



Assessing the Quality of the Persian Translation of the Book *Principles of Marketing* Based on House's (TQA) Model

Mahnaz Nemati Moghadam^{1*}, Mehrdad Rezaee²

¹ Faculty of Foreign Language, Islamic Azad University, Central Tehran Branch, Tehran, Iran

² Faculty of Foreign Language, Islamic Azad University, Central Tehran Branch, Tehran, Iran

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Abstract

Translation is evaluated in terms of its forms and functions inside the historically developed systems of the receiving culture and literature. This study aimed to evaluate the quality of the Persian translation of the 14th edition of the original English book *Principles of Marketing* written by Philip Kotler and Gary Armstrong based on House's (TQA) model: overt and covert translation distinction. The book was translated by Dr. Abbas Saleh Ardestani and Dr. Mohammad Reza Saadi. The result of this comparison was dimensional mismatches categorized based on the different dimensions of register including field, tenor, and mode, and overt and covert errors. As a result, the translators of Persian translation did not carry out the criteria completely to have an overt translation according to House's view, which stated that scientific textbooks should be translated overtly, instead they tended to translate the text covertly. All mismatches on the different levels of register also showed that the cultural filter was applied in translation. The findings and outcomes could contribute to the knowledge around the fields of Marketing, Business Management, and Translation Studies. The findings of this study could also result in better translation of marketing texts.

Keywords: Assessment, Distinction, House's TQA model, Overt and covert translation, Translation quality assessment

INTRODUCTION

Throughout history, communication has always been one of the main and fascinating subjects for human beings. According to Yule "when people use language to say something to someone, they are intentionally communicating with each other" (Yule, 2006, p. 8). Language, as the most effective method of communication, has been applied to satisfy the very need of communication. Differences between languages have emerged as a challenging matter for people in the process of

communication and translation has been the solution to get out of the predicament. In this respect, translation is a process of rendering meanings, ideas, or messages of a text from one language to other languages. According to Bell, "translation is the expression in one language (target language) of what has been expressed to another (source language) preserving semantic and stylistic equivalences" (Bell, 1991, p. 5). Translation is a process in which the translator first analyses the message of the source language into its simplest and structurally clearest forms, then transfers it at this level, and finally restructures it to the level in

*Corresponding Author's Email:

mah.nematimoghaddam.lng@iauctb.ac.ir



the receptor language that is most appropriate for the audience which the translator intends to reach (Nida, 1969). Newmark states "translation is rendering the meaning of a text into another language in a way that the author intended the text" (Newmark, 1988, p.5). Nida defines that " translation consists of reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and second in terms of style" (Nida, 1982, p. 12). Munday asserts "both written and spoken translations have crucial roles in inter human communications" (Munday, 2008, p. 5). Another idea about translation refers to Bell who said that translation is a purposeful profession which has its own goals and objectives and a translator is obliged to further our understanding of language (Bell, 1991). As Catford pointed out translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL) (as cited in Hartono, 2009). The final definition of translation refers to House who explains that translation as a process in which a text in the source language is replaced by a semantically and pragmatically equivalent text in the target language. Through this process, the meaning should be preserved with the same function from source text (ST) to target text (TT).

There are many kinds of translation such as: Gist Translation (Hervey & Higgins,1992); Horizontal Translation (Folena,1991); Grammatical Translation (Catford,1965); Homophonic Translation (Kelly,1979); Idiomatic Translation (Beekman & Callow,1974), and (Larson,1984); Gloss Translation (Nida,1964); Machine-aided Translation, MAT, (Sager, 1994); Indirect or Re-translation Translation (Toury,1980,1995); Instrumental Translation (Nord,1991a); Literal Translation (Hockett,1954); Overt and Covert Translation (House, 1977) and so on. House offers a systemic and objective functional- pragmatic model for the assessment of the translation quality and introduces two contrasting modes of translation as overt translation tied to the source language and culture, and covert translation, which is not tied to the source language and cul-

ture. According to her model, some source texts have independent status in the source culture and they are linked to the community and culture, being specifically directed at SL addressees. In order to translate such STs appropriately, it is necessary to produce an overt translation, or one in which the target addressees are quite 'overtly' not being directly addressed (House, 1977). Consequently, in the production of such a TT no attempt is made to produce a "second original", it means that an overt translation "must overtly be a translation" (House, 1986, p. 188). Covert translation is also a term introduced by House (1977) to refer to one of two contrasting modes of translation. The covert translation production can be considered as an attempt to conceal the translated nature of a TT by producing a text which is functionally equivalent to ST. The purpose of covert translation is to produce a TT which is "as immediately and 'originally' relevant as it is for the source language addressees" (House, 1986, p. 188).

Having appropriate translations of different kinds of books containing specialized texts which are the essential needs of academic courses seem to be an important issue that must be taken in to account. According to Newmark (1988) and regarding the fact that specialized texts have their own vocabulary, grammar, and style therefore translating such a texts need professional translators. Tiersma (2010) believes that specialized texts include long and complicated sentences, nominal phrases, special terminology, special technical vocabularies and lexicon and excluding any emotions. Bouharaoui consider that specialized texts are different, to a great extent, from ordinary languages and texts and bring about some features which make them complicated, hard and tough to understand (Bouharaoui 2008).

