Newmark's Procedures of Translating Neologisms: The Case of English Arabic Mobile Phone Terminology

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List of abbreviations

SL	Source language
TL	Target language
TT	Target Text

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المستخلص

تهدف الدراسة الحالية إلى تحليل استراتيجيات الترجمة المستخدمة في ترجمة الألفاظ الإنجليزية المستحدثة إلى اللغة العربية. كما تبحث الدراسة في بعض الاصطلاحات المختارة من أدلة الهواتف المحمولة. ويتم تحليل الأدلة بشكل منفصل ثم مقارنة النتائج للوصول إلى استنتاجات عامة حول الاستراتيجيات المستخدمة. ودلك من خلال تحليل الألفاظ المستحدثة المُختارة وترجمتها. وتسعى الدراسة إلى اكتشاف الإستراتيجية الأكثر استخدامًا طبقًا لأدلة الهواتف المحمولة المختارة وفقًا لنموذج بيتر نيومارك (١٩٨٨) لترجمة الألفاظ المستحدثة. وأخيرًا تُعرض استراتيجيات الترجمة المستخدمة في ترجمة هذه الألفاظ المستحدثة. وتتناول الباحثة هذا الموضوع من خلال تقديم تحليل كامل للاستراتيجيات الترجمة المستخدمة في ترجمة الألفاظ المستحدثة المختارة بواسطة الأدلة.

الكلمات المفتاحية: الترجمة، استراتيجيات الترجمة، الألفاظ المستحدثة، أدلة استخدام الهواتف المحمولة.

Abstract

The present research aims to analyze the translation strategies used in rendering English neologisms into Arabic. The research investigates some selected mobile phone manual neologisms. The manuals are analyzed separately then the results are compared to reach general conclusions about the strategies used. The selected neologisms and their translation are analyzed qualitatively and quantitatively. Therefore, the research seeks to detect the most frequently used strategies by the selected mobile phone manuals according to Peter Newmark's (١٩٨٨) model of neologisms translation. Finally, the researcher approaches this topic by providing a full analysis of the strategies used in rendering the selected neologisms by the selected manuals.

Keywords: Translation, translation strategies, neologisms, mobile phone manuals.

١. Introduction

The digital industry has recently developed promptly, especially in the field of mobile phones. Naturally, with a rapid transformation in technology, tons of newly coined terms have begun to appear. The prompt growth of digital transformation leaked the newly invented terms to the consumer. As a result, these terms are not used only by technicians but also by people in their daily lives. These invented terms, in the analysis context, are called neologisms which refer here to the newly coined terms which have not either existed before or are invented with the technology explosion in a specific period of time. The research focuses on mobile phones because they are one of the most popular products nowadays and continue to be. English holds a prominent position in the realm of technology from a linguistic standpoint. It is widely regarded as the dominant language in this

field.As a result, new products are invented with new English terms that need to be transferred to the target consumer. Otherwise, the new terms will be transferred and used without translation.

Consequently, translation is a means of communication, which have to be used to deal with any novelty and variance through specific strategies. Thus, precision in choosing a specific strategy is necessary when translating English technical neologisms into Arabic. Therefore, analyzing the strategies used in translating the English mobile phone manual neologisms into Arabic needs further research. The term strategy is used as it refers to the broader concept of the techniques employed when translating while the term procedure is utilized to refer to the strategies used when translating the smaller units of a language, as clarified by Newmark (١٩٨٨).

٢. Research questions

١. What are the translation strategies used in translating mobile phone manual neologisms from English into Arabic?
٢. What are the most frequently used translation strategies by the manuals selected for the research?

٣. Significance of the study

The researcher aims to shed more light on the translation strategies used in translating mobile phone neologisms from English into Arabic. The presented research tries to analyze the translation strategies that are used in translating some selected neologisms, which are collected from some mobile phone manuals using Newmark's (١٩٨٨) model. The researcher tries to offer a broader analysis of translating neologisms.

٤. Research Methodology

The in-hand research uses qualitative and quantitative methods. The research methodology presents a description of translation definitions, neologisms, Newmark's taxonomy of neologisms and Newmark's translation strategies model used in translating neologisms. Furthermore, it provides the methods used in the data analysis.

