

The Impact of Contextual Factors on Quality Translation

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Abstract

This study aimed to investigate the impact of context and contextual factors on achieving quality translation. To achieve the objectives of the study, the mixed-method approach including qualitative and quantitative methods was used. The data of this study were collected through three different tools: a close-ended questionnaire administered to 30 participants besides a structured interview and a translation task conducted with ten participants. Descriptive statistics and thematic analysis were used to analyze the data and identify key themes. The findings showed that the context and contextual factors have a significant impact on quality translation. Participants also showed that there are many challenges they may face and errors they may make due to the ignorance of context while translation. The study provided many practices and suggestions translators could use to get quality translation. The study recommended that translators should be aware of contextual meaning, especially when using artificial intelligence tools for translation.

1. INTRODUCTION

Translation is a science, an art, and a skill of transferring meaning across languages. As a science, it needs a sufficient background knowledge of the languages concerned, and as an art, it requires an artistic talent to restructure the original text and goes beyond words conversion from one language with its appropriate equivalent in another, and as a skill, it needs an ability to overcome any difficulty in translating texts. Translation main goal is to produce a text in the target language that has the same effect as the original text in the source culture (Hassan 2014). Scopus theory believes that the translated texts should be readable and acceptable to the reader of the target language and consistent with the purpose of translation. Knowing the appropriate meaning of a text depends on the context of who does what, when, where, and for what reason, and learning to make sense out of nonsense is a demanding task for translators who are supposed to deal with the average political, legal, financial, or technical documents (Nida, 2001).

Moreover, translation is an intricate process influenced by various contextual factors. It demands a deep understanding of the context, cultural differences, and the target beneficiaries' expectations. It also demands a deep understanding of what is beyond the surface meaning of words. Nida (1993) considers translation, in general, as the most complex type of tasks whereas House (2006) asserts that the most important task of translation lies in the preservation of meaning across two languages. Both of these definitions call for going beyond the literal translation to achieve quality translation and recommend

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translators to master the skills of researching and incorporating relevant context and delve into the cultural, historical, and social background of the source text to obtain the translated version with the same depth and effect of the source version. In addition, understanding contextual factors are the cornerstone of accurate translation since it plays a crucial role in determining the quality, effectiveness, and accuracy of translations (Nida, 2001). In addition, contextual factors must be taken into consideration to obtain quality translation, such as linguistic, cultural, situational, textual, technical, technological, etc. Having a deep understanding of such factors allows translators to produce a translation that is not only accurate but also satisfactory to the target beneficiaries.

With respect to quality translation, it has become a significant area of translation studies due to globalization need of effective communication across languages and cultures. It looks at translation as a product. It searches for translation that meets high standards in terms of accuracy, fluency, cultural appropriateness, and adherence to the source text purpose. It is characterized by its faithfulness to the original meaning, tone, naturalness, readability in the target language, appropriate selection of relevant equivalents, and an awareness of cultural differences and idiomatic expressions. Moreover, Nord (1997) confirms that quality translation must have fidelity to the source text and argues that the target text should cope with its intended receivers' intent. Similarly, House (2015) emphasizes that quality translation must balance linguistic accuracy with cultural relevance.

As translation continues to evolve in the globalized world, ongoing research on the relationship between context and translation practices remains crucial for enhancing translation quality (Foster, 2010). What is needed for achieving accurate and successful translation is conveying the full meaning of the source text and making sure that it is understood by the targeted beneficiaries. This entails translators to pay more attention to the appropriate and effective transfer of meaning. Translators need to select the contextual meaning of words in particular texts rather than all the meanings that are listed in comprehensive dictionaries (Nida, 2001). So, it is the role of translators to examine the context and choose the equivalent that is best (Hassan, 2014). Choosing the appropriate equivalence whether descriptive or functional is of great significance when translating texts. While the formal or descriptive equivalence is the strict devotion to the form of the original language, the dynamic or functional equivalence is the complete fidelity to the meaning of the original language though there are no complete or full equivalent texts (Nida, 2001). Additionally, the ways in which words are structured to create meaning vary from a language to another, and translating words in the order they appear in the original text often will not make sense in another language.

To sum up, as far as contextual translation from English to Arabic is concerned, there is a need for systematic study of the impact of context on both languages translated. Therefore, this study investigates the role of contextual factors in achieving quality translation. It explores the significance of contextual factors in achieving quality translation in terms of cultural, linguistic, situational, and technical factors that may affect translation quality and its final outputs. Its significance lies in pointing out the main challenges and errors encounter translators while translation and suggesting some sound practices and strategies that help translators achieve quality translation.

1.2. Statement of the Problem

Translation is not merely a linguistic exercise; it is a complex process influenced by various contextual factors that can significantly affect the quality and accuracy of the translated texts. Despite the increasing dependence on artificial intelligence tools for translation, they fail to catch the intended meaning, tone, and cultural differences of the source materials due to the absence of awareness of the context during the process of translation.

For a couple of years of teaching different courses of translation, the researcher feels greatly interested in searching the impact of context and contextual factors in understanding and translating texts. He

confirms that any lack of considering the contexts of a text can lead to many serious mistakes in comprehending and reproducing the appropriate meaning of the target text. What attracts his attention most is the consequences of the mistranslation of technical texts full of legal, medical, religious terms, etc., especially when disregarding the contexts and how such wrong translation may lead to a complete misunderstanding, loss of meaning, cultural insensitivity, and disastrous outcomes. This issue is also common in texts that include idiomatic expressions, culturally specific references, or specialized terminologies. Translators often face challenges when the context surrounding a text is not adequately considered, leading to potential misinterpretations. For instance, translating a medical report or a literary work without understanding its historical context or its writer's intent may result in a loss of emotional depth and medical disaster consecutively. Similarly, technical documents that lack contextual awareness may lead to misunderstandings in critical fields such as those in religious or law documents where precision is of great significance.

