

| RESEARCH ARTICLE

## To Translate or Not to Translate: The Case of Arabic and Foreign Shop Names in Saudi Arabia

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| ABSTRACT

The translatability of shop names constitutes a problem for translation students. To find out the status of shop name translation in Saudi Arabia, a sample of 271 shop names (clothing, accessories, beauty products, restaurants, cafes... etc.) was collected and analyzed to find out which shop names are translated, which ones are not, and which ones should be translated and to set some guidelines for shop-name translation. Results showed that 24% of the shops have pure Arabic names, 25% have international brand names (Starbucks, Burger King, McDonald's, Pizza Hut, Monsoon, Zara, Sony); 39% have local English names (أوبريشن Operation Falafel, Brand Center بيبي شوب Baby Shop); and 12% mixed names (Arabic + foreign). Only 6.7% of all shop names are fully translated (العربية للعود Arabian Oud; الكوفي السويسري Swiss Corner; الشمس والرمال للرياضة Sun & Sand Sports; Seven Degree Café مقهى ٧ درجات; 3,3% are partially translated (Cotton Home ماما بطاطا; JORI COFFEE الجوري كوفي) and 90% are transliterated using Arabic letters (بيرشكا Bershka, MANGO كامايو Camaieu). Many shop names are transliterated, although they are translatable, are difficult to decode as the grapheme sequence does not fit the Arabic graphological system (Dr Nutrition دكتور نيوتريشن & Natural Touch ناتش ناتشال). It was recommended that Franchised International brand names such as Debenhams & Samsung cannot be translated but transliterated. Some foreign shop names can be fully or partially translated rather than transliterated (Dr Nutrition <دكتور التغذية> Natural Touch <اللمسة الطبيعية> Red Sea Mall <مول البحر الأحمر>). The Arabic version is for Arab shoppers who do not know English and the English version is for foreigners. Shop names containing café, chocolate, garden and others can be partially translated (Caribou Café مقهى كاريبو; Atayf Garden حديقة أطياف). French and Italian shop names should be transliterated according to their pronunciation in the source language, not in English (Parfois بارفواه, not بارفويس). The word order in compounds should be correct, and the vowels, diphthongs and consonants should be transcribed accurately. The transliteration should be consistent for all shop branches. Further recommendations are given.

| KEYWORDS

Shop name, brand names, international brands, Franchised shops, translated shop names, partially-translated shop names, transliterated shop names, shop name translation

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### 1. Introduction

The use of foreign shop names is a global phenomenon. However, in Arab countries, the adoption of foreign shop names is on the rise. Research on shop naming revealed numerous studies that focused on the linguistic, sociolinguistic, pragmatic, and semiotic aspects of shop signs in foreign as well as Arab countries as Jordan, Palestine, Iraq, Algeria, Yemen and Saudi Arabia. For example, analysis of a sample of 4070 signs from sixty streets in Irbid, Salt, Zarqa, Amman, Karak and Aqaba in Jordan by Alomoush (2015) showed that 49% of the shop signs were monolingual and 51% were multilingual. Standard Arabic and English are the dominant languages on the signs, because they are closely related to Arab nationalism and globalization, respectively. Mixed codes, Romanised Arabic and Arabicized English in Jordan reflect 'glocalization'. French, Italian, Spanish, German, Turkish and

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Russian are used in businesses and brand names for linguistic fetishes and tourism purposes. In another study, 36% of commercial store signs in Irbid, Jordan are monolingual (English), 36% are bilingual (English & Arabic), 18% are written in other foreign languages, such as French, and 9% are only in Arabic, although Arabic is the official language in Jordan (Qudeisat & Rababah, 2021):

In the West Bank, Palestine, analysis of 519 pictures of signage in the linguistic landscape in the main street of Ramallah revealed the dominance of English (L2) as opposed to Arabic (L1). Significant differences were noted between the language policies in the West Bank and the street reality as they do not abide by the official language policy which mandates that Arabic is the official language (Farran & Hortobágyi, 2020).

In Iraq, foreign names in shop signs are growingly used by shop owners. Shop signages are either monolingual or bilingual, i.e., Arabic, foreign, or Arabic + foreign, although Arabic is the official language in Baghdad, which helps the local people distinguish their signs from each other (Abdulkareem, 2021; Al-Obaidi, 2020).

