number of our populations, especially in developing countries, have led to the problem of over-crowding and the urgent need for an ideal type of spatial organization in many aspects such as transportation systems that have been strong in defining the shape and character of cities since the mid-

nineteenth century (Carmona et al, 2003). Needless to say, the massive increase in over-population requires a wide range of civil services through which government issues have escalated in light of these daily needs. This shows to the importance of keeping the development process under control so as not to waste the economic and natural resources of Egypt.

### **3**

## **UNITY**

### **ANSWERABILITY of THE SPATIOTEMPORAL**

- **I. The Applicability of Sustainability**

Sustainability must be compatible with place, time and cultural differences. According to the uses of people in the city, the environmental problem of air pollution, for example, arose from “[u]nsustainable use of natural resources and the absence of strong safeguards” (Ramasubramanian 2005: 456). For example, it is normal to encounter planning deviations in the actual locations of cities between the United States and Egypt. In Egypt, one notes, on the one hand, the advantages of integrated urban planning. This compact feature, an advantage because of the limited area we live in, has, on the other hand, become unfavorable due to densely populated areas with some spatial problems such as traffic congestion and other social problems. On the contrary, The United States, which has a very large area, suffered an unlimited horizontal expansion of the severe extension (sprawl) problem, which led to the disadvantage of relying on cars.

In general, the spatial term was so diverse that it could not be reduced to the concept of zoning (Nadine, 2005: 426). Instead, it is more general than just the meaning of zoning. The following is a brief definition of the two terms: spatial and zoning. Spatial space, on the one hand, is part of planning studies. Seeking spatial planning

to influence spatial development in the broadest sense and particularly the obvious contradictions in public policy that contribute to unsustainable developments. Spatial development



refers to the physical distribution of built and natural features and human activities across a territory (city or region), and the distribution of economic and social activities in terms of their quality. (Nadine, 2005: 426)

On the other hand, zoning is intended to assure that land uses in general plans are achieved and incompatible uses are separated from each others. Zoning ordinances can help relate land use and transportation and can help rationalize infrastructure development. Zoning now exists for all US cities and most other large cities throughout the world. (Legates, 2005: 536)

So, zoning will be examined as part of spatial study.

- II. The City of Minia

It is important to acknowledge that for any public development plan there must be a set of comprehensive predictive studies for sustainability. Development is often a near-phased process in a specified case of growth or progress. To achieve development is to identify some key challenges and then apply some strategies that can achieve the results you seek. Future justice depends on an evolving scenario of a kind where challenges and strategies can be faced. The main conclusion is that if the normal system statement is applied correctly, not upside down, the idea of justice will be preserved one day. To this end, the study is not aimed at criticizing existing projects in Egypt; instead, it seeks to find a sustainable approach in which more future projects can be considered successfully and without any environmental problems.

The researcher is a resident of the city of Minia, which enabled him to observe such developmental problems and the possibility of collecting data to support the study. One project was selected to present the practical case study: Shalaby area where the Safsaf Canal was closed resulting in the advantage of expanding the entrance to the northern city. Recently, the bridge connecting Ikhsas zone and the North Street leading to University passing by Shalaby itself has demonstrated to be quite ineffective. Bridge builders spent millions of dollars on the construction of this bridge in order to ensure the safety of the train route and reduce the load on the traditional bridge at the train station. Thus, it was designed to solve the problem of crowded cars every time the train reaches the North and South, in both directions. However, it created some other problems such as gasoline exhaustion, time waste, and both of which

could have been avoided if a third linking route from the bridge was designed to link Shalabi zone to the initial road to the body of the city. Let us take a look at two pictures of the bridge:



<https://akhbarelyom.com/news/newdetails>

- III. Discussion

The Chalabi zone is overgrown with a million people. The Faculty of Arts is located there. The number of pedestrians or students walking the main street of the college, back and forth, daily, is unlimited. There are a huge number of bark cars on either side of the same street for the college. Chalabi also has a military position. Also, there are a number of top towers for accommodation. However, the military team of engineers who designed the bridge did not consider how important it was to connect the Chalabi entrance with the same bridge across a turning road. The bridge is designed to absorb cars coming from the highway and cars coming

from Chalabi to go directly next to the Faculty of Dentistry, and then return after jogging for a distance of 500 meters; when the drivers turn left to participate other cars coming from Upper Egypt, drivers prefer to take the left side to go directly to the Chalabi area or to keep the right side alert towards the Ikhasas area. Instead, it would have been better if the road, back and forth, connected the bridge with Chalabi over a high T-bridge to allow the cars to enter and exit Chalabi without any traffic jams. Or better yet, make the only street leading to the college as one way, through the opposite directions, on both sides of the area, to go back and forth, from Chalabi to it, and make this Aziz street, for example, making two- way cars exit for cars on both sides.

