The Translational Study of (Management and Administration) in Administrative Documents

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Abstract: This analytical study examines the two terms (management and administration) and their translation into Arabic. Each one of the two terms has its own meaning and function because official texts are sensitive and accurate. The problem is that the translator uses only one expression for the two terms. The ST is taken from the book Public Management Organizations, Governance, and Performance written by Laurence J. O'Toole, Jr., and Kenneth J. Meier. The translation of the book is translated by The translated book is كتاب كامبردج فى الإدارة العامة: المنظمات *و* الحكومة و الأداء *translated by Abdul Hakam Ahmad Al-Khuzami. The study consists of some examples of sentences ,which include the two terms management and administration, and is based on Nida 2016, Newmark 1998, Lahlali and Abu Hatab 2014, Asensio 2014 and As-Safi 2016. The study concludes*

Keywords: Management, Administration, faithfulness.

1. Introduction

Translation in the field of administration is an important issue which translators have to be careful of the terminology related to the such a field. The context plays an important role in translation since it determines the suitable linguistic item that a translator has to choose. The problem of finding out the suitable equivalence remains the big problem of translation. Some translators may find out the suitable equivalence and others might fail. This study investigates the translation of the two word of the administrative field where translators translate them giving the two words the same expression as if they are eqal to each other. But how such a translation may affect the entire meaning of the source text? The main objective point of this study is to know that the two words (management and administration are different in meaning and each one of them has its usage.

The study is based on Nida's formal equivalence which focuses attention in both form and content to get an accurate translation because Nida relates formal equivalence to accuracy (Munday 2016, p.68). In addition to this, Newmark 1998 states that faithful translation is the precise contextual meaning of the original (Newmark 1998, p.46). Also, Lahlali and Abu Hatab 2014 assures the same ideas of Newmark taking into account the context and precise meaning at

the same time (2014, p.161). Since administration is a subfield of official documents, Asensio mentions that "the demand for fidelity and literalism will be very strong in dealing with official documents (2014, p.12). As- Safi makes the idea clear, he explains that Administration is the higher in rank. It is related to the goals put by the administer, whereas management is the idea of achieving such objectives(2016, 275-276).

2. Statement of the Problem

Administrative texts have a specific style and format while translating them from English into Arabic. English language makes a difference between the two terms management and administration while Arabic language has no distinction between the two terms. The problem is that translators of such documents keep translating the two words as one word in Arabic which is الإدارة . The big problem is how such a translation going to affect the meaning of the text?

3. Objective of the Study

Because English language makes a distinction between management and administration, the main objective of this study is to investigate the difference of meaning that happens after translation the two terms as one term in Arabic neglecting the loss of meaning that might happen to the main text. Also, this study encourages translators to use other strategies of translation to make the distinction of meaning clear and apparent to every reader.

4. Research Question
This study investigates whether faithful translation is achieved in the translation of the two terms (administration, management)?

5. Method

This study is a qualitative analytical method examines a selected of the book *Public Management Organizations, Governance, and Performance* written by Laurence J. O'Toole, Jr., and Kenneth J. Meier. The sample examines the case of the two terms management and administration and their translation into Arabic. The translated book is كتاب كامبردج فى الإدارة العامة المنظمات و الحكومة و الأداء :   translated by Abdul Hakam Ahmad Al-Khuzami. The study investigates how the two different terms are translated into Arabic using only one general word as إدارة whicg affects the intended meaning of the author.

The case study depends on the content analysis of the examples given in the analysis section . The study is based on Nida's formal equivalence 2016, Newmark's faithful translation 1998, Lahlali and Abu Hatab's administrative texts 2014, Asensio 2014 and As-Safi 2016. Each one of

the scholars is going to discuss the following ideas related to faithful translation and how it might affect the success of translation if it is not followed:

Nida 2016	Newmark 1998	Lahlali and Abu Hatab 2014	Asensio 2014	As-Safi 2016
"Formal equivalence focuses attention on the message itself, in both form and content . . . One is concerned that the message in the receptor language should match as closely as possible the different elements in the source language."	"A faithful translation attempts to be completely faithful to the intentions and the text-realisation of the SL writer".	Faithful translation maintains a balance between the literal meaning of the SL word and the TL syntactic structures. It sounds more reasonable as it takes the context into consideration, aiming at producing more precise meaning of the SL texts."	"The translator will show a strong inclination to explain cultural and institutional differences that can be found in the original text.	The difference between management and administration.