In Saudi Arabia, English is the business language in Taif, with three major categories of commercial signs: monolingual, bilingual, and transliterated signs (Almathkuri, 2023). In Jeddah and Riyadh, 83.3% of the signs are bilingual, with few inconsistent and erroneous transliterations and spellings in 9.3% of the signs (Alotaibi & Alamri, 2022). Analysis of 500 shop names collected from an online directory of all the malls in Saudi Arabia, Al-Jarf (2022b) found that 64% of the shops have foreign names (25% international foreign names and 39% English local names); 24% have pure Arabic names and 12% have mixed names (Arabic+ foreign).

In Tizi-Ouzou Town Center in Algeria, the foreign languages that are mainly used for shop signs are English and French which are privileged in multilingual signboards due to the positive connotations associated with them like trendiness, high quality, reliability, etc, whereas Arabic and Tamazight names are underestimated because they do not serve commercial purposes. As a strategy that combines English and French, shop writers rely more on complimentary and duplicating information arrangements (Briki & Chebli, 2022).

Other aspects of the shop signs such as the semiotic construction of signs in the Jordanian linguistic landscapes displayed a wide range of interlingual Arabic-English blends, compounds, and affixed words. Different discourse cycles (economic, cultural, and transnational) emerge from the use of Arabinglish in shop signs. Arabinglish code-mixing practices represent an index of global identities and contribute to the visual dominance of English in Jordan, although according to the constitution, Jordan is a predominantly monolingual country (Alomoush, 2021).

The translation of shop signs and linguistic weaknesses in shop signs in Arab countries have received some attention from few studies. In Aqaba, Jordan, 58.1% of the shop signs are in both Arabic and English. In most signs, the Arabic name is translated into English to give information about the goods and services provided to non-native speakers of Arabic (Amer and Obeidat, 2014). In addition, shop signs in Jordan have orthographic-translation errors, word-order translation errors, terminological-conceptual errors, reductionist translation and informativity errors, transliteration replacing translation and total avoidance via foreignization. These types of errors reflect linguistic (e.g., word-order, wrong lexical choice, and reductionist strategies), and extralinguistic (i.e., sociocultural and promotional) factors that lead to translation inappropriateness, lack of parallelisms, information *skewing*, and consequently serious semantic-conceptual problems in the target language translations (Al-Kharabsheh, Al-Azzam & Obeidat, 2008).

In Erbil, Iraq, shop signs fail to convey any relevant information to target language readers due to spelling, grammar, and word choice errors, with the grammatical errors having the highest frequency. The reasons behind these errors include translator's language incompetence, translator's carelessness, and the socio-cultural differences between English, Arabic, and Kurdish in the city (Abdulwahid, 2017).

Locally-coined English shop names and mixed shop names in Saudi Arabia showed that 69% of the Arabic transliterations of the compound shop nouns have syntactic and/or semantic anomalies, 22% have syntactic errors, 14% semantic errors, and 23% have both semantic and syntactic errors combined. Some compound shop names are meaningless because the two constituents of the compound are incongruous. Others have faulty word order, faulty use of the definite article, use of constituents in the compound with the same meaning from two foreign languages; the English plural /-s/ is added to few Arabic word; splitting words into syllables or two parts; and combining two words and spelling them as one lexeme (Al-Jarf (2023).

Regarding inaccuracies and inconsistencies in the Arabic transliterations of foreign shop names in Saudi Arabia, 52% of the inaccurate transliterations are in the vowels and diphthongs, 36% are inaccurate and inconsistent transliterations of consonants.

In 11.6% of the shop names, *ch* was reduced to *sh*; and */g/* was transliterated in three ways. 13% of the consonant transliteration errors occurred in words containing a silent letter as in French shop names. In 6%, the Arabic vowel was double. In 8%, compound shop names were spelled together (blended) in the Arabic transliteration. In 7%, French, Italian, Turkish and Japanese shop names were transliterated as they are pronounced in English, not as they are pronounced in the source language. Findings also showed variant spellings of the same name shop names especially those with French, Italian and Turkish names (Al-Jarf, 2022a).

In Yemen, Al-Athwary (2014) detected spelling, grammatical and lexical errors in shop signs in the streets of Sana'a with lexical errors having the highest frequency. Translation errors varied in their degree of seriousness. These translation errors may be caused by the translator's language incompetence, translator's carelessness, and the socio-cultural differences between English and Arabic.