The second problem is that the car drivers are used daily if they come from Adnan street to go to the right, and continued to meet with other cars that appear from the Cornish street and that both cars coming from both sides use the same way leading to the bridge. Instead, it would have been better if there was a large square in front of the area below the bridge leading to the city where motorists could circle around the the plaza to facilitate the easy return back to Chalabi or rather for those coming from Adnan Street to turn around the square to connect to the bridge easily. This would reduce the load of cars passing by the largest Salahuddin Mosque – the most famous mosque established in Minia.

Moreover, the other solution is to make Adnann Street and Taha Hussein Street one way: the first for cars coming from the city to Chalabi and the latter for cars coming from Chalabi to the City. Drivers of cars using Adnan Street can turn right to connect to Ramses Street, a parallel road, to return in an emergency. Motorists using Taha Hussein Street can go back to the left to connect to Adnan Street if they want to turn to the city. Cornish Street should be a two-way street.

In fact, the idea of development here in this research is thinking, feeling and acting. That is, before creating any fatal long-term construction project, there must be careful consideration of the necessities of the place. The bridge planners were asked to meet all motorists towards a common vision of their views on the new bridge and their suggestions as daily users. A detailed location for the projects should be advertised through the media to all specialists (civil engineers and architects) to share their views and experiences. The current facility bridge solved a small problem, the problem of car accumulations waiting for the passage of the train. But, on the contrary, a new problem, the problem of exhaustion of

fuel, was created because of the excessive zigzag distance between Chalabi and the Ikhsas and return several times a day.

The next is to show how the idea of development may help us understand how answerability in literature is fundamental to urban sustainability. This is understood through the metaphorical relationship of life and the nature of the environment and the solution of the problem as described by W. J. Lederer and E. Eurdick.

**4**

**DEVELOPMENT**

**TRANSLATION of LITERARY SUSTAINABILITY**

The short story by both JDR and Yurdik is a cornerstone to the sustainability strategy of development in developing countries. In this sense, the link between sustainability and translation is essential to sustain the desired progress towards sustainability in the future throughout the possible questioning of people on the pros and cons of building one bridge and their insights about its problems. Hence, the call to development is the message to study the needs of the place to go with what should be worth the benefit of others at the top of the government's priorities.

**I. The Importance of Modern American Literature**

In his article, ‘Modern American Fiction’, Maurice Beede (p. 470) traces the development of the American Fiction in the 20th century. He classifies it into four phases. The first signifies the influence of great writers like H. Henry James who has highlighted the art of fiction so distinctively that he was called the Father of Fiction. It lasts to the beginning of the 1930s and it was characterized by “its impressionistic techniques and a strong focus on individual sensibilities.” The second phase begins with the 1930s and moves on towards World War Two. Here, American fiction’s emphasis is generally on society more than on the individual. It includes great works like Hemingway’s For Whom the Bell Tolls. This phase is distinguished by “group consciousness and social awareness” qualities that become clear within the following period, after the war. Its regional is “regional and ethnic.” The post War period moves, in turn, through the following: Ellen Glasgo to Thomas Wolfe and William Faulkner to Eudora Welty, Truman Capole, Carson McCullers and Flannery O’Connor who are Southern writers whose art is serious and



tragic. For this period, Maurice quotes C. Hughes Holman who describes it as: “ The only group of Americans who have known military defeat, military occupation, and seemingly unconquerable poverty, they have the sense of failure, the sense of guilt, which comes from having been America’s classic symbol of injustice.” Then the period beginning with the 1960w witnesses the emergence of “ethnic literature with the coming into existence of pioneer Jewish and black writers. Next I will focus on the case study: the Ugly American.

## II. The Ugly American

This book *The Ugly American* (1959) was valued for its harsh criticism against the crisis of intervention of the American regime in the internal affairs of other countries without learning them how to use one's intellect towards self-development. One way to approach the problem is to have the local people get involved in the prospective plans of development willingly. The story narrates the decision of an ugly American couple to travel to the fictional country of the Sarkhan after learning its language to implement the seeds of development there. The development of the story’s scenes reflects an understanding of social development as process. The opening lines of *The Ugly American* in the fictional Southeast Asian country of Sarkhan, in the office of U.S. ambassador Louis Sears, is a point of departure: it aims to criticize the appalling irony of passing on decisions without wise thought.

The mission was not intended to drive people mad, but to save the Sarkhanese from being driven mad, and it worked well. Using the remnants of intelligence that remained, and helped by a wise wife, native mechanic, and some others, the American engineer's "idea" stresses the value of group work along with a thoughtful mind to challenge the obstacles of any local project. To illustrate, the running of the story’s scenes reflects an understanding of social development as process so that natives would conceptualize a real sense of justice one day. How we can implement the justice of development will differ significantly for different people as far as the development of justice will be determined by unique strengths, talents and creativity, but, ultimately, the success of an ethics of communication-based development is always derived from some specific strategies to achieve justice.

