



**Translating Iraqi Advertising and Posts statements
from a Functional Perspective: Commercial and
Sports Discourse**

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The paper is concerned with examining the sports and commercial advertisements in the Iraqi context. The research is situated in both linguistics and translation in terms of examining the way and procedure in which those ads can be translated from Arabic into English from a functional perspective. The data which have been selected for analysis are quoted from social media platforms and sites. We have selected 16 ads from both the commercial and sports domains. It has been found that the translations of ads face a little difficulty as compared to other genres. The translations of both discourses can be done by using a formal language aiming to achieve different goals such establishing social and national solidarity.

Keywords: Advertisements, Functional Approach, Sport Discourse, Rhetoric Devices.

يهتم هذا البحث بدراسة الاعلانات الرياضية والتجارية في السياق العراقي. يقع البحث في كل من اللغويات والترجمة من حيث فحص الطريقة والإجراءات التي يمكن من خلالها ترجمة تلك الإعلانات من العربية إلى الإنجليزية من منظور وظيفي. البيانات التي تم اختيارها للتحليل مقتبسة من منصات التواصل الاجتماعي والمواقع الإلكترونية. لقد اخترنا ١٦ إعلاناً من المجالين التجاري والرياضي. لقد وجد أن ترجمات الإعلانات تواجه بعض الصعوبة مقارنة بالأنواع الأخرى. يمكن ترجمة كلا الخطابين باستخدام لغة رسمية تهدف إلى تحقيق أهداف مختلفة مثل توطيد التضامن الاجتماعي والوطني. الكلمات المفتاحية: الإعلانات، الجانب الوظيفي، الإعلانات الرياضية، الإعلانات التجارية، الوسائل البلاغية

1. Introduction

The translator of commercials and sports texts “advertisements and Posts” from Arabic to English uses a set of strategies, some of which approach the literal perspective, while others approach the creative one. From this standpoint, this study attempted to identify the approach used to translate commercial and sports advertisements from Arabic into English. This study also aims to answer the research question what is the method of creativity by means of which a translation is formulated that preserves the content of the Arabic commercial and sports advertisement? The study also attempted to answer three questions:

1- Is it possible to have an effect of translating the commercial advertisement and sports posts on the foreign recipient equivalent to the effect of the original advertisement on the recipient belonging to the language in which the advertisement was written?

2- What method can the translator use to analyze the discourse of the commercial advertisement?

In this study, the researcher chooses some sports ads and posts which are posted on Facebook by Famous Iraqi figures on the occasion of the Gulf's cup competition. Other data are selected randomly from different social platforms such as Facebook, youtube and Twitter. The researcher has adopted the communicative translation to identify the rhetoric devices which are used for persuading and satisfying the other party.

This study hypothesize that the Arabic texts has different rhetoric devices and their translations into English cannot be as the same as the Arabic in their effects.

1.2 Theoretical Work

1.2.1 The Functional Approach of Translation

Translation studies are a relatively new academic research discipline that has expanded explosively in recent years. And while translation was previously taught within the language learning process or as part of comparative literature, translation workshops, and comparative linguistics courses, the modern approach owes much to the work of James S. Holmes, whose study titled “The Name and Nature of Translation Studies” was developed. The intertwining branches of theoretical, descriptive, and applied translation studies have shaped much of the modern research and helped bridge the widening gap between translation theory and practice (Ghanooni, 2012).

The functional and communicative translation theories that were developed in Germany in the seventies and eighties of the last century transferred translation from being a static linguistic phenomenon to considering it an act of intercultural communication. Reiss' seminal work relates the function of language, text type, and gender to translation strategy. Reiss's approach was later incorporated into Vermeer's highly influential Skopos theory, where the translation strategy is determined by the function of the target text in the target culture. The theory of aim is part of the translational action model proposed by Holz-Mänttari, which places professional commercial translation within a context. Socio-cultural, using business and management terms (Newmark, 1988).

Pym (1995) shows that translation is seen as a communicative transaction involving the originator, delegate, producers, users, and recipients of the source and object texts. In this model, the source text is dethroned and the translation is evaluated not by equivalence of meaning but by its sufficiency according to the objective of

the position of the objective text as defined by the authorization. The Nord model designed to train translators retains the functional context but includes a more comprehensive source text analysis model.