Despite the plethora of research studies on the languages used in shop names and the linguistic, sociolinguistic, pragmatic, and semiotic aspects of shop signs in Arab countries, and few studies analyzed grammatical, lexical, spelling and transliterations errors in shop sign, studies that define which kind of shop names should be translated and which ones should not are lacking especially in the Saudi context. Therefore, this study seeks to find out the status of shop name translation in Saudi Arabia, the errors and weaknesses found in shop name translation and to give guidelines as to which shop signs should be translated and which ones should be transliterated, and which translation and transliteration errors and weaknesses should be avoided.

The translation of shop signs constitutes a dilemma for students majoring in translation who always wonder which shop signs should be translated and which ones should not. This study also provides shop owners, shoppers, the Chambers of Commerce and Ministry of Commerce in Saudi Arabia with a global picture of the status of shop sign translation in Saudi Arabia and provides guidelines for translating them. Although English is the global language of business, Arabic, as Almathkuri declared, is inevitably needed because of the linguistic background of the customers in Arabic countries.

## 2. Data Collection and Analysis

A corpus of 500 shop names was collected from a Saudi Mall Directory. The corpus covered all malls in Riyadh, Makkah, Jeddah, Madinah, Dammam, Khobar, Dhahran, Jubail, Hassa, Tabuk, Abha and Taif. It included shops for clothing, shoes, accessories, beauty products, children's toys, in addition to restaurants, cafes and amusement areas. Shop names were classified into 4 categories: (i) International franchised foreign shop names (international brand names); (ii) local shops with foreign names; (iii) (shop names with a mixture of an Arabic and foreign name (English, French, Italian, Turkish, Indian, Chinese and Japanese); (iv) shops with pure Arabic names. Duplicate shop names were removed as well. Only shops with foreign names whether they are international brands/chains or local foreign names, were collected and subjected to further analysis. Thus, the final sample consisted of 271 foreign shop names together with their Arabic transliteration and or translation .

The status of shop name translation was classified into: (i) shop names that are translated from English/foreign language to Arabic and Arabic to English/foreign language; (ii) compound shop names that are partially translated where one part is translated and the other is not; (iii) shop names that are transliterated, i.e., Arabic names transliterated in Romanized script and English/foreign language names transliterated in Arabic script. The percentages of shop names in each category were calculated with examples given for illustration.

The translation and transliteration guidelines provided in this study are based on the author's 30 years of experience in teaching translation, and translation and onomastic research as semantic and syntactic anomalies of Arabic-transliterated compound shop names in Saudi Arabia (Al-Jarf, 2023d); deviant Arabic transliterations of foreign shop names in Saudi Arabia and decoding problems among shoppers (Al-Jarf, 2022a); dominance of foreign shop names over Arabic names in Saudi Arabia: Promotional, sociocultural and globalization issues (Al-Jarf, 2022b); linguistic-cultural characteristics of hotel names in Saudi Arabia: The case of Makkah, Madinah and Riyadh hotels (Al-Jarf, 2021b); the interchange of personal names in Muslim communities (Al-Jarf, 2023e); absence of vowels in the English spelling of Arabic personal names on social media (Al-Jarf, 2023a); English spelling of Arabic compound personal names by educated Arabs on Facebook (Al-Jarf, 2023b); English spelling of the glottal stop and voiced pharyngeal fricative in Arabic personal names by educated Arabs on Facebook (Al-Jarf, 2023c); English transliteration of Arabic personal names with the definite article */al/* on Facebook (Al-Jarf, 2022c); gemination errors in Arabic-English transliteration of personal names on Facebook (Al-Jarf, 2022d); variant transliterations of the same Arabic personal names on Facebook (Al-Jarf, 2022e) and others.

### 3. Results and Disucssion

#### 3.1 Distribution of Shop Names According to Language

Table 1 shows that 25% of the shop names are international brands; 39% are local English names created by local shop owners; 24% are pure Arabic names and 12% are mixed names (Arabic + Foreign language).