The concluding sentence “The argument continues loudly” (p. 213) brings the story quickly to an end, however, its function reveals the truth of the ongoing sense of development as it prepares us to the dynamic

long-term process of development. In between, the American engineer, a committed man to enhance local development, images a breakdown of society and order in a sharply focused denouement. Thus, he conceives that the two keywords of development and justice should operate through such strategies as courage, cooperation, hope, creativity, freedom of speech, etc. The reciprocal nature of such strategies results from the serious involvement of human transmission in a world of cyclic change.

Therefore, the urge to translate that story into Arabic is twofold: to promote how the social bonds of development and the effective sense of justice would be implemented in some developing Arab countries like Egypt, and to demonstrate how the bliss of sustainability is committed to the cunning task of translation to maintain a cross-cultural balanced understanding of how real sense of developments will establish the hopes of justice in future.

### III. Translating Sustainability

#### **SPURCE TEXT**

Homer Atkins looked angrily around the room. The other men sat there in their beautiful clothes and returned his look with bitterness. He was the only man without a tie, and the only engineer there. One of the others was the ambassador. Atkins wanted to tell them all they were fools; but it is not easy to tell them all that they were fools; but it is not easy to tell an ambassador that he is a fool. The others, too, were important in their different governments. So he did not say it.

"I was asked to come here, gentlemen, he said, "to give advice. I build roads and move earth. That's my work. You say that you want roads, but I tell that you don't need any. I've been here ten months, and I've walked all over the country. I've talked to a thousand people, and I've sent in my report. "

"But, Mr. Atkins," said one of the smooth gentlemen, "you haven't told us much about the roads. Where ought they to go?"

"You don't need any. You need things that the people here can make: small things, but useful things. What does the people care about roads for the army? Here you can think of nothing else: roads, and only roads. But go out into the country, and take a look there. You've got some good people away there. Build some factories for them. Let them make



tins and put food in them. Forget the roads until you've got more money."

"Mr. Atkins, this is not your business. You have been asked where the roads ought to be put. No one has asked you whether you prefer roads or factories. You must leave that sort of decisions to others. They must decide, not you."

"Who ought to decide? People like you? Which of you has been out into the country? What do you know about the villages?"

There was a silence.

"Which of you has been out into the country?" Atkins asked again. The silence remained unbroken. There were many red faces in the room.

"Bild a factory to make bricks," Atkins said. "Let some of the people get stone out of the ground too. There's a lot of very fine stone out there. It can be used for building. And make use of that good soil near the coast."

"That's the work of the agricultural men," someone said.

"You know nothing about soil. You're a man who builds roads. "

"Very well!" Atkins said. He got up and walked out of the room; but the ambassador went out too and followed him.

"Come and have a drink," The ambassador said., "Are you willing to go to Sarkhan?"

"Why? Have you any problems there?"

They were sitting together with their drinks. "Sarkhan is a country which has a lot of hills," The ambassador said. "Crops are grown on terraces on the hills. They have to work kard when they raise water from the rivers below. The fields above need the water, but it is slow work. Can you help us on that problem? Can you find an easy way of raising water to the terraces?"

"Perhaps. Perhaps!" Atkins toog a pencil and began to draw " You need a simple Pump," he said. He was busy for fifteen inutes and did not speak.

"Well, it may be interesting." He said then. "Yes, it may be quite interesting."

Two weeks later Atkins and his wife flew to Sarkhan. His wife, Ema, was almost as ugly as her husband. They went to live in a small cottage near Haidho.

TARGET TEXT

نظر هوميروس أتكينز في ارجاء الغرفة بغضب ثم أرجع بنظره ثانية بمرارة واستحفار، حيث كان يجلس في هذه الغرفة رجال يرتدون ملابس جميلة. لقد كان هوميروس هو الرجل الوحيد بدون رباط عنق، والمهندس الوحيد أيضا. وكان من بين هؤلاء سفير. كان يراود أتكينز هاجس أن يخبرهم أنهم كانوا حمقى. لكن ليس بالسهل الهين إخبار السفير بأنه أحمق. وهؤلاء الآخرون أيضا فانهم يعملون في مناصب حكومية هامة. ولذلك لم يستطيع أن يقول لهم ذلك.

"لقد طلب مني المجيء إلى هنا، أيها السادة، للاستشارة. فأنا قد شيدت الطرق والمباني. فهذا هو عملي." قالها اتكنس. وأنتم تقولون إنكم تريدون إنشاء طرقًا، ولكنني أقول لكم أنكم لا تحتاجون أي من هذه الطرق. لقد كنت هنا منذ عشرة أشهر، وقد سرت في جميع أنحاء البلدة و تحدثت إلى الآلاف من الناس، ولقد أرسلت ذلك في تقريرتي."