Previous researchers (e.g. Anari & Ghaffarof, 2013; ATA, 2015; Baker, 201; Colina, 2003, 2008, 2009, 2015; Doyle, 2003; Drugan, 2013; Hatim & Mason, 1990; Hewson & Martin, 199; House, 1977, 1997, 2015; Kiraly, 2005; Melis & Albir, 2001; Melis & Hurtado, 2001; Nord, 1991, 1997, 2005; Williams & Chesterman, 2002) indi-

cated that the evaluation of translation is contingent upon three aspects of translation, which embrace the evaluation of published translations, the assessment of professional translators' works, and evaluation in translation teaching. One of the earliest approaches for evaluating translations was posed by Reiss and Vermeer (1984) who both regarded to target culture norms as a basis for translation quality assessment. They talk about two concepts of "adequacy" and "equivalence" in translation and their differences. They assert that when we have adequacy in translation there is no functional match between ST and TT whereas in an equivalent translation we have functional match between ST and TT. Many other scholars also worked upon translation and quality assessment such as Melis and Albir (2001) who believe that Translation Quality Assessment (TQA) models are based on categorization, classification, and taxonomization to allow analysis of meaning, equivalence, text purpose and discourse register which can be examined in the contexts of structural and functional linguistics, semantics, pragmatics, sociolinguistics and stylistics, and can be implemented using flexible criteria and standards. According to Colina (2009), the advantage of the TQA models stem from being multidimensional as it incorporates functional and contrastive linguistic, contemporary interdisciplinary research on intercultural communication, corpus, psycho, and neuro-linguistic studies. Waddington (2001) also believes that most of the contributions to the translation quality assessment are theoretical and descriptive, and he also explains that there are some main themes which can be regarded as the center of those contributions and some of which are categorized under two subheadings: first, to establish a criteria for a "good translation", and second, to reveal the nature of translation errors. Baker argues that one of the most difficult tasks for translation theoreticians is setting a model for assessing translations (Baker, 2011). According to House (1997), TQA is considered as a sub-field in translation studies and evaluation of the translation quality is possible through TQA mod-

els. It is worth mentioning that House original model (1977, 2nd ed. 1981) of translation quality assessment is based on theories of language use.

Having appropriate translations of the specialized textbooks are the essential needs of academic courses, which seem to be a problematic issue that must be taken in to account. To state the problems of this study, the researcher visited many master degree and PhD degree students, professors, and booksellers. In order to query their viewpoints the researcher had several oral interviews with them at some universities and book markets. Unfortunately, most of them complained about the kinds of difficulties and problems which exist in the translation industry. They believed that all problematic issues had negative effects on the procedures of teaching and learning at universities in Iran. For example some of the translated books, at markets and universities, especially in marketing field, seems not to have high quality and some of them are old. Because of this matter, most of the professors have to teach those outdated versions, the books written by themselves, or original downloaded articles which translated by themselves. Therefore, the quality of the translated academic books was one of the very important issues, which the researcher intended to survey about it. To carry out the study, two research questions were posed as follow: "To what extent has the quality of a Persian translation of the English book "Principles of Marketing" written by Philip Kotler and Gary Armstrong been preserved based on House TQA model considering overt vs. covert translation distinction?" And "To what extent can the overt and covert strategies applied in Persian translation of the English book "Principles of Marketing" make change the translation, considering House TQA model?" Dr. Abbas Saleh Ardestani and Dr. Mohammad Reza Saadi translated the mentioned book.

This study was significant because of its professional setting, which was assessment of the translation quality of a marketing text as a kind of specialized text and the evaluation was based on House's TQA revisited model. The basic purpose

of this analytical, qualitative, and comparative procedure was to apply House model on a Persian translation of the English book "Principles of Marketing" and to come to this conclusion that whether the English book was translated appropriately or not. Finding the kind of strategy used by the translators and to see if the book was translated properly was the other aim of this study. The final purpose of this research was to compare ST and TT profile based on overt and covert method and to find the mismatches and errors in the translated book in order to discriminate that whether the translation was appropriate and qualified or not, and if it was translated overtly or covertly. This research study could be a helpful sample of application of House TQA model on Persian translations of marketing textbooks. The results of this study may be advantageous for professors, instructors and students who work or study in the Translation Studies, Marketing, Business Management, and Economy Management fields. In addition, to improve the quality of marketing translation textbooks the results of this study can be used as a guideline for the beginner translators who are not very familiar or experienced in marketing or other particular and specialized texts. Finally, by recognizing and understanding the mismatches and their results found in this study, other translators can use these findings as a helpful experience for better and suitable translations of the other marketing books in particular, and specialized texts in general.

METHODS

Participants

To avoid subjectivity of the evaluation and for the matter of inter-rater reliability and also in order to have a valid and reliable study two raters were selected as the participants in this study by the researcher. They were experts and completely familiar with English language and marketing texts. The raters studied, analyzed, and compared the same extracted materials with the same theoretical framework. It is worth mentioning that the raters were professional professors in marketing and business management fields at university.