Table 1: Percentages of International Shop English, local English names, Pure Arabic names and Mixed Names (Arabic + Foreign)

Shop Name Type	%	Examples
Names of international brands names in English/ foreign language	25%	• Starbucks, Burger King, McDonalds, Pizza Hut, Monsoon, Bershka, Zara, H&M, MANGO, Debenhams, MOTHER CARE, LC Waikiki, DKNY, Camaieu, Toys R Us, Dunkin Donuts, Tim Hortons
local English names created by the shop owners	39%	• Brand Center, Baby Shop, Java Hour, Pink Blue Fashion, Java Chocolate, Surpise Gift, Grill & Chill, Suit, Jori Coffec, Suitable Time.
Pure Arabic names	24%	• البيك، الركن السويسري، البيت الإماراتي للعود، طاجن، زهور الريف، بيت التصميم الإسلامي، الطازج، النهدي، الغزالي، عبد الصمد القرشي، القهوة الإيطالية، المخزن الكبير، قزاز، المذاق المغربي، أسواق العزيرية، محمود سعيد، المشواة الذهبية، فتيحي، الشواية، محمصة الرفاعي، غتر العطار الأصلي، الصاج الربي، هرفي، المهبا، نعومي للملابس الداخلية، قرية الألعاب.
Mixed names (Arabic + Foreign)	12%	• تفاحة كيدز - ثوب كيدز - بسبوسة بوكس، الصيرفي ميغا مول، صيادية إكسبرس، الرياض هب، محل دايتشن، الرجيم الصحي

#### 3.2 Status of Shop Name Translation

Data analysis revealed that 6.7% of the shop names in the sample are fully translated as in the examples in Table 2 which shows that all the translated shop names are Arabic shop names. Examples 1 to 9 are translated correctly, whereas examples 10 to 15 have translation errors. In 10, the Arabic source word للاتصالات is plural, whereas in English equivalent (*phone*) is singular. In Example 11, (*Company*) is singular, whereas the equivalent شركات is plural. In 12, 'مشط *comp*' is misspelled. It should be (*comb*). In 12, there is a syntactic error in saying 'Modie For Rent Car' which should be 'Modie For Car Rental'. Examples 14 & 15 contain lexical errors saying 'laundries' instead of 'laundromat' and 'library' instead of 'bookstore' or 'stationary'.

Table 2: Examples Of Translated Shop Names

1) Naomi نعومي	9) Souad Oasis واحة سعاد
2) Seven Degree Café مقهى ٧ درجات	10) Hamza Phone حمزة للاتصالات
3) Swiss Corner الركن السويسري	11) Perfume Company شركات العطور
4) Sun & Sand Sports الشمس والرمال للرياضة	12) The Unified Comp المشط الموحد للحلاقة
5) Arabian Oud العربية للعود	13) Modie For Rent Car معدى لتأجير السيارات
6) Elegant Necklace العقد الراقى	14) Library مكتبة قبة اشيليا
7) Al Mabrook Tailoring المبروك للخياطة	15) Alkarawan Laundries مغاسل الكروان
8) Riyadh Front واجهة الرياض	

In addition, Table 3 shows that 3.3% of the shop names in the sample, which are compounds, are partially translated. For example, قطن، الجوري، batata، العبايات، تفاحة، ثوب، بسبوسة، ثوب، يلا، بسبوسة، سادا & يلا، بسبوسة، سادا (سادة) are Arabic words combined with English words to make the compound shop name.

Table 3: Examples of Partially Translated Shop Names

• Cotton Home قطن هوم (Ar + Eng)	• ثوب كيدز (Eng +Ar)
• JORI COFFEE الجوري كوفي (Ar + Eng)	• الجوهرة مول جدة (Eng +Ar)
• Mama Batata ماما بطاطا (Ar + Ar)	• بسبوسة بوكس (Eng +Ar)
• Abaya time وقت العبايات (Ar + Eng)	• YALLA BOWLING يلا بولينج (Ar +Eng)
• تفاحة كيدز (Ar + Eng)	• Sada Beryani سادا برياني (Eng +Ar)

In 90% of the sample, the shop names are transliterated whether from English to Arabic or Arabic to English as in the examples below which show International brand names that are Proper Nouns and should be used as they are in the source language, i.e., should not be translated as Starbucks ستاربيكس، Burger King برجر كينج، McDonalds ماكدونالدز، Pizza Hut بيتزا هت، Monsoon مونسون، Zara زارا، Sony سوتي، Hardees هارديز، Costa كوستا، Adidas أديداس، Aldo الدو، Baskin Robins باسكن روبن، Bath & Body works باث & باي ووركس، Deer & Dear دير، Carrefour كارفور، Centerpoint سنتربوينت، Costastال، Debenhams ديبهامز، Diesel Store ديزل متجر، Domino's Pizza دزيمينوز بيتزا، GIORDANO جيوردانو، Guess جس، Mango مانجو، Max ماكس، Mothercare

