



## Final Year Project Showcase Batch-2019 Year 2023

<b>Department: English Linguistics and Allied Sciences</b> Programme: <u>English Linguistics</u>	
<b>1</b>	<b>Project Idea</b> Investigating Translation Problems in COVID-19 Posters by Private Healthcare Institutions in Pakistan
<b>2</b>	<b>Process</b> <p>This research project aimed to address the crucial need for effective crisis communication during the COVID-19 pandemic, given the widespread dissemination of misinformation. The research context emphasized the vital role of clear and accurate translation of information materials, such as COVID-19 posters.</p> <p>The initial literature review identified a significant gap in the study of translation practices in Pakistan, particularly within the realm of crisis communication. This gap highlighted the research's importance in investigating problems of translation in English-Urdu COVID-19 posters.</p> <p>The methodology and theoretical framework were selected, with Mona Baker's translation strategies for non-equivalence at the word level serving as the guiding theory. This framework provided a structured approach to analyze translation problems within COVID-19 posters.</p> <p>Data collection involved gathering eight posters related to COVID-19 preventive protocols. These posters contained translations from English to Urdu and were sourced from private healthcare institutions' official websites in Pakistan.</p> <p>Qualitative data analysis was conducted using Baker's theory of equivalence at the word-level as the analytical framework. The qualitative content analysis identified various translation problems, including non-equivalence due to culture-specific concepts, lexical gaps, challenges related to semantically complex terms, linguistic form variations, partial lexicalization, and the potential loss of cultural connotations and emotional associations during the translation process.</p>
<b>3</b>	<b>Outcome</b> <p>The research findings highlight the vital role of accurate translations in healthcare communication during crises like COVID-19 pandemic. Precision in translation is not solely about linguistic accuracy; it's essential for culturally relevant and effective health communication.</p> <p>A key finding emphasizes bridging linguistic and cultural gaps between English and Urdu for effective health communication. Translation serves as a crucial bridge between diverse linguistic and cultural communities, particularly during crises.</p> <p>Recommendations for future research include the need for broader exploration of translation contexts, encompassing various communication mediums beyond posters and various source</p>



	<p>language and target language pairs. Additionally, delving into higher-level aspects of translation, such as sentences, paragraphs, and discourse, is crucial.</p> <p>Moreover, Mona Baker's translation framework has proven effective in addressing translation challenges in crisis communication. It has the potential to benefit crisis communication practices nationwide. This study lays a foundation for improved crisis communication within the field of Translation Studies.</p>
4	<p><b>Evidence (Theoretical Basis)</b></p> <p>The theoretical basis for this research includes:</p> <ol style="list-style-type: none"> <li>Mona Baker's Translation Strategies: Baker's framework addresses non-equivalence at the word level and guides the analysis of English-Urdu COVID-19 posters' translations.</li> <li>Non-Equivalence in Translation: This concept recognizes the challenges in achieving accurate translations, especially in healthcare communication during crises.</li> <li>Cultural and Linguistic Nuances: Baker's framework emphasizes considering cultural and linguistic nuances in translation, going beyond literal word replacement.</li> <li>Translation as a Bridge: The theoretical foundation highlights translation's role in bridging linguistic and cultural gaps for effective communication, crucial during crises like the COVID-19 pandemic.</li> </ol>
5	<p><b>Competitive Advantage or Unique Selling Proposition</b> (Cost Reduction, Process improvement, Attainment of any SDG (Sustainable Development Goal), increase of market share or capturing new market or having superior performance over a competitor. In summary, any striking aspect of the project that compels the industry to invest in FYP or purchase it. Some detailed description is required in terms of how, why when what. You can select one or more from the following dropdown and delete the rest of them). Please keep relevant options, delete the rest of them, and correct the sequence</p>
	<p><b>Attainment of any SDG</b></p> <p>The researchers aimed to achieve the following SDGs:</p> <p><b>SDG#03: Good Health and Well-Being:</b></p> <p>This research focuses on improving health communication, particularly during a health crisis like the COVID-19 pandemic. Accurate translations of health information contribute to better health outcomes and well-being.</p> <p><b>a SDG#10: Reduced Inequality:</b></p> <p>By addressing translation challenges and emphasizing the importance of bridging linguistic and cultural gaps, the research contributes to reducing inequalities in access to vital health information.</p> <p><b>SDG#17: Partnerships for the Goals:</b></p> <p>This research encourages collaboration between private healthcare institutions, researchers and policy makers to implement the recommendations effectively.</p>
	<p><b>b Cost Reduction of Existing Product</b></p> <p>While the project did not yield a tangible product, the knowledge generated regarding the challenges of non-equivalence in English-Urdu COVID-19 posters holds substantial significance. This knowledge serves as a foundation for advancing translation practices in the domain of crisis communication.</p>



	<p>By identifying and analyzing the issues related to non-equivalence in these posters, the research contributes to a deeper understanding of the complexities inherent in translation during crises. This understanding is invaluable for improving the quality of translated materials, especially in the context of vital health communication. The insights gained from this research also offer guidance for practitioners and policymakers involved in crisis communication.</p> <p>While no physical product emerged from this research, the intangible knowledge created has the potential to influence and enhance the translation practices adopted during future crises, ultimately contributing to more effective communication and better public health outcomes.</p>	
<b>c</b>	<p><b>Expanding of Market share</b>          COVID-19 information was essentially produced in English and the other 5 official languages of WHO which marginalised other languages, one of which was Urdu. Even though these posters were translated in Urdu by healthcare institutions, other local and regional languages remained neglected. The information in Urdu in the current market posed certain translation problems which created further hindrances in translating these texts in local languages.</p>	
<b>d</b>	<p><b>Capture New Market</b>          This research aims to abet future research in developing improved and systemic translation during a crisis. Its goal is to diversify information dissemination and take into account different languages e.g. Sindhi, Pashto, Punjabi etc. The methodology from this study may be used to conduct these future researches.</p>	
<b>6</b>	<p><b>Target Market</b>          The research findings have valuable implications for multiple stakeholders, including healthcare institutions, policy makers, translators, and linguists. Healthcare institutions can improve their crisis communication strategies by understanding the significance of accurate translations, especially during health emergencies. Policy makers can utilize the research's recommendations to inform decision-making and develop policies that promote effective translation practices. Translators can directly apply the insights to enhance their work, ensuring culturally relevant translations. Linguists and researchers in Translation Studies can use this research as a reference for further exploration in diverse translation contexts, advancing the field. In summary, the research contributes to more effective crisis communication in healthcare and serves as a valuable resource for these stakeholders.</p>	
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<b>10</b>	<b>Pictures (If any)</b>	---
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