٤,١. Translation

Linguists offer various definitions for translation, starting with Catford who defines translation as "the replacement of textual material in one language (source language) (SL) by the equivalent text material in another language (target language) (TL)" (Catford, ١٩٦٥, p. ٢٠). It is a substitution of a text in one language for a text in another. Larson (١٩٨٤) argues that translation involves more than simply finding an equivalent; it entails a transformation of form. According to her, translation is the process of replacing the form of the source language with the form of the target language while preserving the meaning, with only the form being subject to change (p.٣).

Nida provides two principles of translation; the old one is "the form of the message, and translators took particular delight in being able to reproduce stylistic specialties, e.g., rhythms, rhymes, plays on words, chiasmus, parallelism, and unusual grammatical structures" (Nida, ١٩٧٤, p. ١). While the new focus concerns how the target language (TL) receptor reacts to this message, to be compared with the source language receptor's reaction to the same message in its original setting.

Newmark (١٩٨١) defines translation as a craft attempting to replace a written message and/or statement in one language by the same message and/or statement in another language. There

are three basic translation processes defined by Newmark: exploring and analyzing the source language (SL) text, the translation procedures, and reformulation of the text in relation to the writer's intention, the readers' expectation, and the appropriate norms of the target language (TL). Newmark (١٩٨٨) perceives translation as a science which is the knowledge of the facts and evaluation of the language, a skill that is the appropriate and satisfactory language and usage, an art that assesses the level of translation and whether it is good or not, and a matter of taste containing the individual differences and preferences of translators.

Picken (١٩٨٩) states that "in general terms, translation is a cover term that comprises any method of transfer, and written, from writing to speech, from speech to writing, of a message from one language to another". (p. ١٩) In addition, Hatim and Mason (١٩٩٠) state that we need to look at translation not only as a product but also as a process. They define translation as a communicative and negotiation process of meaning between the producer of the SL and the reader of the target language (TL) within social framework.

Basnett & Lefevere (١٩٩٢) acknowledge that translation is a rewriting of the source text. They also state, "translation is not just a window opened on another world, or some such pious platitude. Rather, translation is a channel opened, often not without a certain reluctance, through which foreign influences can penetrate the native culture, challenge it, and even contribute to subverting it" (p. ٢).

٤.٢. Neologisms

Neology is the process of creating new lexical units. Rey (١٩٩٥) defines a neologism as "a lexical unit perceived as recent

by language users" (p. ٦٤). Also, Cabré (١٩٩٩) states that neology is the field of study that deals with new phenomena that appear in languages. (p. ٢٠٥).

The lack of a standard definition of neologism has made it challenging. However, there are many attempts to define the neologism from different perspectives. Rey (١٩٩٥) concludes that there are no detailed norms for being a neologism, describing neologism as "a lexical unit perceived as recent by language users" (p. ٦٤). Cabré (١٩٩٩) states that neologism identification is multidimensional, composing four "parameters" for the identification of a neologism including diachronic, lexicographic, systematic, and psychological criteria to identify neologisms. Whereas Newmark (١٩٨٨) describes neologisms as "newly coined lexical units or existing lexical units that acquire a new sense" (p, ١٤٠).

٤.٢.١. Newmark's neologisms taxonomy

Newmark's taxonomy is used as he gives extensive insight and description of neologism's translation procedures and types. Newmark proposes different types of neologisms including old words with new senses (semantic neologisms), new coinages (formal neologisms), derived words (including blends), abbreviations, collocations, eponyms, phrasal words, transferred words (new and old referents), acronyms (new and old referents), pseudo neologisms, and internationalism. Here is a brief explanation of each type.

Old words with new senses are lexical items that acquire new senses which are typically devoid of cultural or technical connotations. These are commonly translated by utilizing an existing term in the target language or by employing a functional or descriptive expression. On the other hand, collocations that

acquire new senses may possess cultural or non-cultural associations. If the object or concept already exists in the target language, a recognized translation or through-translation is employed. If the referent does not exist, or it is not recognized by the TL audience, there has to be an economical descriptive equivalent.