Furthermore, the researcher of this study was taken as the other participant who selected materials and analyzed the data in this research too.

Materials

To accomplish this research, the original English book "Principles of Marketing" written by Philip Kotler and Gary Armstrong, and its Persian translation under the title of "اصول بازاریابی" provided as a material of this study. The mentioned book had many editions and various translators translated each of them into Persian language. In this current research, one of the editions of the original English book and its translation were chosen and analyzed by the researcher as follows: the 14th edition had totally 740 pages; the year of publication: 2012; the place of publication: New Jersey. The Persian translated book, which the first and second volumes were both in one book had 752 pages; the year of publication: 2015; the place of publication: Tehran; the name of publisher: Nashre Etthad. Also Dr. Abbas Saleh Ardestani and Dr. Mohammad Reza Saadi translated the mentioned book.

Procedure

To conduct this research the following steps were taken. First, based on the above mentioned model, the researchers selected one paragraph from every thirty pages up to the end of the original English textbook, the 14th editions, "Principles of Marketing" as a source text. Second, as a target text, the same paragraphs were selected in the Persian translated book. Third, the selected paragraphs of the English textbook were in order to produce source text profile of filed, tenor, mode, genre and its function. Fourth, the researcher also read the selected paragraphs of the Persian translated text comparatively with the English counterpart (parallel translation) to produce target text profile in a way of source text. Fifth, both texts were analyzed based on the House TQA (1997) revisited model to test the feasibility of implementing the model. Sixth, the researcher recognized the errors in sentences and separated them. Seventh, the types of errors were clarified in sen-

tences according to House model. Eighth, the researcher presented the percentages of the errors and date analysis based on the process of assessment. Ninth, two raters were asked to evaluate the finding of the study by applying House TQA model (1997) in order to remove subjectivity from the results of the study.

Design and Analyses

As a theoretical framework for this research, House's (1997) model of translation quality assessment was used. The model is based on linguistic-oriented approach and pragmatic theories of language use. House's model (2001, p. 145) focuses on register analysis of both ST and TT. It provides for the analysis of the linguistic-discoursal as well the situational-cultural particularities textual and registers analysis of profiles of both source and target texts. In other words, this model is functional and encompasses different dimensions of text such as linguistic, pragmatic and discourse. Therefore this register analysis was done according to the realization of the register consisted three components through lexical, syntactic, and textual means (as cited in Munday, 2008). Textual means includes iconic linkage, clausal linkage, and theme-dynamics. The model operates at different levels of analysis and first of all it begins from the level of individual textual function, after that, it goes to two levels first register and then genre and finally ends at the level of language or text. In the level of register analysis there are three dimensions that include field, tenor, and mode. Field refers to the subject matter and social action and covers the specificity of lexical items. Tenor covers participant relationship including author's provenance and stance, social role relationship and social attitude. Finally, mode refers to channel (spoken or written, etc.) or medium of communication and participation between writer and reader (monologue, dialogue, etc.) in the text. The channel can be 'simple', i.e. 'written to be read' or 'complex', e.g. 'written to be spoken as if not written'. Participation can be 'simple', i.e. a monologue with no addressee such as participation built into the text,

or 'complex' with various addressee involving linguistic mechanisms characterizing the text. Comparing ST profile with TT profile bring about mismatches between the two profiles. Dimensional errors and mismatches are referred to as covert errors, whereas, mismatches of the denotative meanings or breaches of target language system are overt errors.

DATA COLLECTION AND ANALYSIS

It is worth mentioning that Field is associated with ideational meaning, which consists of three sections. Lexical Means, on Field, refers to the existence of marketing specific lexicon which specify that the text belongs to the marketing field, for example: "marketing", "consumers", "market offerings", "selling concept", "marketing management", "market". Syntactic Means, on Field shows the frequent use of passive voice as a common and normal way in academic writing such as: "are subsumed", "being well spent", "is increased", "are strongly affected", "has been enacted", and "are backed". The last section of the Field is Textual Means, a strong cohesion, achieved through the use of additive, adversative, alternative, causal, explanatory or illative relations between clauses such as: "although", "thus", "or", "and", "so that", "but", "however", "and", "not only", "but also", "therefore".

Tenor refers to participant's relationship including author's provenance and stance which refers to idiosyncratic features of language. Social Role Relationship analyzes the role of relationship between addresser and addressees which may be either symmetrical or asymmetrical. The last one is Social Attitude which shows the degree of social distance or proximity resulting in relative formality or informality. House categorized Social Attitudes in tripartite divisions as formal, informal and consultative style (1997). Both authors' temporal, social, and geographical stance are as follows: Gary Armstrong is the Crist W. Blackwell Distinguished Professor of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. He holds undergraduate and