Subway; سبلاش Splash; سكتشرز Sketchers; يول اند بير Pull & Bear; فيلي ستيكس Philly Stakes; اورماندا Ormanda; أورانج Orange; مذكير L C; بيير كاردان Pierre Cardin; أكسيني Xiny; تريبت اند بينز Treat N beans; ذي بودي شوب The Body Shop; تيرانوفا Terranova; صب واي Waikiki; ال سي وايكيكي Waikiki. Each shop name is a compound consisting of 2 or 3 elements.

Moreover, many of the English local brands are transliterated as in *The bay Hall* هولا باي هول; *Camellia Lounge* كاميليا لاونج; *Karak gholam* كرك غلام; *cook Way* واي كوك; *Late Life* لات لايف; *Red sea mall* ريد سي مول; *THE ZONE* زون الرياض; *POTATO CORNER* بوتيتو كورنر; *Zoe* زوي; *Road Shake* روود شيك; *Lulu Celebrate* لولو سلبريت; *Red Sea Mall* ريد سي مول; *Nice Jeddah Mall* نايس جدة مول and others.

The current transliteration of foreign shop names has several errors and weaknesses especially in the Arabic transliteration of foreign shop names as revealed by a prior study by Al-Jarf (2022a) which found that 52% of the inaccurate transliterations are in the vowels and diphthongs; 36% are inaccurate and inconsistent transliterations of consonants. In 11.6% of the transliterations, ch was reduced to sh; and /g/ was transliterated in three ways. 13% of the consonant transliteration deviations occurred in words containing a silent letter. In 6%, the Arabic vowel was double. In 8%, compound shop names were spelled together (blended) in the Arabic transliteration; in 7%, French, Italian, Japanese, and Turkish shop names were transliterated as they are pronounced in English, not in the source language. Findings also showed variant spellings of the same shop names especially French, Italian and Turkish shop names (Parfois بارفواه بافويس; Spring سبرينج سبرينج; Semit Sarai سميت/سيميت; Chocolate شوكليت/شوكليت).

Results of a decoding test given to a sample of college students and faculty who have a low proficiency level in English indicated that they could decode shop names such as *Burger King* بيرجر كينج, *Hardees* هارديز, *Costa* كوستا, *Mcdonald's* ماكدونالدز, *Starbucks* ساربيكس, *Zara* زارا, *BERSHKA* بيرشكا, *MANGO* مانجو, *GIORDANO* جيوردانو, *Sony* سوني, *Toshiba* توشيبا, *Payless* بايليس, *So Souffle* سوسوفليه, *BBQ Tonight* باربيكيوتونايت, *Blue Age* بلو ايج, *Chuck E Cheese's* تشيكي تشيز, *Shrimp Shack* شريمب شاك and other (Al-Jarf, 2022a).

### 3.3 Guideline for Translating & Transliterating Shop Names

Regarding the translation of shop names in Saudi Arabia, this study recommends the following:

- 1) International franchised brand names (Proper Nouns) should be used as they are, i.e., should be transliterated, not translated as *Pizza Hut* بيتزا هت, *Monsoon* مونسون, *Zara* زارا, *BERSHKA* بيرشكا, *MANGO* مانجو, *GIORDANO* جيوردانو, *Sony* سوني, *Toshiba* توشيبا, *Samsung* سامسونج, *iPhone* آيفون and so on.
- 2) Shoppers who do not know English should be able to decode the the Arabic transliteration easily as in *Burger King* بيرجر كينج, *Hardees*, *Costa* كوستا, *Mcdonald's* ماكدونالدز, *Starbucks* ساربيكس. The grapheme sequence in the transliterated name should be familiar to Arabic shoppers' eye.
- 3) There should be one transliteration only in all branches of the same shop instead of two or more variant transliterations as in:
  - Burger > بيرجر بيرجر بيرجر بيرجر
  - Spring > سبرينج & سبرينج
  - Semit Sarai > سميط & سيميت
  - Chocolate > شوكولاتة & شوكليت
  - Chili's > تشيلي تشيلي
- 4) International franchised brands or local shop with long names should be transliterated in a way to help shoppers who do not know English decode them easily. Long names can be split into 2 or 3 parts as in:
  - Jarlicious Lounge > جارليشوس لاونج
  - American Eagle Outfitters > أميريكان إيجل أوتفترز
  - Accessorize > أكسسوريز و ريز & أكسسوريز
  - Payless > باي لس
  - So Souffle > سوسوفليه
  - BBQ Tonight > باربيكيوتونايت
  - Blue Age > بلو ايج
  - Chuck E Cheese's > تشيكي تشيز
  - Shrimp Shack > شريمب شاك
- 5) Transliterating vowels, diphthongs and consonants correctly as in:
  - Vowels and diphthongs: *Onyx* أونكس > \*أونكس; *Perfume* بيرفيوم > \*بارفيوم; *Event* أفنت > \*افنت; *Burger Kitchen* برجر > \*برجر; *Muffin* مفن > \*مفن; *Silantro* سيلانترو > \*سيلانترو; *Cilantro* جودايفا > \*جودايفا; *Godiva* ميركاتو > \*ميركاتو; *Merkato* ميركاتو > \*ميركاتو; *Kitshen* كيتشن > \*كيتشن