Besides, new coinages are brand or trade names, usually transformed unless the product is marketed in the TL under another name. The proper name can be replaced by a functional or generic name if the term is not of cultural importance. While derived words (including blends) are word-forming procedures used primarily to define scientific and technological rather than cultural institutional terms, the growth of these internationalisms is widespread. Also, abbreviations are a common type of pseudo-neologism, pronouncing each letter individually.

In addition, collocations are common in the social sciences and computer languages. Computer terms are given their recognized translation and if they do not exist, they have to be transferred if important then add a functional-descriptive term – without having the authority to devise neologisms. Furthermore, eponyms are any word identical to or derived from a proper name. Eponyms are divided into three categories of eponyms derived from objects, transferred only when it is known in TL, from persons, rising or falling depending on the popularity of the referent, and from products. Moreover, phrasal words are translated by their semantic equivalents. They are more economical than their translation and often informal or colloquial.

Besides, transferred (new and old referents) are the words whose meanings are least dependent on their contexts. They are

often media and product neologisms rather than technological, giving a functional–descriptive equivalent for the TL readership. The cultural words are translated normally but sometimes they are transferred with a generic term and details depending on the setting and audience. Finally, acronyms (new and old referents) are the words initial letters, denoting an object, institution or procedure. It can be translated with a standard equivalent term or a descriptive term if it does not exist. While institutions and companies' names are often transferred and sometimes, they may decode in translation. The following Table ٤٫١ shows the types of neologisms with examples of the selected mobile phone neologisms.

Table ٤٫١. Neologisms types

Neologisms	Types
٤G	Abbreviation
AirPlay	New collocation
AssistiveTouch	New collocation
Auto Switch	New collocation
Bluetooth	Eponym
Brightness	Derived word
Face unlock	New collocation
FaceTime	New coinages
Fingerprint	New collocation
Flash	Existing lexical item with new sense
GPS	Abbreviation
Headphone	New collocation
iPhone	New coinages
Memoji	Derived word
Memory	Existing lexical item with new sense
Nano	New coinages
Night mode	New collocation
RAM	Acronym
Screen	Existing lexical item with new sense
Screen sharing	New collocation
Selfie Camera	New collocation

Slow motion /Slo-mo	New Collocation
Storage	Derived word
Time-lapse	New collocation
Updates	Derived word
USB	Abbreviation
Water resistant	New collocation
Wi-Fi	Abbreviation
Wireless	Derived word
Zoom	Existing lexical item with new sense

٤,٢,٢. Newmark's translation strategies model

Newmark's model is used as he gives a comprehensive illustration of translation strategies and procedures. Newmark (١٩٨٨) differentiate between translation methods and translation procedures. He writes that translation methods relate to whole texts while translation procedures are used for sentences and the smaller units of language.

As for the analysis of the research in hand, the researcher adopts Newmark's procedures when analyzing the translated neologisms. Newmark (١٩٨٨) proposes fourteen translation procedures including transference, naturalization, through-translation, componential analysis, functional equivalence, descriptive equivalence, shifts or transportation, cultural equivalence, synonym, modulation, translation label, compensation, reduction and expansion, and paraphrase.

Subsequently, Newmark (١٩٨٨) offers twelve translation procedures in his frame of reference for the translation of neologisms. These translation procedures include transference (with inverted commas), TL neologism (with composites), TL derived word, naturalization, recognized TL translation, functional term, descriptive term, literal translation, translation

procedure combinations (couplets), through-translation, and internationalism. Here is a brief description of each strategy.

Foremost, the literal translation is the suitable procedure when the SL and TL correspondence are closer the meaning than alternatives in that the words are not only literally similar but have the same associations. Whereas the transference procedure is transferring an SL word to a TL text to be a loan word. In addition, Newmark prefers the through-translation procedure when referring to the literal translation of common collocations, names of organizations, and the components of compounds. It is also known as calque or loan translation.

Then, Newmark explains the componential analysis procedure, describing it as comparing an SL word with a TL word, which has a similar meaning but not an equivalent, determining first the commonalities and then the differences. After that, Newmark discusses functional equivalence which is a common procedure applied to cultural words. It requires the use of a culture-free word, sometimes with a new specific term. It is usually the accurate way of deculturalizing a cultural word as it is in the middle of the road between the SL and TL. It is also used with technical words that do not have TL equivalents.