master's degrees in business from Wayne State University in Detroit, and he received his PhD in marketing from Northwestern University. Dr. Armstrong has contributed numerous articles to leading business journals. Philip Kotler is the S. C. Johnson and Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management, Northwestern University. He received his master's degree at the University of Chicago and his PhD at M.I.T., both in economics. Dr. Kotler is the author of *Marketing Management* (Prentice Hall), now in its twelfth and fourteenth editions and the world's most widely used marketing textbook in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 100 articles in leading journals. He is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article in the *Journal of Marketing*. As mentioned above, Lexical Means, on Tenor, shows that it is typical to see the lack of using any emotive items and absence of using any metaphoric lexicon in the academic specialized text like the mentioned book. Syntactic Means, on Tenor, declares frequent use of compound and complex sentences which is normal and very common in academic specialized texts such as: "Today's mature consumers create an attractive market for convenience services for example, Home Depot and Lowe's now target older consumers who are less enthusiastic about do-it-yourself chores than with "do-it-for-me" handyman services and their desire to be active and look as young as they feel makes more-mature consumers good candidates for cosmetics and personal care products, health foods, fitness products, and other items that combat the effects of aging". This long sentence as an example shows the sample of complex and compound sentences in the book as a normal and common way in academic writing which specify that the text belongs to the marketing area. Textual Means, on Tenor, indicates the lack of foregrounded thematic structure to avoid emotive effect. The achievement of a strong cohesion through the repetition of the words: "marketing

research", "marketers", "company-wide strategic planning", "Business portfolio", "marketing investment", "Cause-Related Marketing", "products and services", "purchasing", "buying behavior", "business and trade". These examples are the samples of lack of foregrounded thematic structure to avoid emotive effect as a common and normal way in academic writing which specify that the text pertains to the marketing field.

In Social Role Relationship part it should be mentioned that the aim of the authors of the book "Principles of Marketing" was to familiarize their addressees to Business Management, Marketing, and Economy Management. Although their major addressees are the mentioned field's students, the book is suitable for general readers who have some backgrounds in the fields and are interested in these fields. It is considered of not great importance and it is subservient to the cognitive content of the context. The Author's Personal (emotional and intellectual) Stance includes Lexical Means, Syntactic Means, and Textual Means. For Lexical Means, the frequency of words and phrases which have restricted use in academic marketing texts which are explained, clarified, or defined for the addressees, for example, "marketing concept", "large-scale selling and promotion", "profitable customer relationships", "high production efficiency", "Marketing management", "marketing strategies", "product development", "Smart marketers". These examples show the samples for the addressees as a common and normal way in academic writing which specify that the text pertains to the marketing area. The lack of using personal pronouns, in Syntactic Means, except inclusive we behooves an academic Marketing text such as: "three-pronged corporate sustainability mission", "a comprehensive integrated marketing program", "maintaining profitable customer relationships", "customer satisfaction relative". These examples are the samples of frequency and complexity of noun phrases as one of the major features of academic texts as a common and normal way in academic writing which specify that the text belongs to the marketing field. The Syntactic Means were the

frequency of words and phrases marked due to their restricted use in formal academic treaties and absence of interjections, qualifying modal adverbials and other subjectivity markers. Social Attitude was formal and marked by impersonality due to the fact that it is meant for the education and edification of the readers.

In House (1997) model, Mode relates to the channel "spoken or written" which can be complex, for example, "written to be spoken as if not written", or simple, for example, "written to be read" and the degree to which real participation or potential is allowed between the writers and readers. In the research genre was an academic marketing textbook as an academic specialized text. On Mode Participation of the book was simple: Monologue, because the readers' reactions are never directly elicited, and the participation of the readers is not overt and the medium was simple: written to be read. This medium can be categorized in three aspects: abstract, explicit, and informational. On mode, the Lexical Means adverts to the absence of qualifying modal adverbials, interjections, gambits, and other subjectivity makers typical of the spoken mode. The frequency of words and phrases marked due to their restricted use in formal academic treaties. The syntactic means were presence of the absence of elliptical clauses, contractions, contact parentheses, and comment parentheses, and any kind of spoken language signals such as, you see, you know. This is an example: "Because of such problems, many companies have dropped formal matrix methods in favor of more customized approaches that are better suited to their specific situations moreover, unlike former strategic-planning efforts, which rested mostly in the hands of senior managers at company headquarters, today's strategic planning has been decentralized". The example is the sample of placing of expanded subordinate clauses of purpose before the main clause as one of the major features of scientific and academic texts. Textual Means showed that the text is predominantly emic. There are no pronominal references to the addresser and the addressees. Therefore the text is

largely determined through text-immanent criteria and is marked by an explicitness and elaborateness typical of written mode. These are examples: "Most of Zappos.com's business is driven by word-of-mouth and customer interactions with company employees.", "The marketers of toys and other children's products have been similarly battered, often with good justification.", "That product idea has been moved onto the fast track for consideration". These examples are the samples of the frequent use of passive voice as one of the major features of scientific and academic texts.

Breaches from Source Language System:

Omissions refer to those missed parts like some words, phrases, sentences, and some paragraphs in the translation text which were not translated by the translators. For example, the underlined part was omitted from this sentence: With higher volume, TI becomes more efficient "and gains economies of scale". As a result, the average cost tends to decrease with accumulated production experience, (p. 296). This sentence was translated to:

با افزایش حجم تولید، راندمان تی.آی افزایش می یابد و در نتیجه، متوسط هزینه معمولاً با بکارگیری تجربه تولید مترکام کاهش می یابد.