2.3 .Approaches to discourse and diversity analysis:

Discourse and diversity analysis approaches are based on Halliday's systemic functional linguistics model that relates micro linguistic choices to the communicative function of a text and the sociocultural meaning behind it. Julianne House's (1977, 1997) model of diversity analysis is designed to compare a pair of source text–object text with respect to situational variables, gender, function, and language, and to identify both translation method (direct and indirect) and translation errors. House's entry has been criticized for its muddled and "scientific" terminology, yet it offers a systematic way of revealing some important considerations of translation (House, 1977, 2000).

Nord agrees with Vermeer in the fact that the transmission path is subject to the “potential function” that is determined by the needs of the recipient, and is not subject to the “descriptive” function of the original text¹³ that is determined by the writer as approved in linguistic theories. For Nord, translation is nothing more than a “communicative act” embodied in making the appropriate decision according to a specific goal. On this basis, Nord designed an analytical model to train students on functional translation, but it differs with Vermeer, who granted absolute “authority” to the translator in decision-making and believes that the motive determines the goal of the transfer, not the translator. For these reasons, we paid special attention to Nord's approach, which stands as a compromise between Riess's loyalty to the function of the original text and Vermeer's abandonment of it completely (Nord, 1994).

It is worth noting that the Nord model has proven to be effective at the academic and professional levels, and is represented in analyzing what it called “internal parameters” and “external parameters of the text after answering questions. Nord adds that translation is not a linear model that starts directly from the source to the target, but rather a looping model that requires returning to the starting point, i.e., to the original text and analyzing its elements.

2.4 Advertisements: Definitions, Functions and Types

Advertisement is a speech act performed for the aim of persuading others. It is divided based on the things being advertised and the audience whom they are interested in those things (Sidiropoulou, 2008, Valdés, 2013).

2.5 Types of Advertisement

In this part, I will show the most important types of advertisements. There are countless types of advertisements, and there are unconventional images.

2.5.1-Traditional ads

Traditional ads are prints that are distributed to people, banners, and posters, and even television and radio ads. Any advertisement that does not rely on digital platforms can be placed in this category (Reichert, 2002; Moriarty, 1987). Even conferences, organizing competitions and other methods of advertising can also be considered traditional advertising, which has been used for a long time in various industries and fields.

Traditional advertising is still effective even in our current age, there are many who read newspapers, watch TV and walk in the streets. Perhaps it is not the most effective but it is still an available advertising channel (De Vries, et al. 2017).

This type of advertisement is more suitable for service owners (restaurants - medical clinics - tourism companies) because it requires people to go themselves to the place where the service is provided. The disadvantage of this type of advertising is that it cannot target certain groups of people accurately, and it is difficult to evaluate the results as effectively as digital ads (Dahlén and Edenius, 2007).

2.5.2- Digital ads

Digital ads are all types of ads that rely on electronic platforms (websites - search engines - social media platforms - games and mobile applications), which are endless. There are several images of these advertisements which you see almost daily on search engines or when you visit any social media site such as Facebook and YouTube (Taylor, 2009). The most important characteristics of these ads is the ability to determine who you target very accurately (you can choose based on location - gender - interests - social level - search words - targeting followers of a specific site or video) and even retargeting anyone who visited your site or watched your videos at a specific time (Aydın, 2016).

One can also measure the results and test more than one ad until choosing the best among them – unlike traditional ads, in which the testing process is difficult because of the cost. The most important platforms that should be uses for this type of ads are Google Adwords and Facebook Ads. Digital ads are a big sea, so it is

advised to review the following articles, which will help you master the most popular advertising platforms and provide you with a lot of advice .

2.5.3- Indirect advertisements

This type of advertisement is overlooked by many people, since sometimes it is done in an unintended way, for example, that you are the owner of a clothing store, and I buy from you, and because I found the clothes you sell to be excellent, I directed my friends and acquaintances to your store (Nystrom and Mickelsson, 2019).

This type of advertising happens automatically, and it has the effect of magic because it achieves excellent results, because people trust each other more than they trust ads (Nystrom and Mickelsson, 2019).

Because of the power of this type of advertising, companies are exploiting it with influencers and decision makers who are constantly followed by people. Look, for example, at football players, you will find them wearing well-known brands while they are out on the streets or in their normal life activities, and when you see them and admire the clothes or tools they use, you search for and buy them (Ma and Du, 2018).

This is one of the indirect advertisements. The word advertisement may not be seen and one may not know that there is an agreement between these companies and these celebrities to use their products constantly. This type of advertising is called influencer marketing, and it is one of the most effective types of marketing in the modern era.

