

# THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES

## An Assessment of Online Translation: A Case of Business Discourse

**Anjejo Mark Odawo**

Part time Lecturer, Department of Languages, Linguistics and Literature  
Rongo University, Kenya

**James Omari Ontieri**

Senior Lecturer, Department of Languages, Linguistics and Culture  
Maasai Mara University, Kenya

**Carren Nyandiba**

Senior Lecturer, Department of Languages, Linguistics and Literature  
Rongo University, Kenya

### **Abstract:**

*The success of economic development in any society to a large extent depends on the availability of information related to business opportunities and infrastructural avenues. In the current digital generation, business activities have transformed from commodity exchange to include different services among them information which is an integral pillar for development. Clients' consumption of information as a pre-requisite to real business planning is a phenomenon that continues to grow by the day. Knowledge and information as anchored in languages of different communities of the world highly depends on translation as a bridge of transmission into the global arena. Today, globalization of information has been made simpler and faster through online translation. Vivid information about raw materials, markets for goods, services, business opportunities and interactions largely depend on the accurate and clear translation of source text into the target text. This article argues that, if a translator produces a translation of business discourses devoid of equivalence, then the knowledge of occurrences in the business world will be shaky. This is likely to negate the efforts of building business relations that are imperative in the achievement of meaningful economic development that the human race is desperately craving for today.*

**Keywords:** Online translation, business discourse, translation equivalence

### **1. Introduction**

In daily engagements, people use language not only to build relations and express their emotions but also to pass information and transmit knowledge. Experiences and knowledge which people need are usually transmitted using different languages. Diverse background and tradition of the human race is a fact that posed a huge challenge in communication particularly by using native languages. This situation makes translation an integral vehicle through which meaning is transferred.

Various scholars such as (Catford, 1965; Nida & Taber, 1969; Larson, 1984; Newmark, 1988a; Mwansoko, 1996; Wanjala, 2011) agree that translation is a process that facilitates communication by transferring meaning and message contained in the source language (henceforth SL) to target language (henceforth TL). The main purpose of translation is to transmit the meaning in the source text (henceforth ST) by using target text (henceforth TT) so as to affect the target audience (henceforth TA) in a way similar to that experienced by source audience (henceforth SA). As such, translation strives to build a communicative relationship that makes TT an echo of the ST.

According to Mwansoko (2016), translation acts as a bridge that links communities that use different languages and that without translation, it would not be possible for certain communities to acquire knowledge, skills and culture of other communities. He says further that the main purpose of translation is to enhance effective communication between speakers of different languages. Because translation has become important in linking the international community and making communication between speakers of different languages in the world possible, it plays a vital role in advancing globalization (Matundura, 2007; House, 2016).

The emergence of trends and perspectives in scientific, technical, legal, business and other fields in the global arena has heightened the need to translate books, newspapers, magazines another works so as to facilitate faster transmission of knowledge. Oduori (2008) says that professions continue to mutate and expand as a result of new inventions. Knowledge emanating from such inventions requires transmission so as to reach people on the other side of the world in a language they understand best. This is to say that, the globalized village continues to rely on translation in order to share and spread knowledge and experiences.

Advancements in information and communication technology (henceforth ICT) have resulted to enormous changes in the transmission of information. This implies that there is a shift from the dependence on common means of transmitting information such as radio, television, newspapers and magazines. As Shitemi (2007) puts it, ICT based communication especially in the news transmission, entertainment and film exhibition has expanded the role of online translation. Today, the globalization of news has been easily enabled through Digital Platforms (henceforth DPs). Though the presentation of online translated news in Kiswahili is a recent phenomenon, people who follow and depend on DPs for translated information are on the increase.

According to Tam *et al.* (2007), DPs is a tool for generating and disseminating information that widely is used in the modern generation because of its ability to instantly globalise discourses that break. On the other hand, Safko and Brake (2009) define DPs as interactive tools through which people collect and disseminate information, knowledge and opinions regarding varied issues. They opine that, this media involves the use of internet in the generation and dissemination of written, audio and audio visual texts. In the definition of Waters and Lester (2010), DPs is seen as a medium used by the public to send messages to each other, interact in groups, express their opinions on issues being discussed, and critique different discourses being shared.

Today, many people embrace and actively engage themselves in online platforms due to the possibility of getting a variety of information from all over the world as soon as news breaks. Today, discourses which are basically written in English (SL) are also relayed to the public through online translation in Kiswahili (TL). However, challenges in translating the generated information on DPs have posed challenges of effective communication in disseminating knowledge, information and experiences. It is on these grounds that this paper assesses the translation of online business discourses and its effect on business opportunities and relations.

## 2. Methodology

This study involved the reading of texts on smart phones and computers in order to generate actual data from DPs. Texts that were identified and extracted were online translated business discourses from English (SL) to Kiswahili (TL). In this study, purposive sampling was used to get appropriate sample of DPs. Out of a population that included *Facebook, Twitter, YouTube, Wiki, LinkedIn, Blogs, Google+, Flickr, Messenger, Pinterest, Telegram, Instagram, MySpace, Viber, Snapchat, WeChat, Tumblr, Skype* and *WhatsApp*, our research selected *Google+* platform. This platform was selected because it carries a variety of prose texts which are very informative. In this platform, our study explored *tuko.com* and *bbc.com*. These sites were purposely sampled because they contain a lot of business discourses that have been translated directly from English to Kiswahili. These sites also provide links that facilitates the reading of TT after ST. *Tuko.com* was selected because it has a lot of business news relating to the economy of East Africa nations. On the other hand, *bbc.com* platform was relied upon in order to get business news relating to the international economies. Data was collected for three months; from July to September 2018. Three months out of 12 months in a year make 25%, a figure which is between 10%-30% as recommended by Mugenda and Mugenda (2003) a sample capable of generating reliable and representative research outcome. In addition, this percentage is close to a sample of 30% as recommended by Kothari (2008) to be representative of the population.