Note: The meaning of the underlined part has a very important effect on the whole meaning of the sentence so by omitting the words, a significant change of meaning happened in the sentence and it loses the dimension of meaning. In the economics dictionary, the phrase "economies of scale" is translated to:

"صرفه جویی مقیاس (فرآوری زیاد که با ازدیاد فروش و کم شدن قیمت همراه است)"

The underlined omitted part in the sentence could be translated to:

با افزایش حجم تولید، راندمان تی.آی افزایش می یابد و به "صرفه جویی مقیاس (فرآوری زیاد که با ازدیاد فروش و کم شدن قیمت همراه است) می رسد". در نتیجه به موازات انباشت تجربه تولید، متوسط هزینه رو به کاهش می گذارد.

Those parts which were translated wrongly refer to wrong selections. For example, the under-

lined parts were translated wrongly in the sentence: The people who do the selling go by many names, including "salespeople", agents, "district managers", "sales representatives", "account executives", sales consultants, and sales engineers, (p. 464). These underlined parts were translated to:

افرادی که کار فروش را انجام می دهند، اسامی زیادی به خود می گیرند، مانند: "پرسنل فروش"، نمایندگان فروش، "مدیر ناحیه"، "مسئولین اجرایی بخش رابطه با مشتری"، مشاوران فروش، مهندسين فروش، "عاملان و نمایندگان رابطه با مشتری" که تعداد قلیلی از این اسامی هستند.

Note: These phrases are jargon words (specialized vocabularies) in the marketing field. The wrong selections made the meaning of the sentence completely change. The underlined part in the sentence could be translated to:

کسانی که کار فروشندگی انجام می دهند اسامی زیادی دارند که عبارتند از: "فروشنده گان"، نمایندگان فروش، "مدیران ناظر بر فروش در منطقه"، "متصدیان اجرایی رسیدگی به حساب های فروش"، "متصدیان بخش روابط عمومی" مشاوران فروش و مهندسين فروش.

Breaches from Target Language System: Cases of Ungrammatically Clear Breaches of Target Language System:

(I). In English language and translations, it is very common and normal when several dependent clauses come with an independent clause and the verbs of the dependent clauses come with an independent clause, so the verbs of the dependent clauses may follow after another. In English grammar such structure is called the cases of ungrammatically but this kind of structure is completely unconventional, unlike, and wrong in Persian translations and language, (Najafi, 2011). The underlined part was the examples of cases of ungrammatically: Consumers' needs and wants "are fulfilled" through "market offerings", (p. 6). The underline parts in the sentence were translated to:

نیازها و خواسته های مصرف کننده از طریق آنچه که در بازار "در معرض فروش است برآورده می شود".

Note: In the sentence a dependent clause comes with an independent clause. This structure in Persian language and translations is completely different from English language and translations. This kind of structure in which using two or more verb at the end of the sentence is completely abnormal, unnatural, and wrong in Persian language and translations. Instead, the underlined parts in the sentence could be translated to:

از طریق آنچه که در بازار "عرضه می شود" نیازها و خواسته های مصرف کننده گان "برآورده می شود".

(II). Translation of articles from English language into Persian language which is completely wrong (Solhjoo, 2012). The underlined part is the example of translation of articles from English to Persian in the sentence: Most companies first organize "an" export department, then create "an" international division, and finally become "a" global organization, (p. 573).

اغلب شرکت ها ابتدا "یک" واحد صادرات تشکیل می دهند، سپس "یک" بخش بین المللی ایجاد می کنند و در آخر به "یک" سازمان جهانی تبدیل می گردند.

Note: All the explanation mentioned above is applicable in this sentence too. In this sentence there was no need to translate the article "an" and the noun "division" in the sentence. In addition, both the articles "a" and "an" the nouns "department" and "organization" should be translated to indefinite nouns, so the underlined parts in the sentence could be translated to:

اکثر شرکت ها در ابتدا "واحدی" برای صادرات تشکیل می دهند، سپس "بخش" بین الملل را ایجاد می کنند و سرانجام به "سازمانی" جهانی تبدیل می گردند.

Additions happen when the translator adds some extra elements such as words, phrases, sentences, or examples in translation text that do not relate to the original text. The underlined parts were added to the cases of target language system. For example: The below underlined translated sentence did not exist in the original English book but the translator added this sentence into the Persian translated text, (p. 507).

"آنها می توانند در پایگاه های اینترنتی مانند آی تیونز یا از طریق شبکه های ارائه پادکست مانند پادترک، پادبریج، یا پادشو به دنبال عناوین فایل های صوتی بگردند".

Wrong Substitution has affected ideational functional dimension. The underlined parts were chosen as wrong substitutions to the cases of target language system. For example, Podcasting and vodcasting are "on-the-go", "on-demand" technologies (p. 507). The underline parts in the sentence were translated to:

فایل های صوتی و ویدئویی در زمره جدیدترین فناوری های "سیار" و "مورد تقاضا" هستند.