To conclude, understanding the multifaceted roles of context in translation is essential for achieving quality translation. By addressing the gaps in the current study and emphasizing the importance of contextual factors, translators could improve their work and ensure that the essence of the original text is preserved across languages and cultures. Translation is successful if it renders the original text efficiently, faithfully, accurately, and precisely. So, this study aims to fill the gap and shows the impact of context and contextual factors in achieving quality translation hoping to add some contributions to scientific research in the field of translation.

1.3. Questions of the Study

This study attempts to answer the following questions:

1. How do different types of contextual factors (linguistic, cultural, situational, technological, etc.) impact quality translation outcomes?
2. What are the common errors translators make due to the absence of contextual awareness while translating texts?
3. What are the common challenges translators face due to the absence of contextual awareness while translating texts?
4. What are the sound practices that may help translators incorporate context to achieve quality translation?

2. LITERATURE REVIEW

This literature review highlights the critical role of contextual factors in achieving quality translation. It starts with shedding light on the relationship between translation and context. Then it presents the different types of contextual factors that may influence the translation process. After that, it shows the demands and roles of translators when translating texts. Finally, it sheds light on some challenges translators may face while translating texts.

2.1. Translation and Context

Translation is a complex process that goes beyond a word-for-word transfer. It involves understanding the source texts meaning, cultural distinctions, and target receiver's expectations. Context plays a significant role in determining the quality and effectiveness of translation. The term context is a wide concept. It is defined by many scholars with different points of view. Cook (2003) looks at context as the knowledge of the real world related to one's knowledge and experience. Dey (2017) asserts that contexts involves any information used to describe an entity whether a person, place, or object. Furthermore, Song (2011) introduces context in two senses: a narrow sense and a broad one. While the narrow sense refers to the surrounding writings preceding and following a word or other element of

language taken place inside the same sentence, the broad sense refers to any outside factor affecting the meaning of the text.

2.2. Types of Contexts

There are many different types of contexts or contextual factors that may affect the translation process such as linguistic context which refers to words and sentences surrounding a term or phrase and influencing its meaning, cultural context which refers to the beliefs, values, customs, and historical background of both source and target cultures, situational context which deals with the specific conditions under which a message takes place such as setting, participants, and purpose, technological context which deals with technical tools used for translation which have a great influence on the translation process, and finally textual context which focuses on the genre and structure of the text being translated such as literary, technical, and legal texts (Baker & Saldanha, 2019).

To begin with the linguistic contextual factors, they refer to the surrounding words, phrases, or structures in a text. Baker (1992) shows that a deep understanding of syntactic and semantic relationships within a text is essential for accurate translation, and the knowledge of linguistics is an essential factor in differentiating between the structures of a text and the understanding of a text. For him, linguists analyze texts, but translators understand texts or idiomatic expressions which cannot be understood easily if translated literally. Munday (2016) shows that translators must be aware of idioms and find an appropriate equivalent in the target language that expresses the same meaning and creates the same effect of the source text. They can use contextual clues that may help them to do so and achieve overall coherence of the translated text. Take for example the different translations of the word "run". Its meaning depends largely on linguistic contexts: the cats were running, the cakes are running, Ali is running into debt, Ali's nose is running. In fact, the term run can cope with a number of diverse contexts to provide distinct concepts. Also, the word "yuhfazu" in Arabic has different meanings in English such as memorize, keep, save, preserve, etc., and its translations are used differently in different contexts. Another example is the word "heavy" which could be translated differently into Arabic based on the context it is used in (e.g., heavy sleep = deep sleep; heavy taxes = exorbitant taxes; heavy smoker = excessive smoker). Therefore, if the word heavy is translated literally into Arabic without understanding their contexts, the translations could confuse the readers (Idlibi, 2018).

Secondly, with regard to cultural contextual factors, they are important for achieving quality translation. Language is a crucial part of culture because any vocabulary of a language develops its meaning from its culture. This means that the essence of translation is a cultural activity. According to Nord (1997), translators must have adequate cultural background of the translated texts in terms of its cultural references, norms, belief, art, morals, law, customs, and values set in the source text. Venuti (2021) shows the significance of "foreignization" and "domestication" strategies, where translators either preserve the foreign elements or familiarize them with the target receivers.

Moreover, every language has specific cultural and social norms different from those of other languages. Sapir (1949) argues that environment and culture have a considerable influence on the language of speakers as is clearly seen in their vocabulary. Through translation, translators bring different cultural sources of different civilizations. Bassnett (1992) compares culture to the heart within the body of a language, pointing out that a translator is like a surgeon operating on the heart who cannot neglect the organs that surrounds it. So, translators must be aware of cultural references such as local foods, festivals, traditions, connotations, humor, metaphors, and colloquialisms that cannot be translated directly. A good example of the impact of cultural contextual factors in the meaning of target texts is the word "Thanksgiving". This word is found in American culture and must rely on cultural context translation as "a harvest festival" and not translated literally as "giving thanks".