Texts containing the desired data were downloaded and written in a notebook before being sorted, organised and analysed. Data collected included vocabulary, terminologies, phrases, clauses and sentences. Data from the respective sites was analysed by comparing and contrasting ST and TT.

## 3. Theoretical Framework

This research was guided by the Interpretive Theory of Translation that was postulated by Seleskovitch (1968). According to Seleskovitch, translation is more than a mere linguistic exchange where one language is written using symbols of another language. She views translation as a three-level process which is complementarily integrated: comprehension of the meaning in ST, deverbilization and reformulation of meaning. According to this theory, this step by step process is what enables meaning of ST to be transferred and represented in TT.

Seleskovitch (1968) says that a translator should consider the meaning of an expression or the sense in a text so as to transfer it from ST to TT. This means that translation is the interpretation of the writer's idea and that the translator aims at transferring the meaning of ST in a way that elicits similar semantic effect in TT. This is to say that there must be congruence or equivalence in the meaning of TT and the message of ST. She emphasizes that the translator should not be compelled to get linguistic structural paradigm but rather they should strive to get functional equivalences of ST.

The main argument of this theory is that, as a communication activity which seeks equivalence in meaning, translation is executed through the processing of information guided by the understanding that comes with knowledge background elicited by different experiences followed by new definitions from the understanding of the meaning of the message (Monday, 2001). The key thing here is that, after decoding the meaning in ST, the translator encodes the intended sense by explaining it afresh in TL without necessarily being bound by lexical or syntactical rules of the SL. Meaning is therefore reconstructed using functional and contextual linguistic features as opposed to word and sentence correspondence.

## 4. Meaning Expression in the Translated Business Discourse

The main aim of translation is to convey meaning contained ST using TT so as to affect TA in a way similar to the one experienced by SA. This is to say that conveyance of the meaning of ST in TT in a way that elicits the same semantic response from the TA is the essence of translation. Newmark (1988a), Nida (1964) and Cartford (1965) agree that a

successful translation is expected to have important features of thriftiness, clarity and linguistic economy. To facilitate effective communication, the transfer of the message requires the translator to consider the meaning intended in the ST so as to give TT the status of a new edition of ST. This means that a good translation enables ST to find its functionality in TT. According to Newmark (1988b), the primary role of the translator is to ensure adequate conveyance of the message to the TA. In this sense, translation is anchored on prioritizing sense over linguistic structures.

Even though meaning transfer is expected to yield effective communication, sometimes the reality of the translation process may pose challenges of equivalence. According to Mwansoko (1996), linguistic, stylistic, historical and ecological differences between SL and TL may yield in congruencies in translation.

### 5. Exaggeration of Meaning

In the process of meaning transfer, sometimes the translator inserts new linguistic elements not found in the ST in a bid to effectively clarify certain concepts which the translator deems ambiguous. To a large extent, additional explanation which functionally compensates meaning inadequacies posed by lexical synonyms in TL agrees with the basic tenant of Interpretive Theory of Translation which requires the translator to comprehend the meaning in ST, deverbilize and reformulate the meaning. In certain contexts, the inserted linguistic units in TT may not accomplish the anticipated explanatory role. This means that the additional units sometimes exaggerate the message. *Oxford Advanced Learner's Dictionary* (2010) explains exaggeration as a description that makes something seem larger, better, worse or more important than it really is. Thus, it is giving more meaning than is necessary. According to Baker (2000), Interpretive Theory of Translation requires that concepts be explained in a manner that does not elicit additional or different meaning from that in the ST.

Levinson (1983) avers that in communication, one should not divulge more than required. It is therefore important to avoid unnecessary addition of linguistic units in order to retain the original meaning. Exaggeration of meaning manifests more through communicative translation which often ends up adding discourses in a bid to comprehensively present the message to the TA. The following analysis examines the effect of the inserting new linguistic symbols to the TT.

Source Text	Target Text
Over 50 warehouses built on airport land to be demolished before maiden direct flight to US... The properties, including over 50 warehouses, are said to be built on <i>airport</i> land. The decision to demolish them was informed by safety concerns for US bound passengers... The planned demolitions are said to have been reached after safety and terror threats concerns for people travelling to and from the United States.	Zaidi ya majengo 50 kubomolewa katika uwanja wa ndege wa JKIA... Kati ya maghala yatakayobomolewa ni pamoja na majumba hamsini ya kuhifadhi mizigo yaliyojengwa kwenye ardhi ya <i>uwanja huo wa kimataifa wa ndege wa Jomo Kenyatta</i> . Uamuzi kuhusu ubomoaji huo umefikiwa baada ya maswali kuhusu usalama wa raia wa Marekani... Kubomolewa kwa majumba haya kulitokana na maswali kuhusu kero la usalama wa abiria kutoka na kwenda Marekani ikizingatiwa kuwa <i>majumba hayo huenda yakatumika na wahalifu</i> .

Table 1: Discourses with Short Insertions

The phrase '*...majumba hayo huenda yakatumika na wahalifu*' (*...those bungalows may be used by criminals*) that emerges in TT has not been generated from ST. The additional meaning emanating from this insertion explains the reasons for demolishing the said buildings. The message emerging from this additional text hints that the security menace in Jomo Kenyatta International Airport is brought about by these buildings where criminals hide. This means that the demolition of buildings in Jomo Kenyatta International Airport has not been motivated by land grabbing of airport land alone. This additional message may be of help to business people who would be more conversant with TT to be more vigilant about their own safety as they travel by Kenya Airways.