Note: The translation "سیار" و "مورد تقاضا" was selected as an unsuitable substitution for the words "on-the-go", "on-demand" while there was a good substitution for each word, so the underlined parts could be translated to:

پادکست ها (فایل های صوتی) و وادکست ها (فایل های ویدئویی) در زمره جدیدترین فناوریهای "پویا" و "پُرکاربرد" بشمار می روند.

Wrong Combination of Elements has affected ideational functional dimension too. The underlined parts have been chosen as wrong combination of elements to the case of target language system in the sentences. For example, "The overall advertising objective is to help build customer relationships by communicating customer value", (p. 437). The underline part in the sentence was translated to:

"اهداف کلی مرتبط با تبلیغات عبارت است از کمک به ایجاد روابط بامشتری از طریق اطلاع رسانی در مورد ارزش به مشتری".

Note: The translation was chosen as a wrong combination of elements for the above underlined sentence, which was completely unsuitable while there was a suitable equivalent for each word, so the underlined parts could be translated to:

"هدف کلی تبلیغات کمک کردن به ایجاد برقراری ارتباط با مشتریان از طریق اطلاع رسانی و گرامی داشتن آنها است".

Slight Change of Meaning is another element affected ideational functional dimension. The underlined sentence were chosen as slight change of meaning to the case of target language system: "Perhaps no other area of marketing is changing

so profoundly as marketing communications, creating both exciting and anxious times for marketing communicators", (p. 409). The underline part was translated to:

"می توان گفت هیچ بخش دیگری در بازاریابی با چنین تغییر شگرفی چون بخش ارتباطات بازاریابی رو به رو نیست، که خود برای افراد شکل دهنده ارتباطات بازاریابی موقعیت هایی هم هیجان انگیز و هم هراسناک را خلق می کند".

Note: The translation of above sentence made the whole meaning of the sentence slightly change while there was a suitable equivalent for each word, so the underlined part could be translated to:

"به عنوان بخش ارتباطات بازاریابی شاید هیچ بخش دیگر بازاریابی چنین شگرف در حال تغییر نباشد و همین امر موقعیت هایی هیجان آور و درعین حال نگران کننده برای کارکنان این بخش ایجاد می کند".

Comparison of Original Text and Translation and Statement of the Quality:

According to House (1997), any mismatches along the dimensions are known as errors and these dimensional errors are called covertly erroneous errors. Covertly Erroneous Errors consist of: Social Attitude, Lexical Mismatches, and Syntactic Mismatches. Social Attitude refers to frozen, formal, consultative, or informal style. In this study, social attitude was frozen and impersonal language which showed it was meant for the education and edification of the readers feeds to a large extent into the ideational functional component in an explicit manner, while it feeds the interpersonal one in a quite covert and implicit way. Lexical Mismatches were seen in social attitude since some of informal lexical items and idioms are more formal in Persian translation in marketing texts which made a wide distance between the readers and authors. The underlined part was an example: Consumers' needs and wants "are fulfilled" through market offerings, (p. 6). Note: translation of "در معرض فروش است" instead of "عرضه می شود" was changed the degree of the translation formality. Syntactic Mismatches: Loss of some degree of frozen attitude through the change of correct forms of verbs into incomplete forms of verbs or their omission. For

example: The overall advertising objective "is to help build" customer relationships by "communicating customer value", (p. 437). Note: The underlined verbs were translated into incomplete form of the verbs or their omission such as:

اهداف کلی مرتبط با تبلیغات عبارت است از "کمک
به ایجاد روابط" با مشتری از طریق اطلاع رسانی
در مورد "ارزش به مشتری".

which are samples of syntactic mismatches.

The underlined verbs could be translated into complete form of verb such as:

هدف کلی تبلیغات "کمک کردن به ایجاد برقراری
ارتباط" با مشتریان از طریق اطلاع رسانی و
"گرامی داشتن آنها است".

RESULTS

The result of comparative analysis based on House TQA model (1977) of the analysis of the original English textbook, 14th edition, and its translation has illuminated many mismatches with the dimensions of Field, Tenor, Mode, and a consequent change of the ideational and interpersonal functional components. Droppings, i.e. the omissions, accrued in the translation which means that the translators did not translate some words, phrases, sentences, some paragraphs, all jargon words in the Persian text. Dropping the mentioned items may have many reasons in the translation procedure. Omission can be the result of the conflict between cultures that prevail in the target language and the source language. Actually in the process of translation, some translators may omit the words, which do not have proper equivalents in the TT, or the equivalents of the words may emerge the animosity toward the receivers. Sometimes there are no rational excuses for omitting some words, phrases, sentences, examples, paragraphs, all pictures and marginal information in the Persian translations. Although omitting in translations may have many reasons. Besides omissions, in the procedure of translation many items were added into the context. These kinds of omissions and additions seem to be unnecessary or maybe unsuitable because some of them can sometimes be problematic for some readers. These kinds of

problematic items cause more clarification, explicitness, or obscurity, vagueness, and redundancy, which can be helpful or useless. By adding some words, the meaning of the sentence may shift and by omitting some words, maybe some useful information clears from the texts.