فرد أحد هؤلاء السادة الجالسين "لكن يا سيد أتكينز، انك لم تخبرنا كثيرًا عن الطرق. إلى أين ستتجه هذه الطرق؟"

"لكن أنتم لا تحتاجون إلى أي من هذه الطرق. فأنتم بحاجة إلى الأشياء التي يمكن للناس صنعها هنا: هذه أشياء صغيرة، ولكنها هامة ومفيدة. ما أهمية أن ينشغل الناس بالطرق المعدة للجيش؟ فأنتم لا تفكرون إلا في الطرق، والطرق فقط. ولكن اخرجوا إلى خارج هذه القرية، وألقوا نظرة هناك على ذلك، فسوف تجدون بشر كثيرين هناك، فابنوا بعض المصانع من أجلهم، ودعهم يصنعون العلب و يعبؤون الطعام فيها، وانسوا الطرق حتى يتوفر المزيد من المال لذلك."

"يا سيد أتكينز، هذا ليس من شأنك. لقد تم سؤالك عن المكان الذي يجب أن تقام فيه الطرق. لم يسألك أحد عما إذا كنت تريد إنشاء الطرق أم المصانع. يجب أن تترك هذا القرار للآخرين. هم الذين يقررون وليس أنت."

"من الذي يقرر؟ أشخاص مثلكم؟ أي منكم خرج إلى هذه البلدة؟ وماذا تعرفون عن هذه القرية؟"  
فعم الصمت المكان.

"أي منكم خرج إلى هذه البلدة؟" سال اتكينز مرة أخرى. فظل الصمت يخيم على المكان. ف شعر من بالغرفة بالخلج إلى أن احمرت وجوههم.  
وقال أتكينز: "ابنوا المصانع و ودعوا الناس يخرجون الأحجار من الأرض فإنه يوجد هناك الكثير من الأحجار الكريمة جدًا التي يمكن استخدامها للبناء. والاستفادة من تلك الأرض الخصبة بالقرب من الساحل."  
قال أحدهم "إن هذا عمل رجال الزراعة". "أنت لا تعرف شيئًا عن التربة. أنت رجل يقوم ببناء الطرق."

"حسنًا!" فرد اتكينز. و نهض واقفا وخرج من الغرفة. لكن السفير خرج أيضا وتبعه.  
قال السفير: "أقبل و تفضل هذا المشروب، فينان أعجبت بهذه الكلمات التي قلتها فقال اتكنس بضحكة ساخرة: "لكنها لم تعجب الآخرين."

فقال السفير: "يا سيد اتكنس هل أنت على استعداد للذهاب إلى سرخان؟"  
"لماذا؟ هل لديكم أي مشاكل هناك؟"

جلس الاثنان معا وكل معه مشروبه . وقال السفير "إن سرخان بلد بها الكثير من التلال و المحاصيل تنمو على مصاطب فوق هذه التلال. و سكان هذه البلدة مضطرين إلى أن يعملوا بجد ومشقة لرفع المياه من الأنهار أدناه إلى اعلى. فالحقول فوق التلال تحتاج إلى الماء ، وهذا عمل بطيئ يستغرق المزيد من الوقت والجهد. هل يمكنك مساعدتنا في هذه المشكلة؟ هل يمكنك العثور على وسيلة سهلة لرفع المياه إلى تلك الأراضي المرتفعة؟ "  
" ربما يكون ذلك ممكنا.ربما ،!" فرد أتكينز. ثم أخذ قلما رصاصا وبدأ يرسم "أنت بحاجة إلى مضخة بسيطة". ثم إنشغل اتكنز في التفكير لمدة خمسة عشر دقيقة ولم يتفوه بكلمة واحدة.

"موافق ، فربما يكون ذلك شيقا." قال بعد ذلك. "نعم ، قد يكون الأمر ممتعاً للغاية."

بعد أسبوعين ، توجه أتكينز وزوجته إلى سرخان. كانت زوجته ، إيما ، مشاكسة مثل زوجها. وعاش الاثنان في كوخ صغير بالقرب من هيدهو.

#### IV

### CONCLUSION

To conclude, the call to action, to maintain advances towards sustainability and its applicability, has to be transmitted in the translation of a narrative discourse. And to better shape developing cities such as Egypt calling for change in development should be carried out. Further, this selected piece from the world of American literature meets two ends: the first is to show how different disciplines such as architectural engineering and imagined literature can be placed on the same page. The second is to develop the argument of the paper when it helps to explain the problem of sustainability in the developing countries towards the possible development of sustainable strategy in Egypt.

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