The added meaning in TT does not come from the penetration of discourse not found in ST alone. Additional message may also be caused by the addition of details when translating certain terminologies. The noun '*airport*' in ST has been translated as '*uwanja huo wa kimataifa wa ndege wa Jomo Kenyatta*' (*the Jomo Kenyatta International Airport*) in TT. Therefore, TT identifies the name of the airport referred to in ST. Similarly, these details foreground the international status of the said airport thereby giving more confidence to the business people who would peruse the TT.

Apart from short passages, the insertion of long discourses in TT also ends up exaggerating the meaning. This is evident in the following extract.

Source Text	Target Text
<p>Trump imposes duty on Rwanda clothes. The US has formally locked out apparel products from Rwanda after the East African nation banned imports of second-hand clothes and shoes. President Trump has issued a proclamation suspending duty-free treatment for all clothing from Rwanda just six months after he met President Paul Kagame and called him a friend. Rwanda-made apparel will no longer enter the lucrative American market duty free after President Trump's proclamation. The US government says Rwanda has failed to uphold eligibility criteria for the African Growth and Opportunity Act (Agoa) passed 18 years ago to allow more African product into the US. Rwanda exported apparel worth \$1.5m (£ 1m) to the US in 2017 but that is just 3% of the country's total exports to the US via Agoa. In 2016, Kenya, Tanzania and Rwanda agreed to ban used clothing and footwear by 2019 to protect local textile industries. Kenya and Tanzania backed down after the US threatened to shut out their exports but Rwanda has continued to impose huge tariffs on second-hand clothes and shoes. The US says that an African ban on second-hand clothes threatens 40,000 American jobs but Rwanda has previously said it will no longer be a dumping ground.</p>	<p>Trump azipiga marufuku nguo kutoka Rwanda kuingia Marekani. Marekani imepiga marufuku uagizaji wa nguo kutoka Rwanda, baada ya taifa hilo la Afrika Mashariki kupiga marufuku uingizaji wa mitumba na viatu nchini humo kutoka marekani. Rais Donald Trump ametoa agizo hilo akipiga marufuku uondoaji wa ushuru kwa nguo zote zinazotoka Rwanda kwa miezi sita baada ya kukutana na rais Paul Kagame na kumuita rafiki yake. Kulingana na agizo hilo jipya ni wazi kwamba nguo za Rwanda hazitaingia tena katika soko la nchi hiyo bila kutozwa ushuru. Serikali ya Marekani inasema kuwa Rwanda imeshindwa kuafikia masharti ya sheria ya AGOA iliopitishwa miaka 18 ilipita kuruhusu bidhaa zaidi za Afrika kuingia nchini Marekani. Rwanda iliua nguo zenye thamani ya dola milioni 1.5 nchini Marekani mwaka 2017 lakini hiyo ni asilimia 3 pekee ya bidha inazouza nchini Marekani. Mwaka 2016, majirani wa Afrika mashariki Kenya, Tanzania na Rwanda zilikubaliana kupiga marufuku nguo zilizotumika pamoja na viatu kufikia 2019 ili kulinda viwanda vya nchini. Kenya na Tanzania zililalimu amri baada ya Marekani kutishia kupiga marufuku bidhaa zao zinazoelekea nchini humo lakini Rwanda imeendea kuwekea ushuru mkubwa nguo hizo pamoja na viatu. Rais Trump na mwenzake wa Rwanda Paul Kagame walijadili biashara walipokutana mnamo mwezi Januari nchini Switzerland lakini hakuna hata mmoja wao aliyezungumzia mzozo kuhusu nguo hizo. Marekani inadai kwamba marufuku dhidi ya nguo zilizotumiwa barani Afrika itawanyima raia 40,000 kazi, lakini Rwanda ime sema kwamba haitakubali kuwa 'jaa.'</p>

Table 2: Discourses with Long Insertions

This table shows the insertion of long discourse in TT that has not been generated from ST. The sentence '*Rais Trump na mwenzake wa Rwanda Paul Kagame walijadili biashara walipokutana mnamo mwezi Januari nchini Switzerland lakini hakuna hata mmoja wao aliyezungumzia mzozo kuhusu nguo hizo*' ('President Trump and his counterpart from Rwanda, Paul Kagame discussed business relations in Switzerland but none of them mentioned anything about the standoff concerning second hand clothes') is an extra discourse that expanded the meaning of ST. The additional information generated here relates to a face to face meeting that discussed business related issues between US president Trump and his Rwandan counterpart, Paul Kagame in Switzerland. Their talks failed to address business conflicts concerning second hand clothes being imported from the US to Rwanda.

Although the insertion of additional discourse in the TT is usually aimed at helping the TA receive the message more clearly as attested by Nzioka (2015), it has been proved that the explanation ultimately exaggerates the meaning. It is likely that the translator had more information outside the discourse about previous happenings. According to Interpretive Theory of Translation, additional discourse which is not generated from ST is supposed to aid the translator in transferring the meaning effectively. However, in this context, this information has led to the generation of TT that does not resemble the ST.

Apart from the exaggerated translation which compromises pragmatic congruence, the introduction of the extra elements leads to the violation of the sequence of linguistic units of the ST. This may get to a point where TT looks more of a description of ST thereby losing its status of being an exact version of ST.

## 6. Distortion of Meaning

According to Oxford Advanced Learner's Dictionary (2010), to distort is to change or twist the shape, appearance or sound of something so that it is strange or not clear. According to Bakhressa (1992), distortion is the breakdown of meaning or an act. Translation of a discourse should be done in a manner that maintains similarity and assures clarity (Nida, 1964). Sometimes the translation may fail to meet this basic requirement thus making the message somewhat different or corrupted. Distortion of the meaning becomes evident when translation portrays ambiguity. Mwansoko

(2016) on the other hand points out that distortion of the meaning emanates from wrong interpretation of information contained in SL when transferred to TL. The following analysis manifests message distortion in TT.