There were also some breaches from target language system in both subdivisions, i.e. the cases of dubious acceptability and the cases of ungrammaticality happened in the context where the translators used literal translation method. Moreover, in many parts of the original text, there were many long sentences consisting of several subordinated clauses but the translators preferred to translate most of them into the short separate sentences that cause confusion and misapprehension of the content for the readers. Such mismatches categorized as addition, omission, wrong selection, and wrong substitution on Field influenced ideational functional dimension. According to House (1997), all the above-mentioned mismatches classified as Overtly Erroneous Errors. It is essential to reveal two other important points, which had the most effect on the result of the translation. In original English book, 14th edition, there were many jargon words – private vocabularies used and understood only by members of a particular group or profession – with their meanings and descriptions written in the margin of each page of the book. Unfortunately, the translators did not pay any attention to them and omitted all the jargon words from the margins of the book. This kind of jargon words are very necessary and indispensable for the authors to transfer the main ideas to the readers and they are very important to easy understanding of the text for the all readers. Furthermore in original English book there are many pictures, which directly match to the context, and they can help to transfer the descriptions or explanations of the examples in the text to the readers. Unfortunately, the translators omitted all the them as if there were not any pictures in the book. The existence of such mismatches can, to some extent, shift the transmission flow of actual and background knowledge defined by House (1997) as ideational function.

On Tenor, these kinds of mismatches along the dimensions author's personal stance, social attitude, and social role relationship affected the interpersonal function but the level of style was not changed and these kinds of mismatches classified as Covertly Erroneous Errors. For example, at the translators' discretion, there were a few sentences or examples contained the names of some popular people, actors, celebrities, the owner of some big famous companies, some well-known brands and companies, but the translators preferred not to mention and translate them. In some cases, the translators changed the name of some brands, companies, or people with others that did not exist in the original book. These kinds of mismatches happen when the translators use special strategies because of cultural filters. Moreover, the findings uncovered that although there were some mismatches on dimension of social attitude, they did not cause to reduce the degree of translation formality. Also, some mismatches were found on the dimension of social role relationship led to change slightly the degree of asymmetrical relationship between the addressees and the addressers or the readers and the authors. All these mismatches affected the interpersonal functional component. To be more specific, the ideational functional components left quite unalterable in a translation, whereas the interpersonal functional component changed slightly in a translation. As a subcategory of the

Tenor, the interpersonal functional component of a translation changed slightly because it was less frozen than the source text in social attitude. This less frozen attitude could be rooted in the use of some vocabularies or expressions, which seem to be inappropriate in marketing texts, and it could also be rooted in using incorrect and incomplete forms of verbs, or using omissions strategy. Finally, on Mode, although there were a number of lexical and dimensional mismatches in the translation, the Genre of the textbooks was not changed and the medium was simple: written to be read. The researcher listed the errors based on all results and findings, mentioned before, in this table as follow:

As the table shows, based on the results and findings the researcher extracted the total numbers of each type of errors. The errors found in the process of data collection were categorized according to the theoretical framework of the study. In this chart the number of errors consist of: Omissions: ten sentences, four phrases, seven words, (total=21); Additions: five very long sentences, four phrases, three words, (total= 12); Wrong Selection: eighteen errors; Case of ungrammatically: six errors; Translation of articles: ten errors; Wrong Substitution: twenty errors; Wrong Combination of Elements: four errors; Slight change of meanings: two errors. The maximum error belonged to the category of omissions with % 24.70 and the minimum one was the slight change of meanings with % 2.38.

Table 1
Frequency and percentage of the types of errors in 14th edition:

No.	Types of overt Errors	Frequency	percentage
1	Omissions	21	% 24.70
2	Additions	12	% 14.11
3	Wrong Selection	18	% 21.17
4	Case of ungrammatically	6	% 7.05
5	Translation of articles	10	% 11.78
6	Wrong Substitution	12	% 14.11
7	Wrong Combination of Elements	4	% 4.70
8	Slight change of meanings	2	% 2.38
	Total	85	%100

DISCUSSION

The main goal of this analysis and assessment study, based on House TQA Model (1997), of this marketing text as a kind of specialized text was to recognize to what extent the quality of the Persian translation was appropriate and qualified for its special addressees. House (1997) believes that in order to translate scientific books, the overt kind of translation is more suitable. After applying the model on the translation as a main text, particular, reliable, and practical conclusions were obtained from this investigation. This study was an attempt to put House TQA model into practice and to provide the answers to the research questions of the investigation. The particular assessment and analysis of the English book "Principles of Marketing" written by Philip Kotler and Gary Armstrong and its Persian translation revealed some facts and problematic issues about scientific books and their translation procedures and also showed what kind of strategies the translators applied in the process of translation. The findings of this research were in accordance with previous studies such as: (Khotaba, & Tarawneh, 2015); (Lauscher, 2000); (Manfredi, 2012); (Martinez-Melis & Hurtado, 2001); (Melis & Albir, 2001); (Melis & Hurtado, 2001); (O'Brien, 2012); (Pym, 2003); (Reiss, 2015); (Williams, 2004, 2009); (House, 1978), and so on, declared that using TQA approach in translation quality assessment is very influential. Regarding to all outcomes, this study showed that the criteria of overt translation were not fulfilled by the translators. In this respect, the translation of 14th edition translated by Dr. Abbas Saleh Ardestani and Dr. Mohammad Reza Saadi seems to be covert kind of translation.