6. Faithful Translation

The term Faithful is used by many scholars of translation to show how the translator must be faithful to the ST. Nida's Formal equivalence is one of the methods that lead translators to translate accurately. He defines Formal equivalence as "Formal equivalence focuses attention on the message itself, in both form and content . . . One is concerned that the message in the receptor language should match as closely as possible the different elements in the source language." (Munday 2016, p.68). In such a method, the translator is not only focusing on the content, but also the form is considerable. Then Nida continues the notion of accuracy by talking about the nature of texts that such a method deals with. He adds "This type of translation will often be used in an academic or legal environment and allows the reader closer access to the language and customs of the source culture." (ibid, p.68). It is very important to mention here that the terms administration and management are part of the academic and legal environments

discussed by Nida. Being faithful to the ST, translator shouldn't have to interfere and generalize the trams as equivalents to the St.

The problems of translating texts faithfully are still argumentative matters. In addition to Nida, Newmark puts a definition related to faithful translation. He states that "A faithful translation attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures. It 'transfers' cultural words and preserves the degree of grammatical and lexical 'abnormality' (deviation from SL norms) in the translation. It attempts to be completely faithful to the intentions and the text-realisation of the SL writer" (Newmark 1998, p.46). Such a definition is very helpful since Administration and management have a slight difference in meaning which demand a faithful rendering, especially with those who are dealing with financial matters. In business, every detail makes a big difference. The best way to translate administrative documents is the faithful translation because such documents are very sensitive documents the need careful rendering.

7. Administrative Texts

Administrative texts are parts of official texts and documents. Lahlali and Abu Hatab define administrative texts as: "Administrative texts are associated with the governing bodies of any entity, from large countries to small companies. They include documents associated with the legal issues of such bodies, for example the regulations of a company or the responsibilities of a job (job descriptions). Therefore, they are usually linked with legal texts." (2014, p.161). They also add that such a type of documents includes terms associated with courts and public authorities which require formal tone and manner. In addition to this, they give a suitable definition to faithful translation that might be useful to such administrative documents. They state that: "This method maintains a balance between the literal meaning of the SL word and the TL syntactic structures. It sounds more reasonable as it takes the context into consideration, aiming at producing more precise meaning of the SL texts." (2014, p.9). This definition is identical to the definition mentioned by Newmark.

Being loyal to ST audience and readers is needed in dealing with official documents. Loyalty is part of being faithful to the ST in all of its sides. Asensio states that the demand for fidelity and literalism will be very strong in dealing with official documents. He mentions that "The translator will show a strong inclination to explain cultural and institutional differences that can be found in the original text, since they know that when an equivalent is not found in literal and morphological translation, you are supposed to search for that equivalent through explicative, exegetic procedures. This inclination on the part of the translator can meet with frontal opposition from the final recipient. The translator might be forced to suppress it in order to fulfil the client's expectations." (2014, p.12). Such information can be applied to the case of Management and administration and their translation as الإدارة in Arabic. Asensio focuses attention

to the idea of sensitivity and how the translator should be sensitive in translating very accurate terms such as administration and management since the translation into Arabic as إدارة is not an accurate translation which is going to be discussed later on in this article.

8. Administration and Management

Since the two terms management and administration are the main focus of this study, it's worthy to differentiate the two words in terms of their use as administrative registers. As- Safi defines Administration as " management of public or business affairs". Otherwise, management is " control and organization (of a business, etc.). He adds that "administration is the discipline that deals with human and financial resources to achieve certain objectives through other people. It is also the art of running public departments and institutions". Management, on the other hand, is " a process that subsumes planning, organization, control and supervision to achieve predetermined goals." (2016, 275-276). After examining the two obvious terms, the term administration is the general sense of management. Management is the special and control case of administration. The table summarizes the two definitions by As-Safi:

Administration	Management
1. " management of public or business affairs" 2. "the discipline that deals with human and financial resources to achieve certain objectives through other people" 3. It is also the art of running public departments and institutions	1. "control and organization (of a business, etc.) 2. " a process that subsumes planning, organization, control and supervision to achieve predetermined goals."

It can be estimated that administration stresses on laying down the policies and objectives of the organization, whereas management has to organize such policies and direct the operation of the organization. This study focuses the attention of the faithful translation of administration and management since they have a precise difference in meaning.