2.6 The elements that make up the advertisement

After showing the concept of what advertising is and its types in general, and that it is a very powerful tool that any marketer should learn how to use, and we also referred to the definition of advertising campaigns. Therefore, now is the time to highlight the elements of the advertisement, which must be available in any type in order to achieve the required results, so I hope that you focus well on the following elements (Cook, 2001).

2.6.1- Headline

The title is a factor that draws attention in ads, the first words that anyone who looks at an ad reads, so you must tell him about the type or purpose of the ad in order for him to follow the rest of the ad. In the case of video or audio ads, the title is the first sentence the target person hears, or sometimes the title of the video itself. There are many pictures of headlines that attract attention, such as:

- Do you suffer from back pain?
- Did you hear the latest summer offers?
- Relax your mind and forget about stomach pain.

According to the quality of the ad itself, the headline is designed. Social media ads differ from search results ads and advertising banners, which in turn differ from video ads in all its forms (Berthon, et al, 2008).

2.6.2- Ad Copy

The text of the advertisement is the most important element of the advertisement, because it is the means by which the person is persuaded to make the decision that the advertiser wants, so it must be written very professionally. Ad text is the words written in the ad itself, or the words that are mentioned in video ads or audio ads. All types of ads must contain a specific text.

The advertising method must be suitable for the words that are familiar to the targeted people, and they must be strong and influential words that highlight the problems and then come up with a remedy for them, so that the target person is convinced and makes the purchase. The copywriting process has certain stages and style, which is why many marketing experts consider it a very important and necessary skill for every successful marketer. In addition, there are many specialists in this field in the world, whose entire task is to write ad texts, for this we have made a complete guide on how to write a marketing ad (Cook, 2001).

2.6.3- Influencers

Effects are the rest of the ad content (types of fonts - colors - images - transitions and effects in video ads - sound effects. Effects give an aesthetic and creative touch to ads. They are not as important as some people think. There are many successful ads that do not use high-quality images or distinctive colors, but the text of the ads themselves is convincing, which is why these ads succeed. Despite this, attention must be paid to these effects, especially at the present time when tools are available to design and manufacture any effects at the lowest costs (Al-Subhi, 2022).

The process of designing photos and videos is not as difficult as you think, especially after you read the following articles that will help you design photos and videos professionally as quickly as possible, with a full explanation of all the tools and information you need.

3. Previous Studies

In this section, there are some previous studies reviewed by the researcher for the aim of bridging the research gap in the literature studies. The first study has been done by Susini and Ana (2021) to translate the public signs of in Indonesia. The significance of such study was an attempt to help the foreigners get information and to have a positive image of the places they come to. The selected signs were translated into English by depending on the cultural and translation equivalence by House (2015) and the strategies of translation adopted by Malone (1988). It has been focused in this study on the target texts alternatives. They found that public signs can be translated into English can be conducted by using different strategies such as reduction, reordering and condensation.

A second study has been conducted by Korcak (2012). In this study the wordplay advertisements were translated into English. The study has followed the linguistic approach to examine the features of wordplay in the advertisements. The researcher has focused on the expressions that involve humor and the parts or divisions of puns. It has been found that expressions of puns and humor in the discourse of humor “are two complex fields that cannot be possibly examined in a whole extent. However, this work proves that wordplay is in fact a popular tool among advertisers and although puns in advertisement share certain linguistic features with puns in non-advertising, there are some specific ways and forms of using them in ads”.

Another research was conducted by James (2014) who tackled the problems of translating the commercial and sports advertisements and posts. The study depended on the communicative and cultural equivalence theories in their analysis. The selected data were collected by natural observational method from different social sites and social media. The study adopted Sperber and Wilson theory of Relevance by putting more emphasis on the broadening and narrowing of words meaning presuppositions and adding social meaning to the language.

A further study was conducted by Kaszak (2019) to examine the strategies of translating the sports advertisements on the social media particularly on the Facebook platform. It has been found that translating the sports ads can be established and using different types of strategies such as paraphrasing, indirect equivalent, re-ordering, substitutions and borrowing. In addition, the sports texts involved a metaphor that was examined and explained into their plain meaning, for example, “idiomatic expressions, such as to move the goalposts meaning ‘to change rules’. The meanings of all the hereby examined lexically filled expressions involving sports terms are metaphorically motivated. Some of them, however, are also based on metonymy. A closer look at the data indicates that the sports inspired idioms” (P.2).

It is worth mentioning that the previous studies have focused on the translation of advertisements in terms of using both semantic and communicative translation. In addition, no significant problems were found in translating the advertisements into English.