In addition, this study was conducted under some limitations. Although, there were variety and different kinds of marketing reference texts in the markets, the translations of them were not well developed and presented as published. In the world's markets, there are plenty of English reference textbooks, but unfortunately some of them are not available in Iran's markets and also among all of the available ones a number of them

are not translated yet. In order to select the corpora of the study it is essential to compare both source and target text; therefore, those translated books can be examined whose original forms are also available. Although the original English book had several editions, the former ones were old so two recent editions 12th and 14th seemed to be the newest ones. The researcher examined the 14th edition, which was the last edition among all. Furthermore, the translated book has been published by Nashre Ettihad Publisher in 2015, respectively, the mentioned book is the most famous marketing source textbook which is used as a teaching source at universities in Iran.

CONCLUSION

The main goal of the analysis and assessment, based on House TQA Model (1997), of this marketing text as a kind of specialized text was to recognize to what extent the quality of the Persian translation was appropriate and qualified for its special addressees. After applying the model on the translation as a main text, the particular, reliable, and practical conclusions obtained from this study. The researcher attempted to put House TQA model into practice and provide the answers to the research questions. The researcher recognized and found some overtly and covertly erroneous errors after analyzing and assessing source and target text. In this part of the study the researcher would answer to the research questions. The first question of the study was: "To what extent has the quality of a Persian translation of the original English book "Principles of Marketing" written by Philip Kotler and Gary Armstrong been preserved based on House TQA model considering overt vs. covert translation distinction?" Based on the results and findings obtained from the analysis of the original book and its translation, the researcher and raters came to this conclusion that the translators had some overtly and covertly erroneous errors although they tried to follow the authors' aims. House (1997), believes that the suitable method and strategy to translate scientific books is overt translation. According to the analysis and all re-

sults and findings, the translators used the strategies such as: omissions, additions, substitutions, breaches of the target language, and cultural filter, but they paid attention to the author's style. In several cases, the translators tried to manipulate the text which did not sound to be suitable or reasonable. Besides, the translators used the cultural filter strategy throughout the translated text that caused all pictures were omitted and jargon words eliminated. Therefore, it can be concluded that the criteria of overt translation were not fulfilled and the quality of a Persian translation were not preserved completely. In this respect, the translation of 14th edition translated by Dr. Abbas Saleh Ardestani and Dr. Mohammad Reza Saadi seems to be covert kind of translation. Regarding to all outcomes, the researcher would answer the second question of the study: "To what extent can the overt and covert strategies applied in Persian translation of the English book "Principles of Marketing" make change the translation, considering House TQA model?" The researcher encountered a number of overtly and covertly erroneous errors, and some dimensional mismatches. The major error was omission because the translators missed and dropped several parts of the text deliberately or unexpectedly that most of the cases were unjustifiable. The additions used in some parts of the context were unnecessary or maybe unsuitable, because some of them can sometimes be problematic for readers. Wherever the translators chose the wrong equivalents for the words in translation, wrong substitutions and wrong combinations of elements were accrued. Breaches of the target language system specially in slight change of meanings that had the lowest frequency of occurrences among the others did not have so much effect on the quality of translation. Finally, through the analysis of dimensional mismatches in general and analysis of overt errors in particular the researcher and raters could reveal the translators' strategies. In this way, the overt and covert strategies applied in Persian translation of the English book "Principles of Marketing" could make a big change in the translation.

Considering the existence of different TQA methods and different kinds of specialized texts (other than House's model and Marketing texts) following researches could be carried out: One possibility is that the same study could also be carried out on books that have been translated by more translators in order to have more examples, this will lead to more general results. Another possibility is to replicate the study by comparing other languages, texts and cultures. The similar study could be carried out on the marketing texts which are translated from other languages to Persian and vice versa. Furthermore the same study could be carried out thorough other TQA models thus their productiveness and practicability could be evaluated in similar studies. The same study could be done on other academic marketing texts which are being used in universities and are of great importance for the academic courses. It may also reveal some outcomes if the text types are changed, for example, instead of these scientific texts, like those of economics, politics, psychology, law, and the like to be studied.

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Bio data

Mahnaz Nemati Moghaddam is a PhD candidate in the field of English Translation Studies. She has also graduated in English Translation Studies in her master's degree from the Islamic Azad University, Central Tehran Branch in Iran. Her research interests include translation quality assessment, discourse analysis and translation studies . She has been teaching general English to English as foreign language learners for 18 years at different levels.

Email: mah.nematimoghaddam.lng@iauctb.ac.ir

Dr Mehrdad Rezaee is an assistant professor in the Department of Foreign Languages, Central Tehran Branch, Islamic Azad University, Tehran, Iran. He received his PhD in the field of Teaching English as a Foreign Language (TEFL) from the Islamic Azad University, Science and Research Branch, Tehran, Iran. He has been teaching many different ELT courses at the Islamic Azad University in different branches including Tehran Central Branch, Tehran South Branch, Tehran Electronic Branch, and Karaj Branch. Email: meh.rezaei@iauctb.ac.ir