Thirdly, situational contextual factors deal with some issues such as the purpose of the translation, the target receivers, and the tools of translation. House (2015) shows that understanding situational context helps translators adapt their style and tone according to the situation. For example, a legal text translation requires precision and formality while marketing materials translation needs creativity and emotional appeal. Take for example the two words "challenge and regime". They are translated in legal texts as a system of government for "regime" and refuting the legal case for "challenge" unlike their literal translation as difficulties for challenge and going on diet for diet. Scopus theory, as discussed by Vermeer (1989) confirms the importance of a purpose in obtaining translation goals, and analyzing a context is to situationalize a text by relating it to its environment verbally and non-verbally. In addition, visual context refers to the visual elements that accompany a text, such as symbols, diagrams, images, colors, and layout. These elements usually convey additional meanings that can dramatically alter how the text is interpreted. This implies that translators must be aware of visual signs to ensure that the translated text corresponds to the intended message and design.

Finally, with regard to technical contextual factors, technology has a great influence on translation process. Though translation tools have made translation more accessible and easy, they translate texts word for word without regarding the context or the use of words in the real world. They fail to capture the contextual meanings and subtleties and raise doubt about translation quality. As a matter of fact, any mistranslation of technical terms due to lack of contextual knowledge can lead to serious consequences. Translators, therefore, should edit and refine machine translation outputs to ensure contextual translation accuracy and cultural relevance. By mediating machine translation across languages, translators should play a crucial role in sustaining and promoting technical knowledge, especially the medical terms of which any mistranslation due to the lack of contextual knowledge can lead to serious consequences and disastrous outcomes (Karwacka, 2014). Take for example terms like "appendix". It may have specific meaning in medicine as a small sac attached to the intestines; however, in another context it means some supplementary materials at the end of a book.

Furthermore, Foster (2010) introduces five aspects of textual contexts essentially needed for achieving quality text translation, namely co-text, chron-text, real-text, bi-text, and non-text. To begin with co-text, it deals with the linguistic context or the surrounding words or phrases within a particular text or a definition of a term. Secondly, the chron-text deals with the multiple versions of the same document through the life of the translation process. That is to say, co-text is synchronic and chron-text is diachronic. Thirdly, the real-text deals with all materials needed for text translation such as monolingual dictionaries or terminologies, documents and other resources. Fourthly, the bi-text deals with written materials in both languages such as glossaries, bi-lingual dictionaries, etc. And, finally, the non-text goes beyond texts and includes what is sometimes called 'paralinguistic information', such as body language, technical knowledge, and cultural awareness.

Moreover, Dash (2008 as in Miller, Eagly & Linn, 2015) classified contexts into four types: local context, topical context, sentential context, and global context. While the local context refers to one or two words before and after the key word, the topical context refers to the topic of the text in which the keyword is located further away from the sentence, the sentential context refers to the next circle immediately beyond the local context, and finally, the global context refers to the world at large. In addition, Song (2011) introduces two kinds of contexts: extra-linguistic and intra-linguistic. While the extra-lingual contexts deals with situational, social, societal, and cultural factors influencing translation process, intra-linguistic factors include sentences or elements of language which precede or follow the sentence or elements of language in question.

2.3. Translators' Role in Quality Translation

With regard to the role of translators, they act as mediators between cultures and languages, and their knowledge of contextual factors is necessary for achieving quality translation. Pym (2010) argues that

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professional translators should have not only linguistic proficiency but also cultural competence and situational awareness. These skills enable them to deal with complex texts effectively, and ensure that the translation is linguistically accurate and culturally appropriate.

In addition, Newmark (1981) argues that translators must have adequate knowledge in the target language, source language, text type, real world, and contrastive knowledge. They must have a clear insight in the differences of both cultures of the source text and the target text. Translators should be proficient in dealing with vocabulary, grammar, and construction of both the source and the target languages. They should be aware of writer's style: literary, scientific, technical, informative, persuasive, argumentative, etc., and have adequate knowledge in language standards. They must be aware of cultural references and connotations that may not directly be translated (Hassan, 2014). The role of translators is to do their best to compensate for the losses in the structure of target language. Translators should consider to whom they are translating in terms of social class, education, interests, attitudes, economical status, background, etc. (Somers, 2003).

Moreover, translator's way of thinking, value of orientation, and aesthetic orientation influence translation quality, as well. Insufficient translator's professional level or lack of understanding the background of a text can lead to wrong translation (Shuming Zheng, Hongyan Zhou & Xu, 2012). On the contrary, translators' own educational level, practical experience, cognition ability, structure knowledge, and even their physical state can influence translation positively.

2.4. Challenges of Quality Translation

Translators encounter many challenges that may affect and impact the quality and effectiveness of their translations. Cultural differences have a great effect on quality translation. Also, linguistic differences between source and target language can create some obstacles in conveying meaning accurately (O'Brien, 2020). Baker (2018), for example, shows the complexities of translating idiomatic expressions and colloquialisms which often lack direct equivalents in other languages. Munday (2021) shows that syntactic structures vary widely between languages and searching for creative solutions to maintain coherence and fluency in translations. Baker (2018) also mentions some cultural difficulties of translations and shows the importance of cultural competence, calls translators to be aware of both the source and target cultures to convey meanings accurately, and advises them to be aware of cultural references, idioms, and social norms that may not have direct equivalents in the target language. He reveals that any misunderstanding of cultures can lead to cultural insensitivity or loss of meaning. Munday (2021) shows how cultural differences complicates translation as globalized contexts including mixed cultural references that require careful handling to maintain authenticity. Wong and Shen (1999) reveal that linguistic factors also exert a direct and crucial influence upon the process of translating. Each of the linguistic factors: phonological, lexical, syntactic, and textual can interfere with translation. They add that inter-lingual differences constitute the main source of translation difficulties. Also, it is argued that translation of medical texts has various challenges, and translatability of these text types is dependent on several contextual factors involving various linguistic, functional and cultural features (Mayyas, Yunus & Mayyas 2020).