4. Data Analysis

The data selected for the analysis are taken from Facebook platform. The data were divided into two types: sports and Commercial ads. The sport advertisements are those which said on the occasion of the Arab competition, the gulf 25. These data were produced by Iraqi officials and ministers. The commercial advertisements were taken from different websites and social media. They are interested in daily life usage such beauty products, clothes products, home devices, ... etc.

١. سفراء دول الخليج بين اهلهم في #البصرة الفيحاء
٢. العوائل العراقية تستعد لاستضافة الاشقاء من الخليج.
٣. #المنتخب_الوطني يخوض أولى وحداته التدريبية في #البصرة
٤. #البصرة_ديرتكم
٥. #الشارع_البصري ينتظر بشغف انطلاق #العرس_الخليجي
٦. #البصرة_ديرتكم
٧. #البصرة الفيحاء تتزين تحضيراً لعرسها الخليجي
٨. خليجي ٢٥ واثرها في اعاش الاقتصاد في البصرة.
٩. السوداني # :البصرة مقبلة على حدث مهم وضرورة بذل المزيد من الجهود والحرص على تقديم #العراق في هذه التظاهرة الرياضية بأفضل صورة وبما يليق باسمه ومكانته
١٠. احمد المبرقع وزير #الشباب والرياضة :حفل #خليجي_٢٥ سيكون مميزاً ويحمل رسائل عديدة عن حضارة وتاريخ #العراق

١١. متخصصون ببيع اجهزة ومستحضرات التجميل واجهزة الليزر الطبية تجهيز صالونات, تجهيز أطباء تجهيز الأسواق باحدث الاجهزة التجميلية.
١٢. مستحضرات التجميل بمختلف انواعها من مناشيء امريكية وفرنسية واطيالية سوق بغداد الحرة للطور
١٣. نقوم بأيصال العطور الاصلية الى المنازل من مناشئها الاصلية وبأسعار السوق الحرة.
١٤. شركة ضي السمار للتجارة العامة: ان شركة ضي السمار تتميز بكادرها وادارتها التي ترسم المستقبل التجاري وتوقير افضل المنتجات التي تخدم المواطن العراقي كما ان الشركة لديها باع طويل في مجال التسويق والادارة والتصميم في معظم الشركات الاجنبية خارج العراق.
١٥. تهتم شركة TCO بأدق التفاصيل التي تخص منتجات العناية بالبشرة و المستحضرات الطبية التي تكون لها فاعلية كبيرة كما انها حريصة جدا على توزيع المنتجات الى اصحاب المتاجر بالاسعار التنافسية التي تكون البيع بالجملة وايضا تهتم في تجارة واستيراد المنتجات من دولة الصين
١٦. شركة مس سالك هي احدى الشركات التي تنشط في اسطنبول تركيا، نحن فخورون بأن نقدم لكم منتجاتنا بأفضل الأسعار وأكثرها تنافسية وبأفضل جودة.

No.	Syntactic Voice	Rhetorical Devices
SL (1)	Nominal Sentence	بين ألهم
TL (1)	Nominal Sentence	
SL (2)	Nominal Sentence	العوائل العراقية
TL (2)	Nominal Sentence	الاشقاء
SL (3)	Nominal Sentence	-
TL (3)	Nominal Sentence	-
SL (4)	Nominal Sentence	ديرتكم
TL (4)	Nominal Sentence	
SL (5)	Nominal Sentence	العرس الخليجي
TL (5)	Nominal Sentence	
SL (6)	Nominal Sentence	ديرتكم
TL (6)	Nominal Sentence	
SL (7)	Nominal Sentence	تتزين تحضيراً لعرسها الخليجي
TL (7)	Nominal Sentence	
SL (8)	Nominal Sentence	في انعاش الاقتصاد
TL (8)	Nominal Sentence	
SL (9)	Nominal Sentence	مقبلة على حدث مهم وضرورة بذل المزيد من الجهود
TL (9)	Nominal Sentence	
SL (10)	Nominal Sentence	حضارة وتاريخ #العراق
TL (10)	Nominal Sentence	
SL (11)	Adjectival Sentence	متخصصون
TL (11)		
SL (12)	Verbial	من مناشئها الاصلية وبأسعار السوق الحرة
TL (12)	Nominal Sentence	
SL (13)	Nominal Sentence	ترسم المستقبل تخدم المواطن العراقي
TL (13)	Nominal Sentence	
SL (14)	Verbial	ترسم المستقبل
TL (14)	Nominal Sentence	
SL (15)	Nominal Sentence	بأدق التفاصيل
TL (15)	Nominal Sentence	
SL (16)	Verbial	نحن فخورون
TL (16)	Nominal Sentence	