For Newmark, the descriptive equivalence procedure sometimes is more essential than the function. However, the description and function are integral combination of translation and explanation processes. In addition, Newmark explores shifts or transportation procedures that grammar changes from SL to TL and the only procedure concerned with grammar, which is done instinctively. Besides, Newmark clarifies that the cultural equivalence procedure is about translating an SL cultural word by a TL cultural word. The cultural equivalent can be inaccurate

but still can be used in general texts, publicity, propaganda, and briefly as an explanation of the word to the TL reader who is unfamiliar with the SL culture.

Unlike synonym procedure, which is used when an SL word does not have a clear equivalent in the TL, and the word is not important in the text. It is also used when literal translation is not possible and because the word is not important enough for componential analysis. Synonym is important in translating meanings. Another procedure is modulation. Newmark defines it as a variation of viewpoints or perspectives reproduced by the translator in the TT, occurring at the semantic level of language. In addition, the translation label procedure is "a provisional translation", often used for new institutional terms, putting them in inverted commas. On the other hand, the compensation procedure occurs when there is the compensation of loss of meaning, sound effect, metaphor, or pragmatic effect in a part of the sentence is compensated in another part.

In addition to the spontaneous and intentional utilization of reduction and expansion techniques, particularly in texts of subpar quality. Besides, the paraphrasing procedure is an explanation of the meaning used in poorly written texts, anonymous texts, or texts with important implications and omissions.

٥. Data collection

Data for the current research is collected from some selected mobile phone English manuals and their translated Arabic versions. The researcher chooses four of the most famous, contemporary mobile phone companies worldwide namely, Apple Inc., Nokia Corporation, Samsung Group (SΛMSUNG), and Guangdong Oppo Mobile Telecommunications Corp. These are considered highly marketed multinational technology

corporations. The previously mentioned four companies' mobile phone manuals are considered the key source of data collection for the research in hand. Therefore, the researcher decides on three of the most recent mobile phone versions as well as different types of technological advancements of each mobile phone and trademark up to the year ٢٠٢٢ – ٢٠٢٣. Hence, there are for each trademark three English mobile phone manuals and three Arabic counterparts. After that, the researcher selects thirty English mobile phone neologisms and their translated counterparts in Arabic from the selected mobile phone manuals.

٦. Analysis and discussion

The following section is a quantitative and quantitative analysis of the translation procedures used by mobile phone manuals in order to answer the research questions, which are "What are the translation procedures used in translating mobile phone manual neologisms from English into Arabic? and what are the most frequently used translation procedures by the manuals selected for the study?". The researcher categorizes the selected mobile phone manual neologisms by the mobile phone specifications under each selected trademark namely: iPhone, Samsung, OPPO, and Nokia. Then, the translation procedures are investigated to quantify the most frequently used strategy when translating the selected neologisms by the manuals. The following part discusses each trademark manual in detail.

- **Samsung manuals procedures**

Table ٥،١ shows the translation procedures used by Samsung manuals to translate the selected English neologisms.

Table ٥,١. Samsung manuals procedures

English term	Manual's target term	Manual's procedure
٤G	٤G	Literal translation
Auto Switch	خاصية التنقل التلقائي بين الأجهزة /χaasiiyat ʔaltanaqqul altilqaaʔiy bayna ʔalʔaghiza/	Not translated
Bluetooth	بلوتوث /bulutuuθ/	Literal translation
Fingerprint	بصمة الإصبع /basmat ʔalʔisbaʕ/	Transference
Flash	الفلاش /ʔalfilaaʃ/	Not translated
GPS	GPS	Literal translation
Memory	الذاكرة /ʔalðaakirah/	Literal translation
RAM	رام /raam/	Descriptive equivalence
Screen	الشاشة /ʔalʃaaʃah/	Transference
Storage	تخزين /taχziin/	Not translated
Updates	تحديثات /tahdiiθaat/	Literal translation
USB	USB	Literal translation
Water resistant	مقاوم للماء /muqaawim llimaaʔ/	Transference
Wi-Fi	Wi-Fi	Not translated
Zoom	تصغير الصورة/تكبير /tasɣiir/takbiir ʔalsuurah/	Descriptive equivalence