Source Text	Target Text
<p>“It’s always a great pleasure meeting with one of Kenya’s most famous sons, President Barack Obama. He spoke very passionately about his <i>foundation</i> and particularly the empowerment of the youth and I commend both him and his sister Auma Obama for the commendable job,” Raila said in a facebook post seen by TUKO.co.ke on Sunday.</p>	<p>Kila mara ni furaha kubwa mno kukutana na mtoto wa Kenya ambaye ni maarufu sana, Rais Barack Obama. Alizungumza kwa makini sana kuhusu <i>msingina</i> hasa kuwawezesha vijana na nawashukuru sana wote, yeye na Auma Obama kwa kazi nzuri wanayofanya,” Raila alisema kupitia ujumbe wa Facebook ambao TUKO.co.ke iliusoma Jumapili.</p>
<p>Kenya Airways makes first direct flight to USA with Uhuru Kenyatta on board. The president met business and corporate leaders during a dinner hosted by Kenya Airways in New York. He lauded KQ and its partners for making the direct flight between Kenya and US <i>become a reality</i>. The dinner was attended by top travel operators and investors seeking partnerships to <i>accelerate</i> America investments in Kenya as the direct flights were expected to open new frontiers in enhancing tourism, trade and investment opportunities.</p>	<p>Kenya Airways yafanya safari yake ya kwanza ya moja kwa moja Amerika ikiwa imembeba Uhuru Kenyatta. Rais alikutana na viongozi wa biashara na mashirika wakati wa maakuli yaliyoandaliwa na Kenya Airwaya mjini New York. Alipongeza KQ na washiriki wake kwa kufanya safari za ndege moja kwa moja kati ya Kenya na Amerika <i>kuwa uhalisia</i>. Maakuli hayo yalihudhuriwa na vigogo wa usafiri na wawekezaji wanaotaka <i>kuhakikisha</i> uwekezaji wa Amerika na Kenya huku safari za moja kwa moja zikitarajiwa kufungua mikondo mipya katika kuboresha nafasi za utalii, biashara na uwekezaji.</p>
<p>The DP said SGR is not a matatu and Kenyans should not expect cost of operation to be the same. He said the government was yet to recoup the KSh 320 billion that was used to build the SGR...But Ruto said there was no need to worry <i>because the SGR would start generating enough revenue to cater for the loan and operations once it breaks even by 2020</i>.</p>	<p>Naibu rais William Ruto alisema kuwa reli ya sasa ya kisasa maarufu kama SGR sio matatu na hivyo Wakenya hawafai kutarajia gharama yake kuwa sawa. Alifichua kuwa serikali ingali bado na deni la KSh 320 bilioni, pesa zilizotumika kuunda SGR...Ruto alisema kuwa hakuna haja ya kuhofu kwani <i>SGR itanza kulipia deni hilo mwishoni mwa 2018</i>.</p>
<p>South Africa’s finance minister Nhlanhla Nene has quits after admitting meeting members of the Gupta family, who have been accused of <i>corruption</i>. President Cyril Ramaphosa said he accepted the resignation “<i>in the interests of good governance</i>.” The Guptas have been accused of working with former President Jacob Zuma to secure government contracts and determine cabinet appointments.</p>	<p>Waziri wa Fedha Afrika Kusini Nhlanhla Nene amejiuzulu wadhifa wake baada ya kukubali kuwa aliwahi kukutana na familia ya Gupta ambayo inakabiliwa na mashtaka ya <i>rushwa</i>. Rais Cyril Ramaphosa amesema amekubali uamuzi wa waziri huyo <i>ili kulinda maslahi ya serikali</i>. Familia ya Gupta ambayo ni ya wafanyabiashara imekuwa ikituhumiwa kuwa na ukaribu usio wa kawaida na rais wa zamani wa nchi hiyo Jacob Zuma ambapo yadaiwa walishirikiana katika kughushimikataba ya serikali. Gupta pia yadaiwa walikuwa na ushawishi katika uteuzi wa baraza la mawaziri.</p>
<p>Obama urged African leaders to desist unjust acquisition of wealth...He said there was no need to raid the public coffers to amass wealth...He urged leaders to embrace <i>inclusive capitalism</i> to ensure equitable distribution of resources.</p>	<p>Obama aliwataka viongozi wa Kiafrika kujiiipusha na utajiri unaopatikana kwa njia isiyo ya haki...Alisema hakuna haja ya kuvamia mali ya umma ili kujitwalia utajiri...Aliwasihii viongozi kufuata <i>mfumo wa ubepari</i> iliku hakikisha usawa katika usambazaji wa rasilmali.</p>

Table 3: Economic Discourse with Distorted Meaning

According to the context of this excerpt, the headword ‘*foundation*’ has directly been translated as ‘*msingi*’. The direct translation has distorted the intended message in the ST. The appropriate contextualized translation in the TL should be ‘*wakfu*’. According to the text, Obama runs an institution that helps the unprivileged in the society, especially the American youth by providing them with basic needs and services such as food, medication and education so as to empower them economically in the future. Therefore, the word ‘*msingi*’ whose meaning is an ordinary foundation distorts the intended sense.

In the business discourse about the inauguration of direct flights from Kenya to USA, the phrase ‘*...become a reality*’ has been directly translated as ‘*...kuwa uhalisia*’. The main ideal expressed in this discourse is the attainment of

direct flights from Kenya to USA. It is in this regard that president Uhuru Kenyatta lauded Kenya Airways for their efforts that led to the success of this plan. The message would have effectively been conveyed had the translator used the word 'kutimia' or 'kufanikiwa' whose meaning is 'to become possible' or 'to be successful' respectively. 'Uhalisia' (reality) is a general and slippery concept whose use is hard to delimit as evidenced in this case. This distortion of meaning could cause confusion concerning direct flights from Kenya to USA thus crippling the speed and the volume of trade between Kenya and USA.