4.1 The Translation of the selected Data

١٧. سفراء دول الخليج بين اهلهم في #البصرة الفيحاء
Gulf states ambassadors are among their family in Al Basra
١٨. العوائل العراقية تستعد لاستضافة الاشقاء من الخليج
The Iraqi families get ready for hosting the brother in Al Gulf
١٩. #المنتخب_الوطني يخوض أولى وحداته التدريبية في #البصرة
The Iraqi National Team takes their first training unit at Al Basra
٢٠. #البصرة_ديرتكم
Al-Basra is your home
٢١. #الشارع_البصري ينتظر بشغف انطلاق #العرس_الخليجي
Al-Basa people is eagerly waiting the launching of The Khaleji Festival
٢٢. #البصرة الفيحاء تنزين تحضيراً لعرسها الخليجي
Al-Basra is decorated preparing for its Gulf festival
٢٣. خليجي ٢٥ واثرها في انعاش الاقتصاد في البصرة
Khaleji 25 and its impact in nourishing the Economics in Al-Basra
٢٤. #السوداني: البصرة مقبلة على حدث مهم وضرورة بذل المزيد من الجهود والحرص
Al Sudani: Al Basra is approaching a significant event and it is very necessary in exerting more efforts and intelligence to present Iraq in this sport event in the best image and to what fit its name and reputation
- على تقديم #العراق في هذه التظاهرة الرياضية بأفضل صورة وبما يليق باسمه ومكانته
٢٥. احمد المبرقع وزير #الشباب والرياضة: حفل #خليجي_٢٥ سيكون مميزاً ويحمل رسائل عديدة عن حضارة وتاريخ #العراق
Ahmed Al Mubaraq: the Ministry of Youth and sport: Khaleji 25 festival will be distinguished and carries many messages on Iraqi civilization and history.
٢٦. متخصصون ببيع اجهزة ومستحضرات التجميل واجهزة الليزر الطبيه تجهيز صالونات, تجهيز اطباء, تجهيز الاسواق, باحدث الاجهزه التجميلية.

We are specialized in selling the beauty devices and makeup and medical laser devices, providing physician, and proving the markets with the beauty devices.

- سوق بغداد الحرة للطور
٢٨. نقوم بإيصال العطور الاصلية الى المنازل من مناشئها الاصلية وبأسعار السوق الحرة.
We deliver the original perfumes to the houses from its origins and with the prices of Free markets.
٢٩. شركة ضي السمار للتجارة العامة: ان شركة ضي السمار تتميز بكادرها وادارتها التي ترسم المستقبل التجاري وتوفر افضل المنتجات التي تخدم المواطن العراقي كما ان الشركة لديها باع طويل في مجال التسويق والادارة والتصميم في معظم الشركات الاجنبية خارج العراق.

The Company of Dhay Alsamar for general trade: This company is characterized with its staff and administration that draws the commercial future and providing the best products that serve the Iraqi citizen. In addition, the company has a long history in the domain of marketing, administration and designing in most foreign companies outside Iraq.

٣٠. تهتم شركة TCO بأدق التفاصيل التي تخص منتجات العناية بالبشرة و المستحضرات الطبية التي تكون لها فاعلية كبيرة كما انها حريصة جدا على توزيع المنتجات الى اصحاب المتاجر بالاسعار التنافسية التي تكون البيع بالجملة وايضا تهتم في تجارة واستيراد المنتجات من دولة الصين

TCO company is interested with the accurate details that concern the skincare products and medical makeup that are massively active. It also interested in distributing the products to the store's owners with the competitive prices.

٣١. شركة مس سالك هي احدى الشركات التي تنشط في اسطنبول تركيا، نحن فخورون بأن نقدم لكم منتجاتنا بأفضل الأسعار وأكثرها تنافسية وبأفضل جودة.

Miss Salik is one of the companies that is active in Istanbul-Turkey. We are proud that we present our products with the best quality and competitive prices.

