

### 1.8.2 Omission

This strategy may sound rather drastic, but it does no harm to omit translating a word or expression in some contexts, if the meaning conveyed by a particular item or expression is not vital enough to the development of the text. Omission can occur for many legitimate reasons:

- A- Background information is sometimes not translated: Arabic for example uses different patterns of cohesion. Arabic radio broadcasts usually use of the phrase “هذا و...” or “وجدير بالذكر” as a signal in Arabic that what comes next is background information to the main argument (Cf. Hatim 1997: 67-74). Thus, such phrases are not expected to be translated in an English TT.
- B- “Another occasion for omission is when the information conveyed is not particularly important” (Dickins et al 2002: 23).

وكان الرئيس الامريكى بيل كلينتون قد اكد مساء اول من امس

“Two days ago, the American President, Bill Clinton confirmed....”

Unlike Arabic, English does not afford the concept ‘two days ago in the evening’.

- C- Cultural differences provide another area in which simple omission may be a reasonable strategy. The ST word ‘الفاتيكان’ in the following example is better omitted because Western readers would be unaware of any Popes other than the Catholic one.

بابا الفاتيكان يوحنا بولس الثانى

Pope John-Paul II

### 1.8.3 Using General Words

This is one of the most common strategies for dealing with many types of non-equivalence. It depends on the semantic notion ‘superordinate’, e.g.

**Shampoo the hair with a mild WELLA-SHAMPOO**

يغسل الشعر بشامبو من “ويللا”

Snow يمطر ثلجا