Accordingly, there are four items, which are not translated including ٤G, GPS, USB, and Wi-Fi. It is noticeable that most of them are abbreviations. Also, the literal translation strategy is used six times to translate the following items: Fingerprint is translated into بصمة الإصبع, Memory is translated into الذاكرة, Screen is translated into الشاشة, Storage is translated into تخزين, Updates is translated into تحديثات, and Water resistant is translated into مقاوم للماء. Transference strategy is used three times rendering

the following items: the word Bluetooth is translated into بلوتوث, the word Flash is translated into الفلاش, the word RAM is translated into رام. Finally, the descriptive equivalence strategy is used twice, translating the word Zoom into تكبير/تصغير الصورة and Auto Switch is translated into خاصية التنقل التلقائي بين الأجهزة.

Table ٥٫٢ illustrates the frequency and percentage rates of each strategy used in translating the selected mobile phone neologisms into Arabic by Samsung English manuals.

Table ٥٫٢. Frequency rates of Samsung manuals procedures

Procedure	Frequency	Percentage
Literal translation	٦	٤٠٪
Not translated	٤	٢٧٪
Transference	٣	٢٠٪
Descriptive equivalence	٢	١٣٪

Hence, the most frequently used procedures by the selected Samsung manuals are literal translation strategy with a percentage of ٤٠٪, transference strategy with a percentage of ٢٠٪, and descriptive strategy with a percentage of ١٣٪, and ٢٧٪ of the selected neologisms are not translated. As a result, the most frequently used strategy by the selected Samsung manuals is the literal translation.

- **iPhone manuals procedures**

Table ٥٫٣ shows the translation procedures used by iPhone English manuals in order to translate the selected neologisms into Arabic.

Table ٥٫٣. iPhone manuals procedures

English term	Manual's target term	Manual's procedure
AirPlay	ميزة البث السريع /miizat ʔalbaθ alsariiʕ/	Descriptive equivalence
AssistiveTouch	اللمس المساعد /ʔallams ʔalmusaaʕid/	Literal translation
Bluetooth	Bluetooth	Not translated
FaceTime	فيس تايم /fayis taaim/	Transference
Fingerprint	بصمة الإصبع /basmat ʔalʔisbaʕ/	Literal translation
Flash	فلاش /filaaʃ/	Transference
iPhone	iPhone	Not translated
Memoji	ميموجي /miymuujii/	Transference
Night mode	نمط الليل /namat ʔallaiyl/	Literal translation
Screen sharing	مشاركة الشاشة /muʃaarakat ʔalʃaaʃah/	Literal translation
Slow motion	التصوير بالحركة البطيئة /ʔltasuwiyr bilharakah ʔalbatiyʔah/	Descriptive equivalence
Time-lapse	تصوير سريع /taswiir sariiʕ/	Descriptive equivalence
Water resistant	مقاوم للماء /muqaawim llimaaʔ/	Literal translation
Wi-Fi	Wi-Fi	Not translated
Wireless	الشبكة اللاسلكية /ʔalʃabakah ʔallaasilkiyyah/	Descriptive equivalence

There are three items which are not translated namely Bluetooth, Wi-Fi, and iPhone. While literal translation strategy is used five times to translate the following words: Fingerprint is translated into بصمة الإصبع, Night mode is translated into نمط الليل, Water resistant is translated into مقاوم للماء, Screen sharing is translated into مشاركة الشاشة, and AssistiveTouch is translated into

اللمس المساعد. Whereas the transference strategy is used three times, rendering the following items: FaceTime is translated into فيس تايم,Flash is translated into فلاش, and Memoji is translated into ميموجي. Finally, the descriptive equivalence strategy is used four times to translate the following items: Wireless is translated into الشبكة اللاسلكية, and AirPlay is translated into ميزة البث السريع, Time-lapse is translated into تصوير سريع, and Slow motion is translated into التصوير بالحركة البطيئة.

Table ٥,٤ illustrates the frequency and percentage rates of each strategy used in translating the selected mobile phone neologisms into Arabic by iPhone English manuals.