In addition, the rise of technology has not only enhanced translation practices but also introduced new challenges. Ghazala (2008) shows that in spite of the great role of machine translation and computer assisted translation tools on translation process speed, they do not provide quality translation due to the absence of considering the context. They may also lead translators to depend on automated processes fully. O'Brien (2020) explores the cognitive overload resulting from technology use, suggesting that translators must balance technological assistance with their own linguistic and cultural expertise. Recent comparative evaluations of AI-driven and large language models (LLMs) confirm these concerns: in translating Arabic news texts into English, lexico-semantic errors were the most prevalent (45.22%), followed by formatting (32.27%) and syntactic errors (22.50%), with traditional AI-driven tools like

Reverso recording the highest error counts and the lowest accuracy scores, while LLMs such as ChatGPT-4 demonstrated superior performance yet still required human post-editing to ensure precision (Noman, Almansoob, Mohammed, & Alrefaee, 2025).

3. METHODOLOGY

3.1. Research Design

To achieve the objective of this study and have a comprehensive understanding of the impact of contextual factors in achieving quality translation, the mixed-method approach including qualitative and quantitative methods was used, hoping to provide a holistic view of how contextual factors influence quality translation and its outcomes.

3.2. Study Sample

The sample of this study consisted of 30 professional translators with different levels of experience. They were selected purposefully based on their expertise in different fields of language translation (literary, technical, legal, etc.).

3.3. Data Collection Tools

The data of the study were collected via three tools: a close-ended questionnaire, semi-structured interviews, and a translation task.

3.3.1. Questionnaire

A questionnaire consisted of 37 close-ended items and administered to the selected sample in the assigned time to gather adequate data related to translators' perceptions of contextual factors impact on achieving quality translation in their work. The items of the questionnaire were selected based on the literature review and the researcher's knowledge. Then they were rated using Likert's scale with five options (strongly agree, agree, neutral, disagree, and strongly disagree). They were assigned to point out the perceived impact of situational, cultural, technological, and linguistic contextual factors on quality translation.

3.3.2. Semi-Structured Interview

A semi-structured interview was conducted with 10 selected professional participants who have adequate experience in the field of translation to gain qualitative insights of their perceptions of contextual factors impact on quality translation as well as the main challenges that may affect translation outcomes.

3.3.3. Translation Task

The researcher provided ten participants with a set of texts that vary in contexts as translation tasks. The translation tasks were used to support the questionnaire and the interview, pointing out the kind of challenges translators face while translating contextual texts and where the context significantly influences translation outcomes. The participants were requested to translate these texts while noting their considerations regarding the different contexts.

3.4. Study Procedures

After collecting adequate data, they were analyzed quantitatively and qualitatively. Quantitative analysis was used for analyzing the results of the questionnaire using statistical software and focusing on impact of context awareness on quality translation. Qualitative analysis was used for analyzing results of the semi-structured interview transcription as well as for the results of the translation tasks using thematic analysis by identifying the recurring themes in the open-ended questions. The analysis of the translation task focused on predetermined criteria such as the level of accuracy, fluency, and cultural appropriateness, etc. The translated task was compared with experts' benchmarks to assess the outcomes of participants' translation.

4. DATA ANALYSIS AND DISCUSSION

It is worth indicating that data analysis of the obtained data from the participants' responses to the instruments of the study were coded and analyzed step by step and one by one, then discussed in detail. Keeping in mind the purpose of the study to explore the impact of contextual factors on quality translation, this section pointed out the kind of perspectives translators' have towards the role of contextual factors on quality translation, the main difficulties that may impede translators to achieve quality translation, and the sound strategies that may help the to incorporate context while translating texts.

4.1. Results Related to the Participants' Perceptions of the Impact of Contextual Factors on Quality Translation

The first question of this study was How do different types of contextual factors (linguistic, cultural, situational, technological, etc.) impact quality translation outcomes?

To get adequate data regarding the impact of contextual factors on quality translation, the researcher used a questionnaire consisted of 37 items (1-37). The collected data were analyzed and calculated quantitatively using SPSS package V. 21. The descriptive statistics represented by the mean scores and standard deviations were analyzed and calculated at the level of the participants' responses to all items of the questionnaire, and at the level of the participants' responses to each item of the questionnaire. The mean scores were used to determine the extent to which the participants agreed or disagreed with the impact of contextual factors on quality translation. The standard deviations were used to determine the homogeneity or heterogeneity of the participants' responses to each item of the questionnaire. The ranks were used to order the items based on the values of the mean scores and standard deviations.