'Accelerate' is a verb which is defined by *Oxford Advanced Learner's Dictionary* (2010) as to make something happen faster or earlier than expected. The translation of this verb as 'kuhakikisha' in this discourse is defined by TUKI (2013) as an act of confirmation. The concept intended by the translator is the efforts to double or speed up business and investment relations between Kenya and USA through direct flights between the two countries. Normally, business that requires speeding up is one that has already been confirmed in the sense that it is already ongoing. Thus 'kuhakikisha' does not come out as an appropriate translation of 'accelerate'. The use of the verb 'kuharakisha' (speed up) or 'kuzidisha' (increase) would have been more apt in the transference of this concept.

The discourse concerning the construction of SGR is made up of two parts. The first part of ST 'But Ruto said there was no need to worry...' has a precisetranslation in TT, that is 'Ruto alisema kuwa hakuna haja ya kuhofu...' However, the second part of ST, '...because the SGR would start generating enough revenue to cater for the loan and operations once it breaks even by 2020' has been translated in a manner that elicits different semantic response, that is, '...kwani SGR itaanza kulipia deni hilo mwishoni mwa 2018' ('...because SGR will start repaying the debt at the end of 2018'). The ST points out that SGR project will complete the repayment of the loan used in its construction and start generating income by 2020 whereas the TT reveals the time that the SGR will start repaying the loan which was used in its construction which is the year 2018. The meaning brought forth is distorted because the information got by reading the ST and the TT is nearly totally different. Whereas ST serves to encourage the investors to invest in transportation businesses from the statement that the rail company anticipates to break even, TT does the opposite by associating the rail company with debts.

On the other hand, 'corruption' has been translated as 'rushwa' (bribe). *Oxford Advanced Learner's Dictionary* (2010) defines 'corruption' as a dishonest or illegal behavior, especially of people in authority. Acts of corruption includes giving/receiving of bribes, immorality, depravity, filthiness, misuse of authority, biasness in job or resource distribution, stealing and misappropriation of public resources. According to this discourse, the Gupta family has been accused of their involvement in misconducts such as bribery, using their financial influence and close friendship to the former South Africa president, Jacob Zuma to get government contracts and to influence the appointment of their cronies into the cabinet of South African government. The use of the noun *rushwa* (bribe) distorts the message and narrows the meaning because it only represents a small section of 'corruption.' The noun *ufisadi* which is a direct equivalence of *corruption* should have been used to sufficiently represent this concept. Nevertheless, it seems the translator chose this word because of the conventional understanding that corruption is majorly manifested through bribes.

In this very discourse, the resignation of the finance minister, Nene, is 'a way of ensuring principles of good governance. This is the concepts brought forth in the ST '...in the interests of good governance. The translation '...ili kulinda maslahi ya serikali' ('in order to cater for government interest) does not sufficiently convey the message. Just like any other government, the government of South Africa has many interests and responsibilities to its citizens. Thus, this translation appears to be too general and therefore fails to specify the principles of good governance as is explicitly communicated in ST.

In another business discourse, 'He urged leaders to embrace *inclusive capitalism* to ensure equitable distribution of resources' has been translated as 'Aliwasihi viongozi kufuata *mfumo wa ubepari* ili kuhakikisha usawa katika usambazaji wa rasilimali.' The message sent by the former US president to African leaders is about economic system in which there is equitable distribution of resources despite individuals striving to produce those resources. Therefore, the concept that arises from the terminology *inclusive capitalism* is the inclusion of the entire public in enjoying the resources generated in the country. On the other hand, *ubepari* (capitalism) is an economic system that enables a few individuals to privately own resources and key means of economic production in a country. Capitalism allows a few individuals to amass wealth whereas majority of the citizens languish in poverty. The meaning presented in ST and TT are contradictory. In the process of translation, different terminologies are sometimes used to express a given concept. In such a situation, such terminologies play the role of functional synonyms. Nevertheless, a wrong choice of different terminologies to represent the same concept may distort the meaning. Sample the following example:

### 6.1. Source Text

Over 50 warehouses built on airport land to be demolished before maiden direct flight to US. The properties are expected to be demolished before October 28, 2018. The properties, including over 50 warehouses, are said to be built on airport land. The decision to demolish them was informed by safety concerns for US bound passengers.

### 6.2. Target Text

Zaidi ya majengo 50 kubomolewa katika uwanja wa ndege wa JKIA. Majumba hayo yanatarajiwa kubomolewa kabla ya Oktoba 28. Kati ya maghala yatakayobomolewa ni pamoja na majumba hamsini ya kuhifadhi mizigo yaliyojengwa kwenye ardhi ya uwanja huo wa kimataifa wa ndege wa Jomo Kenyatta. Uamuzi kuhusu ubomoaji huo umefikiwa baada ya maswali kuhusu usalama wa raia wa Marekani.

In this discourse which talks about the demolition of warehouses built on Jomo Kenyatta International Airport land, the noun *warehouse* has been translated as *majengo* (buildings) and *majumba* (bungalows) whereas *properties* have

been translated as *majumba* (bungalows) and *maghala* (stores/warehouses). This translation implies that *majengo*, *majumba* and *maghala* are synonyms. TUKI (2013) defines *jengo* as a house, *jumba* as a large luxurious building and *ghala* as a ware house. These definitions attach different meaning to these words. Therefore, using them to represent the same concept distorts the intended message. However, the most appropriate translation of *warehouse* which has been associated with *properties* in this discourse is *ghala*. An appropriate translation of this word would have been important in informing business people about the availability of storage facilities for their goods near the Jomo Kenyatta International Airport and perhaps they would store them there as they look for market.