Table ٥,٤. Frequency rates of iPhone manuals procedures

Procedures	Frequency	Percentage
Literal translation	٥	٣٣٪
Descriptive equivalence	٤	٢٧٪
Transference	٣	٢٠٪
Not translated	٣	٢٠٪

Hence, the most frequently used procedures used by iPhone in the selected manuals are the literal translation strategy with a a percentage of ٣٣٪, the descriptive strategy a percentage of ٢٧٪, the transference strategy a percentage of ٢٠٪ and ٢٠٪ of the selected neologisms have no translation provided. As a result, the most used strategy by the iPhone selected manuals is literal translation.

- **OPPO manuals procedures**

Table ٥,٥ shows the translation procedures used by OPPO English manuals in order to translate the selected neologisms into Arabic.

Table ٥,٥. OPPO manuals procedures

English term	Manual's target term	Manual's procedure
٤G	٤G	Literal translation
Bluetooth	بلوتوث /bulutuuθ/	Descriptive equivalence
Brightness	درجة السطوع /daragat ʔalsuṯuuʕ/	Not translated
Face unlock	الفتح ببصمة الوجه /ʔalfath bibaṣmat ʔalwagh/	Transference
Flash	الفلاش /ʔalfilaaʃ/	Descriptive equivalence
GPS	GPS	Literal translation
Memory	الذاكرة /ʔalðaakirah/	Transference
Night mode	وضع ليلي /waddʕ lailiy/	Not translated
RAM	ذاكرة الوصول العشوائي /ðaakirat ʔaluusuul ʔalʕaʃwaaʔiy/	Literal translation
Screen	الشاشة /ʔalʃaaʃah/	Literal translation
Selfie Camera	كاميرا سيلڤي /kamiraa silfi/	Not translated
Slow motion	التصوير البطيء /ʔltaṣuwiyr ʔalbatiiyʔ/	Descriptive equivalence
Time-lapse	لقطات متتابعة /laqaṯaat mutataabiʕah/	Descriptive equivalence
USB	USB	Transference
Wi-Fi	واي فاي /wai fai/	Transference

There are three items which are not translated including: ٤G, GPS, USB. The transference strategy is used four times when translating the following items: Bluetooth is translated into بلوتوث, Flash is translated into الفلاش, Selfie Camera is translated into كاميرا سيلڤي, and Wi-Fi is translated into واي فاي. Also, the descriptive equivalence strategy is used four times, rendering the

following words: Brightness is translated into درجة السطوع, Face unlock is translated into الفتح ببصمة الوجه, Slow motion is translated into التصوير البطيء and Time-lapse is translated into لقطات متتابعة.While literal translation is used four times when translating the following words: Memory is translated into الذاكرة, RAM is translated into ذاكرة الوصول العشوائي , Night mode is translated into وضع ليلي, and Screen is translated into الشاشة.

Table ٥,٦ illustrates the frequency and percentage rates of each strategy used in translating the selected mobile phone neologisms into Arabic by OPPO English manuals.

Table ٥,٦. Frequency rates of OPPO manuals procedures

Procedures	Frequency	Percentage
Literal translation	٤	٢٧٪
Transference	٤	٢٧٪
Descriptive equivalence	٤	٢٧٪
Not translated	٣	١٩٪

Hence, the procedures used by OPPO in the selected manuals are all equally employed a percentage of ٢٧٪ namely the literal translation strategy, the descriptive strategy, the transference strategy, and ١٩٪ of the neologisms are not translated. As a result, the most used procedures by OPPO manuals are the literal translation, descriptive equivalence and transference equally.

- **Nokia manuals procedures**

The following Table ٥,٧ shows the translation procedures used by Nokia English manuals in order to translate the selected neologisms into Arabic.