Table 1

Descriptive Statistics of Participants' Perceptions of the Impact of Contextual Factors on Quality Translation

No.	Items	Mean	Std.	Rank
1	Taking context into account is an essential issue in understanding the meaning of a text.	4.20	0.61	5
2	Having adequate contextual background enhances quality translation of a text.	4.21	0.65	4
3	Understanding the contextual cues in the source text helps translators choose the appropriate equivalent in the target language.	4.28	0.63	2
4	Understanding the situational factors helps translators understand the writer's intention, tone, and style to achieve accurate translation.	4.23	0.53	3
5	Understanding the cultural context of the source text influences the quality translation of the target text.	4.09	0.72	7
6	Understanding the linguistic context of the source text influences the quality translation of the target text.	3.47	0.09	33
7	Understanding the historical context of the source text influences quality translation of the target text.	3.79	0.87	22
8	Context helps translators preserve the intended meaning	4.08	0.68	31
9	Translator's continuous learning improves his contextual background of both the source text and the target text.	3.85	0.83	18
10	Understanding the social context enhances quality translation of both texts.	3.63	0.96	29
11	Understanding the technical context enhances quality translation of technical terms into the target text.	4.01	0.53	11
12	Translator's personal experience and background contributes to his understanding of both the ST & TT.	3.88	0.77	16
13	Machine translation lacks context understanding which may affect quality translation of the target texts.	2.85	1.05	35
14	Understanding idiomatic expressions and cultural connotations and references enhances quality translation of the target text.	3.68	0.93	26

No.	Items	Mean	Std.	Rank
15	Having a textual awareness enhances the quality translation of both texts.	4.20	0.99	6
16	Being familiar with glossaries and bi-texts enhances the quality translation of both texts.	3.84	0.72	19
17	Understanding the type of a genre helps in achieving quality translation.	3.80	0.64	21
18	Being close to translation experts helps in achieving quality translation.	3.80	0.70	20
19	Understanding the target beneficiaries' purpose of translation helps in achieving quality translation of the target text.	3.86	0.86	32
20	Context plays an important role in determining the meaning of communication.	3.69	0.77	24
21	Understanding the type of genre helps in achieving quality translation	3.80	0.64	17
22	Choosing the most suitable tool to translate helps in achieving quality translation of the target text.	3.44	0.57	34
23	Considering the ethics and confidentiality of contents helps in achieving quality translation.	3.96	0.53	14
24	Maintaining the tone and style of the source text helps in achieving quality translation of the target text.	3.98	0.84	25
25	Avoiding unrelated terms or jargon helps in achieving quality translation of the target text.	3.65	0.91	27
26	Considering the difference in the ST & TT regarding grammar, syntax and vocabulary helps in achieving quality translation of the target text.	4.31	0.72	1
27	Choosing the best way to review and assess translation helps in achieving quality translation of the target text.	4.97	0.93	13
28	Faithfulness to the original meaning of the source text helps in achieving quality translation.	4.01	0.80	12
29	Naturalness and readability of the target text helps in achieving quality translation of the target text.	3.64	0.90	28
30	Proper use of terminologies relevant to the subject matter helps in achieving quality translation of the target text.	3.62	1.18	31
31	Context helps translators preserve the intended meaning of the source text.	4.08	0.67	8
32	Understanding the target audience's background influences tone, style, and formality in translation.	4.04	0.53	10
33	Misinterpretation of terms due to lack of contextual knowledge can lead to serious consequences.	3.76	0.87	23
34	Understanding dynamic contexts helps translators be updated with contemporary usage and trends of new terms.	3.86	0.73	17
35	Using real-text and bi-text helps in achieving quality translation of the target texts.	4.06	0.68	9
36	Using real-world knowledge (non-text) helps to identify relevant text or to discard irrelevant text.	3.92	0.80	15
37	Context unveils clues that can guide translators to the intended meaning.	3.62	0.85	30
	Total Average	3.85	0.29	

Starting with data analysis of the participants' responses to all items of the questionnaire, the results showed that the participants have high positive perceptions towards the impact of contextual factors on quality translation based on Likert's rating scale with a total mean score (3.85) and a total standard deviation (0.29) as shown in Table 1 above. Translators generally perceive context and contextual factors as a crucial issue in achieving quality translation. Their understanding of context involves various dimensions including linguistic, cultural, situational, and textual factors. These results come in line with (House, 2015; Idlibi, 2018; Munday, 2016) which showed that understanding a context helps translators adapt their translations styles and tones according to the need, confirming that if texts are translated literally without understanding their contexts, the translations could confuse readers. They recommended that translators should be aware of cultural context and find an appropriate equivalent in the target language that expresses the same meaning and creates the same effect of the source text using contextual clues that may help them to do so to achieve the overall coherence of the translated text. So, it is advisable that translators should select the meaning of words and phrases depending on their

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surrounding text. Understanding contextual factors helps in selecting appropriate vocabulary and grammar structures that convey the intended meaning accurately.

With respect to data analysis of the participants' responses to each item of the questionnaire, it has been found that items (1, 2, 3, 4, 15, 26) got the highest ranks ranging between (4.31-4.19) depending on Likert's rating scale. These items showed a significant impact of contextual factors on achieving quality translation. This implies translators should pay more attention to context situational, cultural, and textual factors, have a wide contextual background, and exploit contextual cues to translate texts effectively. In addition, it has been found that items (5, 7, 9, 11, 12, 16, 17, 18, 22, 23, 27, 28, 31, 32, 33, 36) got medium ranks ranging between (4.08-3.75) based on Likert's rating scale. These items showed a significant impact of technical, historical and social contexts on quality translation.