*Jarlicious*; تشيلي > تشيلي *Chilli*; سيوت > سباوت كافييه *Spot Café*; نعومي > نايوممي *Naomi*; كايصري > كايصري *Keisari*; جيس > جيس *Guess*; ووك إت > ووك إت \* *Wok It*; روما \* > روما واي *Roma Way*; سينما > سينما *Cinema*; جارليشوس > جارليشوز بابلز > وافل \* ببلز *Bubbles Waffles*; تشيلي > ذا يلو \* تشيلي *The Yellow Chilli*.

- *Ch: Dynamite Chicken* تشيكن \* تشيكن *Bamboo Chips*; تشيكن > دينمايت \* تشيكن *Chill & Chill* سيشوان \* سيشوان كريسبي *Sichuan Crispy*; تشيل > جريل أند \* شيل *Mr Games*; سبرينج > سبرينج *Spring*; جوركان > جوركان شيف *Gürkan Şef*; قراند ستور > قراند ستور \* *Grand Store*; نسكافيه دولتشي جوستو > دولس \* قوستو *Nescafe Dolce Gusto*; جايمز > \* *Others: Esquires Café* اسكويرز > كافييه \* اسكويرز *Brands For Less*; براندز > براندز *Debenhams*; دينهامز > دينهامز \* *Curry Special* سببشال > كاري \* سببشال.

- 6) *بنك الفاشن* > *بنك فاشن*: the Arabic definite article should be attached to the appositive noun in the compound shop name as in: مهرجان - منيو الدونتس > المنيو **دونتس**; الشيف جوركان > جوركان شيف; محل المربعات > بوتيك الكاروهات > بوتيك كاروهات - (الأزياء) مهرجان الصيف الجميل > صيف كول.
- 7) Even when shop names are transliterated, the word order should be correct. For Arabic, the English word order should be reversed to match the Arabic word order as in:
- *Mamma Batata* ماما بطاطا > ماما بطاطا; *Operation Falafel* أوبريشن فلافل; *Mamma Buns Cafe* ماما بنز كافييه; *Java Chocolate* جافا شوكلت; *Empire Cinema* المشاط; منيو الدوناتس > المنيو دونتس *Menu Donuts*; قهوة جوري > الجوري كوفي *JORI COFFEE*; إمباير سينما > سينما إمباير *Gürkan Şef*; سراي السميط > سميت سراي *SIMIT SARAY*; متجر ديزل > ديزل متجر *Diesel Store*; لانجري المشاط > لانجري المشاط *Bamboo Chips*; الشيف جوركان > شيف جوركان *Caribou Cafe*; كاريو كافييه *Caribou Cafe*; شيبس البامبو > بامبو شيبس *Bamboo Chips*; الشيف جوركان > شيف جوركان.
- 8) Transliterations should pay attention to French & Italian shop names that they are not pronounced like English. They can check the pronunciation in Google Translate. The following are examples of mistransliterations and their corrections.
- *Parfois* بارفواه > بارفواه & \* بارفويس
  - *Aix Tra* ايه اترا > \* إيكس ترا
  - *Esprit* إسبري > \* اسبريت
  - *Dolce Gosto* دولتشي جوستو > \* قوستو \* دولس
  - *l'occitan en provence* لوكسيطان > \* لوكسيطان أون بروفانس
  - *la vie en rose* أون > لافي \* أن روز
- 9) Some international shop names and most local shops with foreign names should be fully translated if they are meaningful. The Arabic translation will target Arabic-speaking shoppers who do not know English and the English version targets English-speaking shoppers as in the examples in Table 4 below.