Table ٥.٧. Nokia manuals procedures

English term	Manual's target term	Manual's procedure
٤G	٤G	Not translated
Bluetooth	Bluetooth	Not translated
Brightness	سطوع /sutuwʕ/	Literal translation
Face unlock	فتح وضع الإغلاق بالتعرف على الوجه /fath wadʕ ʔaliɣlaq biltaʕaruf ʕala alwagh/	Descriptive equivalence
Flash	كشاف /kaʃaf/	Literal translation
Headphone	سماعة الرأس /sammaʕat ʔalraʔs/	Descriptive equivalence
Memory	الذاكرة /ʔalðakirah/	Literal translation
Nano	شريحة اتصال نانو /ʃariyhat ʔitisal nanuw/	Descriptive equivalence
Night mode	الوضع الليلي /ʔalwadʕ ʔallaiylyi/	Literal translation
RAM	ذاكرة الوصول العشوائي /ðakirat ʔaluwsuwl ʔal ʕaʃwaʔiy/	Literal translation
Screen	الشاشة /ʔalʃaʃah/	Literal translation
Storage	سعة التخزين /siʕat ʔaltaχzyin/	Descriptive equivalence
USB	USB	Not translated
Wi-Fi	Wi-Fi	Not translated
Wireless	لاسلكي /lasilkiy/	Literal translation

There are four words which are not translated namely: ٤G, Bluetooth, USB, Wi-Fi. As shown in the following table, the descriptive equivalence strategy is used four times to translate the following items: Face unlock is translated into فتح وضع الإغلاق بالتعرف على الوجه, Headphone is translated into سماعة الرأس, Nano is translated into شريحة اتصال نانو, and Storage is translated into سعة

التخزين. While literal translation is used seven times in order to translate the following words: Flash is translated into كشاف, Memory is translated into الذاكرة, RAM is translated into الوصول العشوائي, Screen is translated into الشاشة, Updates is translated into تحديثات, and Night mode is translated into الوضع الليلي, and Brightness is translated into سطوع.

Table ٥،٨ illustrates the frequency and percentage rates of each strategy used in translating the selected mobile phone neologisms into Arabic by OPPO English manuals.

Table ٥،٨. Frequency rates of Nokia manuals procedures

Procedure	Frequency	Percentage
Literal translation	٧	٤٦٪
Descriptive equivalence	٤	٢٧٪
Not translated	٤	٢٧٪

Hence, the most frequently used procedures by Nokia in the selected manuals is the literal translation strategy with a frequency a percentage of ٤٦٪, the descriptive equivalence strategy of ٢٧٪, and ٢٧٪ of the selected neologisms have no translation given. As a result, the most used strategy by Nokia manuals is the literal translation.

In conclusion, the used procedures frequency by the selected manuals according to the highest use to the lowest use is as follows: literal translation, descriptive equivalence and transference.

Table ٥،٩ shows the collected frequency rates and percentage of the procedures used by mobile phone manuals namely: Samsung, iPhone, OPPO, and Nokia.

Table ٥٬٩. Frequency rates of manuals procedures

Strategy	Frequency	Percentage
Literal translation	١٩	٣٤٪
Descriptive equivalence	١٣	٢٣٪
Transference	١٠	١٨٪
Not translated	١٤	٢٥٪

After analyzing translation procedures used by the mobile phone manuals used in translating the English mobile phone neologisms into Arabic, it can be concluded that the most used procedures are the literal translation, descriptive equivalence and transference procedures. As a result, the literal translation strategy is proven to be the most frequently used strategy by mobile phone manuals a percentage of ٣٤٪. While the descriptive strategy is used with a percentage of ٢٣٪ and the transference strategy has a percentage of ١٨٪ and a ٢٥٪ percentage of the neologisms are not translated.

The following Table ٥٬١ shows the selected English neologisms, their translation in Arabic and their translation procedures.