Furthermore, Item 26 that dealt with the understanding the difference in the ST & TT regarding grammar, syntax and vocabulary to achieve quality translation of the target text got the top rank with a mean score (4.31) and standard deviation of (0.72). This could be attributed to the crucial need of understanding linguistic context to achieve quality translation.

It could be said that the results of this study are consistent with (Baker, 1992; Foster, 2010) which showed that a deep understanding of syntactic and semantic relationships within a text is essential for obtaining quality translation, emphasizing that the knowledge of linguistics is an essential factor in differentiating between the structures of a text and the understanding of a text.

4.2. Results Related to the Common Errors Translators Commit due to the Absence of Contextual Factors

To get adequate data to this question, the researcher used a translation task to point out what kind of errors translators may commit when translating texts with different contexts. It has been found that there are some errors in the translation of the participants. These errors have been analyzed quantitatively by measuring the frequency of errors made by each translator, then categorized into four main types: contextual linguistic errors, situational contextual errors, technical contextual errors, cultural contextual errors.

Table 2

Descriptive Statistics of Common Challenges Translators Face due to the Absence of Contextual Factors

Target Phrases	Words /	Correct Translation	Frequency	Percentage (Correct)	Wrong Translation	Frequency	Percentage (Wrong)
1. I feel depressed because my close friend kicked the bucket.		To die	6	60%	Literal kick/pour the bucket (Arabic)	4	40%
2. I am feeling blue because of bad weather.		Depressed	7	70%	Feeling the color blue (Arabic)	3	30%
3. Do not take him seriously. He just pulling your leg.		Teasing/ joking	5	50%	Pulling the leg (Arabic literal)	5	50%
4. The defendant is entitled to seek challenge for any lawsuit.		Refusal	4	40%	Difficulty / the challenge (Arabic literal)	6	60%
5. The patient was diagnosed with hypertension.		High blood pressure	5	50%	Excessive tension (Arabic)	5	50%
6. I do not like heavy meals. I am on diet.		Regime	6	60%	On the table / in the meal (Arabic literal)	4	40%

Target Words / Phrases	Correct Translation	Frequency	Percentage (Correct)	Wrong Translation	Frequency	Percentage (Wrong)
[Arabic] I held the book in the <i>palm</i> of my hand.	Palm	4	40%	Rest, Comfort	6	60%
[Arabic] <i>Memorizing</i> the Quran forms the best deeds to be close to God.	Memorizing	4	40%	Keep, save	6	60%
[Arabic] You said the <i>exact truth</i> .	Absolutely right	5	50%	Eye of truth	5	50%
[Arabic] We need a <i>piece</i> of bread for dinner.	Piece of bread	7	70%	Disc, disk	3	30%

Example 1 & 2 demonstrate how context can affect the acceptability of translation. The area of this error is cultural, with a focus on translators who face difficulty with culture. The English idiom "kick the bucket" means "to die". Six participants translated it correctly while four of them mistranslated it. This could be attributed to translators' lack of understanding cultural context. Another English idiom "feeling blue" means "feel depressed". Seven participants translated it correctly while three of them mistranslated it. This could be attributed to translators' lack of understanding cultural context.

Example 3 demonstrates how legal technical context can affect the precision of translating legal terms. The area of this error is technical with a focus on translators who face difficulty with specialized terminology in transferring meaning. This is an English polysemy which means "to refuse the lawsuit". Polysemic words refer to a multiplicity of meanings such as when one word is used in different fields with different meanings. Four participants translated it correctly while six of them mistranslated it. This could be attributed to translators' lack of understanding legal context or lack of having adequate technical knowledge. Also, Example 4 demonstrates how medical technical context could affect the precision of translating medical terms. This is an English polysemy which means "high blood pressure". Five participants translated it correctly while five of them mistranslated it. This could be attributed to translators' lack of understanding medical context or lack of having adequate technical knowledge.

Example 5 demonstrates how linguistic context could affect the precision of translating polysemic words. The area of this error is semantic with a focus on translators who face difficulty with collocations. This is an English polysemy which means "on regime." Six participants translated it correctly while four of them mistranslated it. This could be attributed to translators' lack of understanding linguistic context or lack of having adequate semantic knowledge. Also, Example 6 contains the Arabic word "rahat al-yad" which means the palm of my hand. The area of this error is lexical with a focus on translators who face difficulty with linguistic context. Four participants translated it correctly while six of them mistranslated it. This could be attributed to translators' lack of understanding linguistic context. These translations show that the source text phrase was translated literally as single words rather than a whole unit without considering the context.

Example 7 contains the Arabic word "yahfazu" which means "to memorize by heart". The area of this error is lexical with a focus on those who face difficulty with polysemic words. Five participants translated it correctly while five of them mistranslated it. This could be attributed to translators' lack of understanding linguistic context. These translations show that the source text phrase was translated literally as single words rather than a whole unit without considering the context.

The results of this question copes with Ghazala (2008) which showed translation problems can mainly arise from literal translation of lexical words such as synonymy, polysemy, collocations, idioms, proverbs, metaphors, technical translation and cultural ones due to the absence of contextual translation. To conclude, it can be concluded that translators whose job is to produce a TL text with a resemblance to the SL text should be aware of context when translating polysemic words from English into Arabic or vice versa. Consequently, it is not enough for translators to know only the core meaning of the words,

but they must find other meanings that match with context. They must give great attention to context, text type, and collocations relations since they play an important role in determining the meanings of the polysemic lexemes.