9. Analysis

This section analyzes and discusses the ST written in English language and the TT translated into Arabic. This is a case study of the two terms management and administration and their translation into Arabic using the general word إدارة

Sample 1:

Starting from the very beginning of the book, let us examine the title of each book:

ST Title	TT العنوان
Public *Management* Organizations, Governance, and Performance	كتاب كامبردج في *الإدارة* العامة: المنظمات والحكومة والأداء

Sample 2:

ST Preface	TT التمهيد
we explored the relationship between democratic governance systems and public bureaucracy via the literatures of political science and public ***administration,*** and used empirical analyses to sort through the issues, in this new book we put the politics-and ***administration*** theme to one side – mostly – to focus on ***management*** and performance. This approach does not mean that we reconstruct some sort of implicit politics/***administration*** dichotomy.	اكتشفنا(المؤلفان) العلاقة بين نظم الحكومة الديمقراطية والديمقراطية العامة عبر أدبيات علم السياسة والشئون *الإدارية* العامة، واستخدمنا التحليلات التجريبية للتمييز بين الموضوعات المختلفة، في هذا الكتاب الجديد وضعنا الفكرة الأساسية للسياسات والشئون *الإدارية* على جانب واحد-غالبا-للتركيز على *الإدارة* والأداء. لا يعني هذا المنهج ، أننا نعيد هيكلة بعض أنواع التقسيمات الثنائية الضمنية الساسات/الشئون *الإدارية*.

Sample 3:

ST Page2	TT Page 19
In addition to plenty of people and considerable resources, accomplishing public purposes also requires public ***management***.	بالإضافة إلى الكثير من الناس، والكثير من الموارد اللافتة، فإن تحقيق الغرض العام يحتاج إلى *إدارة* عامة.

Each sample above is going to be discussed as the following:

1. According to Nida 2016 ,"Formal equivalence focuses attention on the message itself, in both form and content . . . One is concerned that the message in the receptor language should match as closely as possible the different elements in the source language."
    Nida encourages the translation of formal equivalence to focus on both form and content. To examine the form, the translation of both management and administration is realized by only one word which is different from the original two words. If we are going to examine the two terms administration and management in each sample, the translation is going to be إدارة as a noun or إدارية as an adjective. The translator, Abdul Hakam, makes no distinction in meaning in each term. They are treated the same. So, faithful translation is not achieved in each example according to the formal equivalence that focuses on both form and content.

2. Newmark 1998
    "A faithful translation attempts to be completely faithful to the intentions and the text-realisation of the SL writer". According to faithful translation, ST writer has a function when he uses two different terms as administrative and management. But once the translator translated the two words as one word in TT, the intended function is going to be lost. As a result, faithfulness is not achieved in this case.

3. According to Lahlali and Abu Hatab 2014
    Context must be taken into account while doing faithful translation. The precise meaning is needed in such translation. What the translator did is neglecting an important element of the context because there is a difference in meaning between management and administration. Each term has its own context that might differentiate one term from the other. In such a case where the context is lost, faithful translation is not applied in this case.

4. Cultural transference is very important in faithful translation. If a translator faithful to his/her translation, he/she must transfer the culture of the ST whether the culture is suitable to TT readers or not since faithful translation requires such a case. This assumption is built on Asensio 2014 who says that "The translator will show a strong inclination to explain cultural and institutional differences that can be found in the original text". The original text has two different terms that include two different meanings according to the culture of English language. This assumption is not achieved in Abdul Hakam translation, and as a result faithfulness is not achieved.

5. As- Safi 2016 makes things clearer when he makes a comparison between management and administration. Administration is the idea of running public affairs, financial and human resources. Administers put the objectives of the company to let the managers start to organize and control predetermined goals. Management is the idea of organizing and controlling the goals determined by the administrators. Such a distinction makes the idea clear that administration is higher in rank that management. But how come a translator translates the two terms as one? At the end of the talk, we can say that faithfulness is not achieved here.

10. Conclusion

This study concludes that the best translation of administrative documents is to follow the faithful translation followed by Nida's formal equivalence (2016) that focuses attention in both form and content, Newmark's faithful translation (1998), Lahlali and Abu Hatab 2014 and their focus on the importance of context, Asensio 2014 who focuses attention on the loyalty toward official documents and As-Safi 2016 who differentiates clearly between management and administration. All of these strategies mentioned conclude that any kind of dynamic translation might not be appropriate in translation official documents and faithfulness is the key strategy in such documents.

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