

Gender in Translation from English into Arabic: Ideological Perspectives Case Study: Texts on Products

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ABSTRACT

Gender has recently become a significant issue in translation. Translating gender is a critical issue because gender is a notion that is conceptualized in various ways within the internal structures of languages. Thus, the problem in translating gender arises when the translation takes place between two languages with different categorizations of gender. That is, translating gender is a challenge for a translator, particularly, if the source language manifests less detailed gender distinction and the target language is with many linguistic gender markers. This research aims to investigate a number of linguistic techniques implemented in translating gender as well as the ideologies that underlie the gender marking in both source text (ST) and target text (TT). For this purpose, a number of labels covering products has been selected and reviewed.

Keywords: Gender, linguistic gender markers, linguistic techniques, source text, target text

1. INTRODUCTION

The ideological structure embedded within the text is normally materialized in the linguistic features of the text on all levels: lexical, grammatical as well as syntactic. The assumption is that the linguistic choices at any level involve specific ideological references and significance. Ideology is defined by Bucholtz