4.3. Results Related to the Common Challenges Translators Face due to the Absence of Contextual Awareness

The second question of the study was What are the common challenges translators face due to the absence of contextual awareness while translating texts?

To get adequate data to this question, the researcher used the first question of the structured interview with 10 experts asking them about main challenges encountering them when translating texts due to absence of the context. The gathered data of the structured interview were recorded down in documents for easy manipulation, grouped into categories to look for the key ideas, then themed and coded based on frequency accounts of "reoccurrence themes". Frequencies were used to determine the total number of the challenges that reoccurred per a theme as shown in Table 3 below.

Table 3

Participants' Perceptions of Common Challenges Translators Face due to the Absence of Contextual Factors

No.	Themes	N	Frequency	Percentages	Rank
1	Ambiguity of some lexical terms	10	9	90%	1
2	Cultural differences between English and Arabic	10	8	80%	2
3	Misunderstanding of idiomatic expressions	10	7	70%	3
4	Oddity of some technical terminology	10	5	50%	5
5	Absence of referential clarity of the source text	10	6	60%	4
7	Lack of understanding beneficiaries' purpose of translation	10	3	30%	7
8	Inability to understand the tone and style of the source text	10	4	40%	6
9	Lack of understanding inter-textual references	10	6	60%	4
10	Lack of contact with experts of translation	10	4	40%	6
11	Lack of experience and training	10	6	60%	4
12	Overloaded work and effort	10	5	50%	5

As soon as the total number of phrases per a theme was determined, the percentages of the reoccurred themes were calculated and presented in a table according to its reoccurrence in the interview. The items were ranked according to the percentages of the themes values as shown in Table 3 above. Based on the results of the analysis of the structured interview, it has been found that there are actually many challenges impeding translators to achieve quality translation due to the absence of context awareness during translation process. These challenges were presented as follows:

The ambiguity of some lexical terms was the top challenge impeding the achievement of quality translation. It got the 1st rank with a percentage of 90%. This could be attributed to the shortage of translators' lexical knowledge. A huge number of words and phrases have multiple meanings. Without considering the linguistic context and determining which meaning is appropriate, there will be a potential mistranslation.

Cultural differences between English and Arabic was another challenge impeding the achievement of quality translation. It got the 2nd rank with a percentage of 80%. This could be attributed to the significant cultural differences between English and Arabic. Each language has its own culture, norms and beliefs, etc. Without considering cultural context, translators may mistranslate cultural references, idioms, or expressions which need a cultural understanding and background. So, translators should do their best to understand cultural references, idioms, and social norms to ensure that the translation meets the target purposes.

Misunderstanding of idiomatic expressions was another challenge. It got the 3rd rank with a percentage of 70%. This could be attributed to the lack of practice of idiomatic expressions. Many languages use idioms that are difficult to translate directly. Without understanding the cultural context in which these idioms are used, translators may miss the target meaning or provide inappropriate equivalents in the target language.

Absence of referential clarity of the source text was another challenge. It got the 4th rank with a percentage of 60%. This could be attributed to the lack of understanding textual context. Many pronouns and other referential words often depend on previous sentences or paragraphs for their meaning. A lack of understanding of textual context can make it hard to identify what or whom these references refer to. Also, *The lack of understanding inter-textual references & the Lack of experience and training* were another challenges. They got the 4th rank with a percentage of 60%. This could be attributed to the lack of understanding social and historical contexts of some texts. Texts often reference other works, events, or ideas that may not be immediately clear without context. Missing these references can lead to incomplete or misleading translation. So, translators should consider how a text relates to other texts or discourses within a particular field. This awareness helps them maintain consistency and familiarity with readers who may have prior knowledge of related materials.

The overloaded work and effort was another challenge impeding the achievement of quality translation. It got the 5th rank with a percentage of 50%. This could be attributed to the significant work translators do. Oddity of some technical terminology was another challenge. It got the 5th rank with a percentage of 50%. In specialized fields such as medicine, law, or technology, some terminologies can vary widely based on context. Without having situational and technical background or familiarity with such terminologies, translators might mistranslate them and fail to convey the target meaning accurately which may lead to disastrous consequences and outcomes. With advancements in translation technology, translation tools like computer-assisted translation software, Google Translate often may help translators translate easily, but they do not consider context while translation.

The inability to understand the tone and style of the source text was another challenge. It also got the 6th rank with a percentage of 40%. The tone (formal, informal, sarcastic, etc.) and style of a text can significantly affect its meaning. Without context, it can be difficult to capture the intended tone, leading to translations that may feel flat or inappropriate. So, translators should understand the situational context in which the text will be used influences translation choices. For example, a legal document requires different tone and style compared to marketing material. Translators should consider the purpose and audience of the text to tailor their translations accordingly.

Lack of understanding beneficiaries' purpose of translation was another challenge. It got the 7th rank with a percentage of 30%. Different beneficiaries' require different levels of formality and complexity in language. Without knowing the target audience, a translator might choose an inappropriate register.

It could be said that the results of this area come in line with the findings of many studies (Baker, 2018; Mayyas, Yunus & Mayyas 2020; Munday, 2021; O'Brien, 2020) which showed that translators face such challenges. To conclude, these results showed the translators actually encounter many challenges that impede achieving quality translation. Therefore, understanding context is an essential issue for

producing accurate and meaningful translations. When it is ignored or missed, translators rely heavily on their intuition and knowledge of the subject matter, which can lead to errors or omissions.