In this very discourse, the phrase '*US bound passengers*' has been translated as '*raia wa Marekani*' (US citizens). Safety measures occasioning the demolition of adjacent warehouses concerns all the passengers travelling to and from USA regardless of their nationality. This is to say that this airport is not exclusively used by American citizens as implied in the TT. This translation may cause non-American travelers to feel unprotected and thus contemplate cancelling their business trips.

## 7. Challenges in Translating Names of Institutions, Organizations and Titles

Names referring to business institutions, organizations and companies are to a large extent a common phenomenon in economic discourses. According to our study, the translation of these names faced some challenges. Kimutai (2016) posits that because of difficulties in translating long terminologies referring to institutions, organizations, companies and commissions, word loaning is sometimes used in transferring meaning.

The use of this technique sometimes incorporates abbreviations and acronyms of such names in ST and TT. The following analysis indicates the challenges that face the translation of such names to the extent of compelling the translator to insert loaned words in TT in an attempt to retain the meaning of such institutions and organizations. The following table shows the borrowing of SL terminologies in translating these names vis-a-vis the translation recommended by this research.

Insertion of SL Terminologies in TT	Recommended Translation
SADC	Jumuiya ya Maendeleo Kusini mwa Afrika (South Africa Development Community).
Muungano wa COMESA	Soko Huru la Nchi za Mashariki na Kusini mwa Afrika (Common Markets for Eastern and Southern Africa).
Kampuni ya Kenya Power	Shirika la Usambazaji wa Umeme Nchini Kenya (Kenya Power and Lighting Company).
KPLC	Shirika la Usambazaji wa Umeme Nchini Kenya (Kenya Power and Lighting Company).
SGR	Reli ya Kisasa (Standard Gauge Railway).
Kenya Airways	Shirika la Usafiri wa Ndege la Kenya (Kenya Airways).

Table 4: Insertion of SL Terminologies in TT

As is evident in the above table, challenges in translating names of institutions and organizations have resulted to some names being translated through code mixing. These names are expressed as proper nouns whose translation sometimes poses challenges due to the fact that some of them are descriptive while others are depicted as acronyms.

Although these proper nouns can be translated into Kiswahili as suggested above so as to enable TA clearly get the messages, reference in TL appears to be a common occurrence that ensures that the originality of the concepts coined in these terminologies are retained. This is to say that the purpose of translation is to convey the intended message. On the contrary, the attempt to translate some of these terminologies into TT can lead to distortion of meaning. For instance, the attempt of translating '*Standard Gauge Railway*' as '*Reli ya Kisasa*' (*Modern Railway*) seems to distort the meaning of this proper noun. However, the reference of these terminologies in SL becomes a barrier to effective communication to TA whose competence in SL is limited.

Besides translating terminologies relating to names of institutions and organizations by inserting SL words in TT, some of these names acronymed in ST were translated in TT as follows:

Acronym in ST	Term in Full	Translation in TT	Recommended Texts
VAT	Value Added Tax	Ushuru wa Thamani	-
SRC	Salaries and Remuneration Commission	Tume ya Mishahara na Malipo	Tume ya Mishahara na Marupurupu
JKIA	Jomo Kenyatta International Airport	uwanja wa Ndege wa Jomo Kenyatta	Uwanja wa Ndege wa Kimataifa wa Jomo Kenyatta
KCAA.	Kenya Civil Aviation Authority	mamlaka ya usimamizi wa viwanja vya ndege nchini	Taasisi ya Usimamizi wa Viwanja vya Ndege nchini Kenya
CRBC	China Road and Bridge Corporation	Kampuni ya Uchina	Shirika la Uchina la Ujenzi wa Barabara na Madaraja
AGOA	African Growth and Opportunity Act	-	Sheria ya Ukuaji wa Nchi za Kiafrika

Table 5: Acronyms of Names of Organisations, Institutions and Concepts

The possibility of translating some of these names indicates that perhaps the translators were not keen in their task, something that may have been caused by the short timelines available for quick translation and relaying the same to TA. This is because online broadcast is known for quick reliance of fresh news as they break.

In addition, the translator faced challenges in bringing out concepts coined in descriptive terminologies. These challenges points to the importance of the translator having good SL competence as are depicted in the tenants of the Interpretive Theory of Translation.

Besides the challenges of translating names referring to organizations, another distorted translation also became evident in the translation of titles of officers who hold administrative positions in business institutions. Sample the following discourse.

#### 7.1. Source Text

Former Kenya Power CEO Ben Chumo and two other managers were apprehended by Directorate of Criminal Investigations officers on Saturday, July 14. A total of 11 Kenya Power managers face over four economic crimes according to Director of Public Prosecutions...The DPP said it was unfortunate but unavoidable to charge the top managers in the interest of taming corruption...Other Kenya Power Managers facing charges include Ken Tarus (Finance Manager), Peter Mungai (Business Strategy), Joshua Mutua (Commercial Services), Abubakar Swaleh (*Human Resource*), Samuel Ndirangu (ICT), Benson Muriithi (Network Management), and John Ombui Manager Supply Chain.

#### 7.2. Target Text

Aliyekuwa Afisa Mkuu Mtendaji wa kampuni ya umeme ya Kenya Power Ben Chumo na maafisa wengine wawili wakuu wametiwa mbaroni. Mkurugenzi wa Mashtaka ya Umma (DPP) anasema jumla ya mameneja kumi na mmoja wa kampuni hiyo wanakabiliwa na tuhuma za kutekeleza uhalifu wa kiuchumi...Mameneja wengine kwenye orodha ya wanaotazamiwa kukamatwa na kufunguliwa mashtaka ni pamoja na Ken Tarus (Fedha), Peter Mungai (Mipango ya Biashara), Abubakar Swaleh (*Rasilmali Watu*), Samuel Ndirangu (ICT), Benson Muriithi (Usimamizi Mitandao) na John Ombui anayehusika na uchukuzi wa bidhaa.