Table 4: Examples of Shop Names That Should Be Fully Translated

<ul style="list-style-type: none"> <li>• <i>Adventura</i> المغامرة &gt; أدفتورا</li> <li>• <i>Atyaf garden</i> حديقة أطياف &gt; أطياف جاردن</li> <li>• <i>BBQ Tonight</i> شواء الليلة &gt; باربيكيوتونايت</li> <li>• <i>Chinese Tandoori</i> التندوري الصيني &gt; شابينز تندوري</li> <li>• <i>Dr Nutrition</i> دكتور التغذية &gt; نيوتريشن دكتور</li> <li>• <i>Lulu fashion store</i> متجر لولو للأزياء &gt; لولو فاشن ستور</li> <li>• <i>Mama Batata</i> بطاطا ماما &gt;</li> <li>• <i>Natural Beauty</i> الجمال الطبيعي &gt; ناتشورال بيوتي</li> <li>• <i>Natural Look</i> الطلة الطبيعية &gt; ناتشورال لوك</li> <li>• <i>Brand Center</i> مركز الماركات الشهيرة &gt; براند سنتر</li> <li>• <i>Lulu Celebrate</i> احتفالات لولو &gt; لولو سلبريت</li> <li>• <i>luxury Accessories</i> فاخرة اكسسوارات &gt; لأكجري للإكسسوارات</li> <li>• <i>Ghazal Almaha</i> غزال المها &gt; <i>Oryx gazelle</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Natural Touch</i> اللمسة الطبيعية &gt; ناتشورال/ناتشورال تاتش</li> <li>• <i>New Fashion</i> الأزياء الجديدة (آخر الأزياء) &gt; نيوفاشن</li> <li>• <i>Potato Corner</i> ركن البطاطا &gt; بوتيتو كورنر</li> <li>• <i>Potato Hut</i> كوخ البطاطا &gt; بوتاتو هت</li> <li>• <i>Potato twist</i> ماما بطاطا اللولبية &gt; تويست بوتيتو</li> <li>• <i>Red Sea Mall</i> مول البحر الأحمر &gt; رد سي مول</li> <li>• <i>Riyadh Park</i> حديقة الرياض &gt; الرياض بارك</li> <li>• <i>Alwshah Al'aniq</i> elegant scarf &gt; الوشاح الانيق</li> <li>• <i>The Children's Place</i> متجر الأطفال &gt; ذا تشيلدرنز بليس</li> <li>• <i>Baby Shop</i> متجر الأطفال &gt; بيبي شوب</li> <li>• <i>Operation Falafel</i> معمل الفلافل &gt; أوبريشن فلافل</li> <li>• <i>Mr Games</i> سيد الالعاب &gt; مستر قيمز</li> <li>• <i>Al'ikhtyar akwasie</i> Great Options &gt; الاختيار الواسع</li> </ul>
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In the examples in Table 4, the sequence of graphemes is difficult to decode because they have unfamiliar consonant and vowel sequences (combinations) that do not exist in Arabic and do not fit the Arabic graphemic system. Similarly, the Arabized version of *chocolate* شوكولاتة can be used in order not to mis-transliterate the word that occurs in different shop names as in *شوكوليت مولتن*; *شوكولت سراي*. The same applies to *Z Mart Accessories*. The Arabized word *اكسسوارات*, that is commonly used in spoken Arabic, can be used instead of the transliterated English plural *أكسسوريز* as it can be easily decoded and pronounced.

- 10) Certain shop name components that frequently occur in international franchised names or local English names should be translated as *café* مقهى, *chocolate* شوكولاتة, *potato* بطاطا, *park* حديقة منتزه, *plaza* مجمع, *collection* مجموعة, *fashion* أزياء;

Noami نعومي. Some of these words were Arabized long ago as *chocolate* شوكولاتة. In all languages, *coffee* and *café* were originally borrowed from the Arabic words قهوة & مقهى. The equivalent to the Turkish *Kaisari* is قيصر. So it should be used. In addition, compound shop names containing common nouns such as "kitchen", "bakery", 'garden', 'mart', 'chicken', 'shoes', 'potato' should be partially translated. The following are examples:

- coffee shop names as: *Cafe Mamma Rotti* مقهى ماما روتي > ماما روتي كافيه ; *Caribou Café* مقهى كاريبو كافيه ; *Esquires Café* مقهى اسكوير > كافيه اسكوير ; *Keisari Café* مقهى كيساري ; *Soprano cafe* مقهى سوبرانو كافيه ; *Spot Café* مقهى سباوت > سباوت كافيه ; *Elko Cafe* مقهى الكو > الكو كافيه ; *AlBasha Café* مقهى الباشا > الباشا كافيه ; *Bono Cafe* مقهى بونو > بونو كافيه ; *Venus Café* مقهى فينوس > فينوس كافيه ; *Corsini cafe* مقهى كورسيني كافيه ; *l'Douh Café* المقهى العربي > كف د العربي ; *Café d'Arabia* مقهى إل دو > ل'دوه كافيه.
- *Specialty Shop names as: Laderach chocolate* شوكولاتة لاديراخ > *Java Chocolate* شوكولاتة جافا >
- *Eva Garden* حديقة إيفا (حواء) > إيفا جاردن
- *Damas collection* مجموعة داماس > مجموعة داماس كوليكشن
- *Ever collection* مجموعة ايفر > ايفر كوليكشن
- *Flamingo Park* منتزه الفلامنجو / حديقة الفلامنجو > فلامنجو بارك
- *Burger Kitchen* مطبخ البيرجر > بيرجر كيتشن > برجر كتنش
- *Magnolia Bakery* مخبز قوشة > *Qoosha Bakery* مخبز ماغنوليا > ماغنوليا \*بيكري
- *Z Mart Accessories* سوق زي للإكسسوارات > زي مارت أكسسوريز
- *Bijou Brigitte* مجوهرات بريجيت > بيجو بريجيت
- *Rieker Shoes* ريكير شوز > أحذية رايكر
- *Orange bed & bath* اورانج للأسرة والاستحمام > اورينج بيد & باث
- *Texas chicken* تكساس تشيكن > دجاج تكساس
- *YALLA BOWLING* هيا الى البولينج > يلا بولينج

11) Avoiding duplicating lexical meaning such as mentioning the type of store although it is implied in the shop name as in:

- المشاط للملابس الداخلية > المشاط \*لانجري للملابس الداخلية
- عطورات > عطورات \*بارفيوم
- حلويات وبقلاوة > بمبوني وبقلاوة \*للحلويات
- مجوهرات فاخرة > لأكجري \*للإكسسوارات \*والمجوهرات

#### 4. Recommendations and Conclusion

Due to the dominance of English in all walks of life such as social media, hotel names, shop names and the dominance of Arabic transliteration of English and foreign shop names, personal names, hotel names, street signs and so on, the transliteration errors committed will have a negative effect on Arabic, our National Language. This status quo will contribute to the marginalization and weakening of the Arabic language (Al-Jarf, 2016; Al-Jarf, 2011a; Al-Jarf, 2011b; Al-Jarf, 2008; Al-Jarf, 2005; Al-Jarf, 2018; Al-Jarf, 2021a; Al-Jarf, 2022b). Arab-speakers should be aware of the threats posed by the foreignization of shop names on the status of the Arabic language. Attractive Arabic names can be created and do exist in the Saudi market as *Al-Baik*, *Al-Tazej*, *Al-Ghazali*, *Gazzaz*, etc. It is the quality of products, the price and employee-customer relations that matter NOT the foreign name.

The transliteration errors of shop names are usually transliterated by foreign workers who are neither proficient in Arabic nor English. The absence of diacritics makes shop names difficult to decode by those who are not familiar with them.

The Ministry of Commerce & Chambers of Commerce should set standards for naming, translating and transliterating shop names. They should make sure that shop names are transliterated correctly, with a correct word order and correct definite article attachment. They should also play a key role in domesticating shop names and mandating that at least locally-coined foreign shop names be translated.

The domestication of foreign shop names by Saudi entrepreneurs requires that they get support from colleges of languages and in the kingdom in naming and translating the shop and products names to achieve local and international intelligibility.

The mistranslations are not only evident in shop names, they are also evident in street signs and linguistic landscapes. Therefore this study recommends that translation errors in bilingual linguistic landscapes and public signs in Saudi Arabia be the subject of further research studies in the future.

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