4.4. Results Related to the Sound Practices that may Help Translators Incorporate Contextual Factors to Achieve Quality Translation

The fourth question of the study was What are the sound strategies that may help translators incorporate context to achieve quality translation? To get adequate data regarding the sound strategies that may help translators incorporate context to achieve quality translation through a better understanding of contextual factors, the researcher used the second open-ended question of the structured interview. Ten participants were interviewed to find out the sound strategies that may translators use to achieve quality translation.

To analyze the data of the second question of the structured interview, the data were recorded down in documents for easy manipulation, grouped into categories to look for the key ideas, then themed and coded based on frequency accounts of "reoccurrence themes" using a standard content analysis. Frequencies were used to determine the total number of phrases that reoccurred per a theme. Once, the total number of phrases per a theme was determined, the percentages of the reoccurred themes were calculated. Then the themes were presented in a table according to its occurrence in the interview and ranked according to the percentages values of the themes. To make it clear, the participants' responses were gathered, edited and themed qualitatively then calculated and analyzed quantitatively as shown in Table 4 below.

Table 4

Participants' Perceptions of the Sound Practices to Achieve Quality Translation

No.	Themes	N	Frequency Accounts	Percentages	Rank
1	Researching the source materials	10	10	100%	1
2	Engaging with the source culture	10	9	90%	2
3	Consulting subject matter experts	10	8	80%	3
4	Analyzing the target audience	10	7	70%	4
5	Utilizing parallel texts / bi-texts	10	8	80%	3
6	Adapting to different contexts	10	5	50%	6
7	Using translation glossaries	10	5	50%	6
8	Reviewing and revising translation	10	6	60%	5
9	Seeking feedback for translation	10	4	40%	7

Based on the findings shown in Table 4 above, it has been found that there were many sound practices or strategies translators actually could use to achieve quality translation. *Researching the source materials* got the 1st rank with a percentage of 100%. All interviewees agreed that researching the

source materials is an essential strategy for the success of translation process. Before starting the translation, translators should thoroughly research the subject matter, including terminology, cultural references, and the intended audience to understand the context in which the source text was created to achieve quality translation.

Engagement with the source culture got the 2nd rank with a percentage of 90%. Familiarizing oneself with the culture of the source language can provide insights into idiomatic expressions, humor, and cultural nuances that may not have direct equivalents in the target language.

Consulting subject matter experts was another strategy used by translators. It got the 3rd rank with a percentage of 80%. When dealing with specialized texts (e.g., legal, medical, technical), collaborating with experts in the field of translation can provide valuable context and ensure accurate terminology. *Analyzing the target audience purpose* is another essential strategy. It got the 4th rank with a percentage of 70%. Understanding who will read the translated text is crucial. Translators should consider the audience's demographics, cultural background, and expectations to tailor the translation appropriately.

Utilizing parallel texts / bi-texts is another efficient strategy. It got the 3rd rank as well with 80%. Using parallel texts or bi-texts means to review similar texts in both languages. It helps translators understand how certain phrases or concepts are typically translated and how context influences these translations.

Adapting to different contextual texts is another useful strategy. It got the 6th rank with 50%. Recognizing that a text may have different meanings based on its context (e.g., formal vs. informal settings) allows translators to choose language and tone that fit the intended use of the translation. The overall structure and genre of the text play a significant role in guiding translators. They analyze how different elements of the text interact and how these relationships affect meaning, ensuring coherence and cohesion in the translated version.

Using translation glossaries is another strategy. It got the 6th rank with a percentage of 50%. Building a translation memory and maintaining glossaries specific to projects can help ensure consistency and contextual accuracy across translations. *Reviewing and revising translation* is also a significant strategy. It got the 5th rank with a percentage of 60%. After completing a draft, revisiting the text with an eye for context can help identify areas where the translation may not align with the intended meaning or tone. *Seeking feedback for translation* is another strategy. It got the 7th rank with a percentage of 40%. Seeking feedback means sharing translations with experts, peers, or native speakers of the target language. It will provide translators with fresh perspectives on how well the context has been captured and understood. Many translators value feedback from clients or subject matter experts as it provides insight into specific contextual needs and expectations. Collaboration also enhances understanding and improves the quality of the final product.

This study comes in line with Mayyas, Yunus and Mayyas (2020) which showed that by integrating such practices into their workflow, translators can enhance their ability to capture context effectively, leading to more accurate and culturally appropriate translations. Overall, translators view context as an essential component that informs their decision-making process, ultimately leading to translations that are not only accurate but also culturally and contextually appropriate for the target audience.

CONCLUSION

Understanding context and contextual factors is an essential issue for achieving accurate and meaningful translations. When context is ignored, translators will rely on their intuition and knowledge of the subject matter. Though establishing equivalence between the source language text and target language text is challenging, understanding the context can help translators achieve quality translation and meaningful communication. The goal of translation is to produce a text that is identical to the source text in terms of meaning, tone and style. However, since different languages have different

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characteristics or patterns, there are some challenges and problems that may impede translators to achieve quality translation. Cultural aspects are one of the main challenges that make translation between languages more difficult. In addition, this study implies that translators can overcome such challenges if they update themselves with some new strategies and practices of quality translation such as understanding the context of the source text, having linguistic competencies, having cross-cultural knowledge to avoid misconceptions of the meaning, exposing their translation to some experts, etc. Overall, providing an appropriate equivalent, and making meaning of the target text is the main goal to achieve quality translation.

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