In listing the names of top officers who were charged for purchasing fake transformers, Abubakar Swaleh who mans the employees docket, that is '*Human Resource*' in ST has been referred to as the officer in charge of '*Rasilmali Watu*' in TT. This direct translation has distorted the message because the intended concept of 'employees' has been lost. Referring to humans as 'rasilmali' (resource) is akin to equating them to a dead thing.

Likewise, the name used in reference to regional economic and political cooperation in East Africa has been translated in a manner that distorts the message as is evident in the following discourse.

#### 7.3. Source Text

Two secretaries are staring at imminent job loss and possible prosecution over the multi-billion sugar import saga that endangered millions of lives of Kenyans and cost the government billions in taxes. A report by two parliamentary committees implicated National Treasury CS Henry Rotich, former Industrialization boss Adan Mohamed who is currently in charge of Ministry of *East African Community*, and ex-Agriculture CS Willy Bett.

#### 7.4. Target Text

Huenda waziri wafedha Henry Rotich na aliyekuwawaziri waviwanda Adan Mohamed anayehudumu kama waziri wa *jamiya Afrika Mashariki* wakafutwa kazi ikiwa watapatikana na hatia kwenye sakata ya sukari iliyoifanya serikali kupoteza KSh 10 bilioni za ushuru... Kamati mbili za bunge zilipendekeza wawili hao pamoja na waziri wa zamani wa kilimo Willy Bett wachunguzwe kuhusiana na sakata hiyo.

The terminology '*East African Community*' has been translated as '*jamii ya Afrika Mashariki*'. In this context, the translation 'community' in its lexical equivalence 'jamii' does not convey the intended concept of East African regional economic and political cooperation. A pragmatic translation would be '*Jumuia ya Afrika Mashariki*'.



Meaning distortion demonstrated in the above discourses shows translators' endeavors to transfer concepts that lack lexical equivalence. The choice of certain lexical equivalence, functional equivalence and descriptive equivalence, largely failed to achieve the desired pragmatic reality.

### 7.5. Meaning Loss

Loss is a state of no longer having something *Oxford Advanced Learner's Dictionary* (2010). Translation is said to be lost if part of the original meaning is missing in the TT (Mathews *et al.*, 2002). Nida (1964) and Newmark (1988a) explain that ordinarily, some level of meaning gets lost during the ever-complicated process of translation. It is on this basis that Wafula (2018) defines translation as an attempt of decoding ideas expressed in one language and encoding the same in another language.

According to Mwansoko (1996), faithfulness in translation is sometimes compromised when the process of translation eliminates some of the linguistic elements of the ST in an attempt to clarify certain concepts. Kimutai (2016) says that although sometimes the translator drops some linguistic symbols of ST in a bid to explicitly express the intended meaning in the TT, this act sometimes leads to the loss of important concepts. This leads to ineffective communication because of deviant semantic response elicited from SA and TA. This implies that the elements being dropped in many instances have the ability to enrich the meaning originally expressed in ST.

According to our study, the lost message as a result of the elimination of a section of ST during translation is evident in the following section of business discourse which did not reflect in the TT.

### 7.6. Source Text

*...China Road and Bridge Corporation was contracted to run operations of the SGR. Completion of phase one of the railway project is touted as Jubilee's biggest achievement to date. The SGR is also Kenya's largest infrastructure project since independence. First batch of passengers boarded the SGR's Madaraka Express on June 1, 2017... In an interview with NTV, Ruto said the SGR was a huge operation that required billions of shillings to run and that it was a worthy investment... In addition, another KSh 1.3 billion labeled Pre-Operations Phase Services payment was reportedly paid to CRBC prior to the start of operations. Under the said contract, CRBC's responsibility was to ensure that Madaraka Express was in operation and available when needed... The first passenger train on the SGR, Jubilee government's biggest infrastructure project, left Mombasa for Nairobi on May 31, 2017... An inaugural SGR cargo train from the port of Mombasa was flagged off on May 30, 2017... As of May 2017, the Madaraka Express passenger train ferried 1.3 million clients to and from Mombasa and recorded a 96.7% seat occupancy... The service fetched over KSh 1 billion in 1, 142 trips which could translate to over 22,000 60-seater buses.*

*"In the same period, 600,000 tonnes of cargo were moved between Mombasa and Nairobi. This kept thousands of cargo trucks off the busy Nairobi-Mombasa highway, resulting to the highly-evident reduction of traffic snarl-ups at Mariakani, Mlolongo and Kibarani among other notable spots," a statement by Kenya Railways indicated.*

It is evident that TA does not receive any information regarding the contractor of the Standard Gauge Railway, the importance of this infrastructure to Kenya's transport sector, the time the railway started transporting passengers and cargo in Kenya, the number of passengers and the amount of cargo transported, the amount of money generated by this rail project since it was commissioned and how it has helped in reducing road traffic snarl-up on Mombasa-Nairobi highway. The omission of this discourse in the translation denies the TA important message about this alternative and modern way of cargo transportation in Kenya. Also, this omission does not give TA the opportunity to know that KSh. 1.3 billion was paid to the Chinese company involved in the rail construction before the operationalization of the project. According to our study, this information is critical in the formulation and completion of the entire message expressed in this discourse. Its omission is an act that renders TT an incomplete and dull representation of ST.

## 8. Conclusion

In the modern era, DPs have become an important tool in the globalization of business information through translation. Nevertheless, it is clear that the translations of most business discourses face a lot of challenges and therefore ends up in generating incomplete and misleading information which is devoid of pragmatic congruence. The translation is corrupted through exaggeration, distortion and loss of meaning. To a large extent, the message does not reach the TA with the accuracy and equivalence that enable effective communication which is critical in building business relations and economic development in the international community.