4.2 Results Discussion

This section is dedicated for discussing the results of translating the Arabic posts and advertisements. The analysis focuses on the functional perspective of the translation into English. The functional perspectives of translation can be found in rhetoric terms and expressions. These functional terms and expressions can serve a pragmatic function in both Arabic and English. Sometimes

it cannot be similar to the functions of the Arabic terms and expressions. The translations of the selected texts serve functional approach in terms of achieving certain aims. These aims can be shown in the following points:

1. Social and National Solidarity [e.g., Among their family]
2. Showing the ability to host such an important event [e.g., get ready for hosting]
3. Enhancing their ability to win the cup.
4. Showing national solidarity.
5. Showing the significant of such sport event.
6. Showing the significant of this event for Iraq.
7. Showing the professionalism in selling the beauty products.
8. Showing the best quality of services in delivering the beauty products.
9. Indicating that the products of beauty will be massively convenient in satisfying Iraqi citizen.
10. Showing that the company is original and has long history in the domain of beauty products.
11. Using words like accurate indicate the professionalism of the company as well as its workers' confidence and faithfulness.
12. Using the expressions "best quality and competitive prices" aims at satisfying and persuading the people to buy such products.

The translations whose above aims shown are listed in the table below:

1. among their family
2. get ready for hosting the brother
3. takes their first training unit
4. Al-Basra is your home
5. The Khaleji Festival
6. carries many messages on Iraqi civilization and history.
7. specialized in selling the beauty devices
8. deliver the original perfumes to the houses from its origins and with the prices of Free markets.
9. that draws the commercial future and providing the best products that serve the Iraqi citizen.
10. the company has a long history
11. with the accurate details that concern the skincare products
12. with the competitive prices
13. We are proud that we present our products with the best quality and competitive prices.

It is worth mentioning here that translation is concerned with accurately reproducing the original text in the target language and is intended for functional content, such as an adapting the text. The translations above can be labelled as creative translation that uses the source text as a point of reference to create an equally persuasive translation, often using the unique expressions and phrasing of the target language. The translator doing creative translation asks questions like "Who is the target audience? What does the entrepreneur in the source text want to tell her/his audience? The goal of a creative translation of the posts and advertisement is to capture the attention of the target audience in the same way that the text did in the original language. This may require adapting the text and changing the vocabulary, or sometimes completely rewriting it to suit the local market. Literal translation can be used in promotional materials and advertisements. Using a literal translation in ads, marketing and publicity materials can make the content look rigid, strange or, at worst, inappropriate, so it's essential to understand the cultural nuances of your target audience, or risk losing potential customers. Here are some reasons to use creative translation: Creative translation should be used when translating poems, songs, and advertisements because it captures more than words, it reproduces music and beauty. This often involves playing on words, rhythm, or alliteration that needs to be conveyed to the target language. Then the end result may not look the same as the source, but it will have the same effect. The translations of the ads create their

own words to attract their target audience, in this case the translator must decide how to take those invented words and give them the same meaning in a different language, by coining a new word in the translated language to give the reader a sense of what the original word means.

It can be found from the selected data for translations the following:

1-The Arabic advertisements and posts involve the nominal sentence more than the verbal and adjectival ones.

2-The use of nominal sentence can functionally assert and emphasize the meaning of the statements and gives an extra meaning.

3-The most of the sport advertisement and posts tend to use metaphorical expressions such as العرس الخليجي البصرة ديرتكم ، بين اهلكم .

4- The translations of such expressions are done by using communicative translations.

5. Conclusion

Based on the data analysis and their findings, the present study has concluded the following:

- 1- This research comes up with a conclusion that the Iraqi advertising discourse can be performed for achieving specific purposes and aims. It is generally intended to persuade the audience to buy the displayed products.
- 2- It has also been found that the nominal sentence is the common structure of Iraqi advertising for commercial and sport discourse.
- 3- Sport advertising discourse in the Iraqi context serve a social function in terms of enhancing the national solidarity between the people who come from other countries.
- 4- Sport advertising discourse also shows the capacity and ability to hold sport events and competition in Iraq.
- 5- The commercial advertising discourse is characterized by using repeated expressions and redundant speech for persuading the costumers.
- 6- The translation of the selected data has been conducted by using both semantic and communicative translation.
- 7- Using the semantic translations for some data did not deviate from the target meaning of the original text.
- 8- Using the communicative translation has been done for some data that involve the metaphorical expressions.

6. Recommendations and Suggestions

Based on the results analysis, the researcher recommends the following:

- 1- It is very necessary for the translators to use cultural equivalent in their translation for the advertisements whether they are sports or commercial.
- 2- Translating the metaphorical expressions in the advertisement should not be translated literally.
- 3- Sometimes, the semantic translation does not distort the meaning of the target language. However, it should not be applied to all types of texts.
- 4- It is also recommended that the metaphorical expressions in the advertisements can be translated by English Foreign language learners and translation students.

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