Table ٥٬١. English neologisms translation and procedures

Source term	Manuals target term	Procedure
٤G	٤G	Not translated
AirPlay	ميزة البث السريع	Descriptive equivalent
AssistiveTouch	اللمس المساعد	Literal translation
Auto Switch	خاصية التنقل التلقائي بين الأجهزة	Descriptive equivalent
Bluetooth	Bluetooth بلوتوث	Not translated Transference
Brightness	درجة السطوع	Descriptive equivalent
Face unlock	الفتح ببصمة الوجه ـ فتح وضع الإغلاق بالتعرف على الوجه	Descriptive equivalent
FaceTime	فيس تايم	Transference
Fingerprint	بصمة الإصبع	Literal translation
Flash	كشاف الفلاش	Literal translation Transference
GPS	GPS	Not translated
Headphone	سماعة الرأس	Descriptive equivalent
iPhone	iPhone	Not translated
Memoji	ميموجي	Transference
Memory	الذاكرة	Literal translation
Nano	شريحة اتصال نانو	Descriptive equivalent
Night mode	وضع ليلي ـنمط الليل	Descriptive equivalent
RAM	رام ذاكرة الوصول العشوائي	Transference Literal translation
Screen	الشاشة	Literal translation
Screen sharing	مشاركة الشاشة	Literal translation
Selfie Camera	كاميرا سيلفي	Transference
Slow motion	التصوير البطيء التصوير بالحركة البطيئة	Literal translation Descriptive equivalent
Storage	تخزين ـ سعة التخزين	Literal translation Descriptive equivalent
Time-lapse	لقطات متتابعة ـ تصوير سريع	Descriptive equivalent
Updates	تحديثات	Literal translation
USB	USB	Not translated
Water resistant	مقاوم للماء	Literal translation
Wi-Fi	واي فاي - Wi-Fi	Not translated Transference
Wireless	الشبكة اللاسلكية	Descriptive equivalent
Zoom	تكبير/تصغير الصورة	Descriptive equivalent

The following Table ٥٫٢ illustrates the frequency rates of the translation procedures used, followed by an illustrative diagram Fig.٥٫١ of the percentage rates.

Table ٥٫٢. Translation procedures percentages

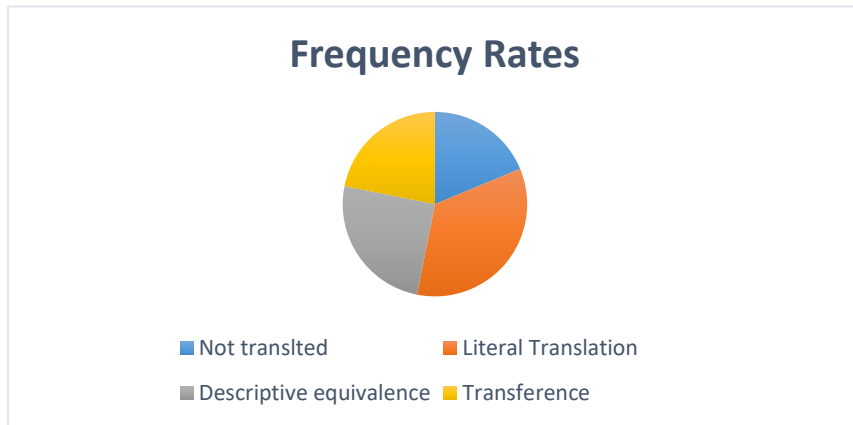| Translation procedures	Percentages
Literal Translation	٣٤٪
Descriptive Equivalence	٢٥٪
Transference	٢٢٪
Not translated	١٩٪

Fig. ٥٫١. Procedures percentage rates

Hence, from the previous illustrative Table ٥٫٢, it can be concluded that there are six neologisms, which are not translated by the mobile phone manuals including GPS, USB, Wi-Fi, iPhone, Bluetooth, and ٤G. In addition, the researcher concludes that literal translation strategy is used ١١ times, the descriptive equivalence strategy is used ٨ times, and transference strategy is used ٧ times.

٧. **Conclusion**

In conclusion, the researcher has thoroughly analyzed the translation procedures used by the mobile phone manuals used in translating English mobile phone neologisms into Arabic. According to the previous analysis, the literal translation strategy is proven to be the most frequently used strategy by the mobile phone manuals ١١ times with a percentage of ٣٤٪, while the descriptive strategy is used ٨ times with a percentage of ٢٥٪. Finally, the transference strategy is used ٧ times with a percentage of ٢٢٪. Therefore, the most used procedures frequency according to the highest use to the lowest use is as follows:

١- Literal translation

٢- Descriptive equivalence

٣-Transference

Hence, the most frequently used strategy by the mobile phone manuals under the trademarks of Apple Inc., Nokia Corporation, Samsung Group (SΛMSUNG), and Guangdong Oppo Mobile Telecommunications Corp. is the literal translation strategy.

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