## 9. References

- i. Baker, M. (2000). 'Linguistic Perspective on Translation.' In *the Oxford Guide to Literature in English Translation*. France, P. (ed.). New York: Oxford University Press.
- ii. Bakhressa, S. K. (1992). *Kamusi ya Maana na Matumizi*. Dar es Salaam: Oxford University Press.
- iii. Cartford, J. (1965). *Linguistic Theory of Translation*. London: Oxford University Press.
- iv. House, J. (2016). *Translation as Communication across Languages and Cultures*. New York: Routledge Taylor & Francis Group.
- v. Kimutai, K. H. (2016). 'Ulinganifu wa Taarifa za Habari: Tathmini ya Tafsiiri kutoka Kiswahili hadi Kipsigis katika kituo cha Kitwek.' M. A Thesis, University of Nairobi (Unpublished).
- vi. Kothari, C. R. (2008). *Research Methodology: Methods and Techniques* (2<sup>nd</sup> ed.). New Delhi: New Age International Publishers Limited.

- vii. Larson, M.L. (1984). *Meaning Based Translation: A Guide to Cross-Language Equivalence*. New York: University Press of America.
- viii. Levinson, S. C. (1983). *Pragmatics*. Cambridge: Cambridge University Press.
- ix. Mathews, T. A. na Mtawalia, B. K. (2002). *Utangulizi wa Kanuni za Ufasiri wa Biblia*. Nairobi: Summer Institute of Linguistics.
- x. Matundura, B. E. (2007). 'Taaluma ya Tafsiri katika Vyombo vya Habari nchini Kenya: Matatizo, Changamoto na Mustakabali wake.' Katika Njogu, K. (ed.). *Kiswahili na Elimu Nchini Kenya*. Nairobi: Twaweza Communications. pp. 158-168.
- xi. Monday, J. (2001). *Introducing Translation Studies: Theories and Application*. London: Routledge.
- xii. Mugenda, O. M. & Mugenda, A. G. (2003). *Research Methods: Quantitative and Qualitative Approaches*. Nairobi: Acts Press.
- xiii. Mwansoko, H. J. M. (1996). *Kitangulizi cha Tafsiri: Nadharia na Mbinu*. Dar es Salaam: TUKI.
- xiv. Mwansoko, H. J. M. (2016). 'Ukuzaji wa Kiswahili kupitia Tafsiri: Hatua Moja Mbele, Mbili Nyuma.' In Jilala, H. (ed.). *Nadharia za Tafsiri, Ukalimani na Uundaji wa Istihahi*. Dar es Salaam: Daud Publishing Company Limited. pp. 2-18.
- xv. Newmark, P. (1988a). *Approaches to Translation*. London: Prentice Hall.
- xvi. Newmark, P. (1988b). *A Textbook of Translation*. Clarendon: Multilingual Matters.
- xvii. Nida, E. A. (1964). *Towards a Science of Translating*. Leiden: E. J. Brill.
- xviii. Nida, E. A. and Taber, C. R. (1969). *The Theory and Practice of Translation*. Leiden: E. J. Brill.
- xix. Nzioka, S. K. (2015). 'Tathmini ya Tafsiri na Mikakati ya Kutafsiri Tamathali za Usemi Katika Tamthilia ya Antigoni.' M. A Thesis, Kenyatta University (Unpublished).
- xx. Oduori, W. R. (2008). 'Uchunguzi wa Nadharia za Tafsiri: Mwelekeo wa Kiusemezano.' In Ogechi, N. O., Shitemi, N. L. and Simala, K. I. (eds.). *Nadharia katika Taaluma ya Kiswahili na Lugha za Kiafrika*. Eldoret: Moi University Press. pp. 333-341.
- xxi. OUP (2010). *Oxford Advanced Learner's Dictionary* (9<sup>th</sup> ed.). Oxford: Oxford University Press.
- xxii. Safko, L. & Brake, D. (2009). *The Social Media Bible. Tactics, Tools and Strategies for Business Success*. New Jersey: John Wiley and Sons.
- xxiii. Seleskovitch, D. (1968). *Language, Langue et Memoire*. Paris: Minard Letters Modernes.
- xxiv. Shitemi, N. L. (2007). 'Taswira za Tafsiri, Mielekeo ya Ufundishaji na Maendeleo katika Taaluma ya Kiswahili.' In Njogu, K. (ed.). *Kiswahili na Elimu Nchini Kenya*. Nairobi: Twaweza Communications. pp. 135-157.
- xxv. Tam, J. W., Tang, W. S. & Fernando, D. J. S. (2007). The Internet and Suicide: A Double Edged Tool. *In European Journal of Internal Medicine*, 18: 453-455. New York: Oxford University Press.
- xxvi. TUKI (2013). *Kamusi ya Kiswahili Sanifu*. (3<sup>rd</sup> ed.). Dar-es-Salaam: Oxford University Press, East Africa Ltd.
- xxvii. Wafula, M. (2018). 'Changamoto za Kutafsiri Tamathali za Usemi katika Kufa Kuzikana' In Kandagor, M., Ogechi, N. and Vierke, C. (eds.). *Lugha na Fasihi katika Karne ya Ishirini na Moja*. Eldoret: Moi University Press. pp. 295-314.
- xxviii. Wanjala, F. S. (2011). *Misingi ya Ukalimani na Tafsiri kwa Shule, Vyuo na Ndaki*. Mwanza: Serengeti Educational Publishers.
- xxix. Waters, J. K. & Lester, J. (2010). *The Everything Guide to Social Media: All You Need to Know about Participating in Today's Most Popular Online Communities*. Avon, MA: Adam Media.