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It is with great honour that we publish issue 10 of the international journal of modern translation. In this editorial review, we present the five articles published in the current issue. I would like to extend my warmest thanks to the editorial team: associate editors, reviewers, secretaries.

**Riadh BEN ACHOUR**, from the Université de Gabès in Tunisia, delves into the intricate world of advertising communication from the French operator Orange-Tunisia. His study « Advertising communication from the French operator Orange-Tunisia : borrowing, translation or creativity » focuses on the relationship between advertising image and discursive production, aiming to unveil various forms of discursive hybridity found in Orange's advertising messages in Tunisia. By carefully selecting both image and discourse, Orange seeks to enhance its reputation and establish itself on the international stage. Moreover, the company endeavors to connect with its target audience while respecting the socio-cultural, linguistic, and moral nuances of the Tunisian market. This academic analysis highlights the different methods employed in transferring advertising content, including borrowing, literal translation, adaptation, and equivalency.

In his research, Riadh BEN ACHOUR examines the strategic approach adopted by the French operator Orange-Tunisia in crafting its advertising communication. By closely scrutinizing the interplay between advertising image and discursive production, his study sheds light on the diverse forms of discursive hybridity present in Orange's advertising campaigns in Tunisia. Through a meticulous selection of imagery and discourse, Orange aims to bolster its brand image and solidify its presence in the global arena. Furthermore, the company endeavors to engage effectively with its target audience by considering the distinct socio-cultural, linguistic, and ethical dimensions of the Tunisian market. This academic investigation outlines the various techniques utilized in conveying advertising content, such as borrowing, literal translation, adaptation, and equivalence.

A pragmatic study of idiomatic expressions in Algerian advertising discourse reveals the significance of these linguistic devices in shaping consumer behavior and attitudes. **FEZZA Ikram**'s research at the Université de Tizi-Ouzou in Algérie highlights the role of idiomatic expressions as a strategic tool in advertising, shedding light on how these expressions can be used to manipulate and persuade the audience. By analyzing the language and structure of Algerian advertising discourse, Ikram provides valuable insights into the ways in which idiomatic expressions are employed to convey meaning and influence consumer perceptions. This research underscores the importance of understanding the pragmatic function of idiomatic expressions in advertising, emphasizing their impact on consumer behavior and decision-making.

Idiomatic expressions are a powerful tool in advertising discourse, providing a subtle yet effective way to communicate with the target audience. The use of idioms can help convey complex messages in a simple and memorable way, making the advertisement more engaging and impactful. By incorporating idiomatic expressions into their advertising campaigns, advertisers can create a sense of familiarity and connection with the audience, making the message more relatable and persuasive. This strategic use of language can help to enhance the

overall effectiveness of the advertising campaign, ultimately influencing the audience to take the desired action.

The findings of the study suggest that cultural change has indeed influenced the idiomatic language used by adolescents in Algeria. The incorporation of digital technology into everyday life has resulted in the emergence of new idiomatic expressions that reflect this technological shift. This is indicative of the dynamic nature of language and its ability to adapt to changes in society. The study highlights the importance of examining idiomatic language in the context of cultural change to gain a deeper understanding of how language evolves over time.

Additionally, the study found that the influence of culture change on idiomatic language extends beyond just technology. The tone and style of academic language have also been impacted by cultural shifts, as evidenced by the use of the "fa" in both academic and casual discourse. This suggests that idiomatic language is not only reflective of cultural change but also plays a role in shaping it. The study sheds light on the interconnectedness of language and culture, emphasizing the need for a holistic approach when studying language in a socio-cultural context.

Overall, the study by **Souad Bennacer** and Ammar Thelidgi University in Laghouat, Algeria, provides valuable insights into the influence of cultural change on idiomatic language. By examining the idiomatic expressions used by adolescents in Algeria, the study reveals the ways in which language adapts to societal changes. This research contributes to our understanding of the dynamic relationship between language and culture, highlighting the importance of studying idiomatic language in a cultural context.

**Sihem Youbi** , highlighted in her research Through a detailed analysis of the role and importance of context in translating idiomatic expressions, it becomes evident that context is the key factor in achieving the so-called 'equivalent effect' in the translation process. Context provides the necessary information for translators to understand the intended meaning behind idioms, allowing them to choose the most appropriate translation. Without considering context, translators may risk producing inaccurate or misleading translations that fail to capture the true essence of the original expression.

The significance of context in translating idiomatic expressions cannot be overstated, as it serves as a guiding light for translators to navigate the complexities of language and culture. By carefully examining the context in which idioms are used, translators can decipher the underlying message and convey it accurately in the target language. This process requires a deep understanding of the cultural nuances and linguistic subtleties associated with idiomatic expressions, highlighting the indispensable role of context in achieving a valid and meaningful translation.

In the pursuit of translating idiomatic expressions with the 'equivalent effect', translators must rely heavily on context to ensure the accuracy and authenticity of their translations. Context provides the necessary background information and situational cues that enable translators to decipher the intended meaning of idioms and convey it effectively in the target

language. By considering the context in which idioms are used, translators can overcome the challenges of linguistic and cultural barriers, ultimately achieving a successful translation that captures the essence of the original expression.

The study conducted by **Yahi Amina** from Algiers 2 University focuses on the intricate process of translating idiomatic expressions from the Algerian colloquial language. These expressions are not only linguistic constructs but also carry the richness of Algerian culture and civilization. When these idioms are used in literary texts, they lend an air of authenticity and realism, making the work a true masterpiece. As a result, the responsibility of the translator becomes even more crucial, requiring careful consideration to ensure that the cultural heritage and linguistic nuances of the Algerian people are accurately conveyed to a global audience. By selecting the novel 'The Laz' by Tahar Wattar, which features Algerian slang and idiomatic expressions, as the primary focus of the research, we aim to explore the significance and challenges of translating such expressions in a literary context.

Idioms play a crucial role in the Algerian language, reflecting the unique cultural identity and values of the Algerian people. Translating these idiomatic expressions presents a significant challenge for translators, as literal translations often fail to capture the intended meaning and cultural nuances. Yahi Amina's research delves into the complexities of translating Algerian idioms, emphasizing the importance of preserving the authenticity and richness of these expressions in the target language. By examining the novel 'The Laz' as a case study, the research sheds light on the intricate relationship between language, culture, and translation, highlighting the need for translators to possess a deep understanding of the cultural context in which idiomatic expressions are used.

The translation of idiomatic expressions in the Algerian language requires a nuanced approach that goes beyond mere word-for-word equivalence. Yahi Amina's research underscores the importance of adopting a culturally sensitive and contextually appropriate translation strategy to convey the true essence of these expressions to a global audience. By delving into the intricacies of translating Algerian idioms in a literary context, the study not only sheds light on the challenges faced by translators but also highlights the transformative power of language in bridging cultural divides. Through a meticulous analysis of 'The Laz' by Tahar Wattar, the research aims to provide valuable insights into the complexities of translating idiomatic expressions, offering practical guidelines for translators seeking to accurately convey the cultural heritage and linguistic identity of the Algerian people.

**Dr. Mohammed Hichem Bencherif**

**Editor-in-chief**

**07,01,2025**

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