

# The Quality Assessment of the Bilingual Inflight Magazine, Calebasse#45 Aout/Sept 2019

Kasonga Kambaja Merveil<sup>1</sup>

<sup>1</sup>Department of Arts and English Civilization University of Kinshasa Kinshasa, Democratic Republic of Congo

Publication Date: 2025/09/13

**Abstract:** The present study is a qualitative analysis of the translation of the magazine Calebasse by the Asky Company. It makes a significant contribution to the field of translation by offering an in-depth analysis of the analytical processes and challenges related to the translation of documents, it presents and comments the lexico-syntactical choices of the translator in order to evaluate their adequacy for the purpose assigned to the translator which is to faithfully transcribe the thought of its author. As results of this study, it demonstrates after analysis that certain choices of the translator are to be improved because they do not faithfully convey the intention of the author of the source text and do not always have the same meaning in the context respectively used.

**Keywords:** *Quality Assessment; Translation; Translation Choices; Translator.*

**How to Cite:** Kasonga Kambaja Merveil (2025) The Quality Assessment of the Bilingual Inflight Magazine, Calebasse#45 Aout/Sept 2019. *International Journal of Innovative Science and Research Technology*, 10 (9), 470-477. <https://doi.org/10.38124/ijisrt/25sep357>

## I. INTRODUCTION

Newmark (1988:5) defines translation as rendering the meaning of a text into another language in the way that the author intended the text. When a text is translated from one language to another, it undergoes major changes and transformations, because the decisions made by translators have an impact on the appreciation of the work in the target language. This task is highly complex and devoted only to specialist since it involves transferring a text produced in a source language into a target language, with the aim of faithfully conveying the key information contained in the source language. Then, this raises the pertinent question of how to analyze the quality of a translation and what does it involve? Juliane House gave us an overview of what this activity consist of by stating that making a quality assessment of any translated text consists in examining its suitability for the agreed purpose, comparing the source and the target text and recommending corrective measures (House 2014)

The aim of this study is to address this concern, and to present a method of analysis by examining the translation of a magazine by the airline Asky company. For the current study, the curiosity is to focus our quality control on the exactness of the translated information and its completeness. It is not an assessment to judge whether the translation is good or bad, rather, it is an activity which aims at improving the proposed translation by checking the semantic equivalence between the source message and the target message, but at the same time, we check if what is transferred to the target language makes sense.

### ➤ Objectives of the Research

This current study aims at assessing the concerned magazine by examining the lexical and syntactical transfer made from the source language which is French to English, taken as the target language, identifying and discussing different translation techniques and other linguistic aspects involved in. and attempting to provide some proposals to improve on the work.

## II. METHODOLOGY

### ➤ The Corpus

We have selected the first page of the first theme developed in the inflight magazine Calebasse#45, Aout/September 2019; which is entitled; “on the fate of Africa’s airport infrastructure”

### ➤ The Analysis

Our study adopts the qualitative and interpretative approach, given its key objective which is to identify and analyze the translation made from the source text to English.

### III. DISCUSSIONS

Table 1 The First Materials to Examine Concern African Infrastructures:

FRENCH	ENGLISH
Le sort des infrastructures aéroportuaires en Afrique	The fate of Africa's Airport infrastructure

The title conveys the following information: (a) this article deals with the situation of the airport infrastructure that is in Africa, (b) this situation in which the airport is found happened by chance or unexpectedly, (c) there is airport infrastructure in Africa, (d) there is airport infrastructure outside Africa, (e) the infrastructure in question is that relating to airports.

Is this relevant information correctly transferred to the target language? By translating “le sort” by “the fate” instead of “the condition” or “the lot”, the translator is implying information that is not obvious in the source language. It is the implication that the bad things that happen in airport

infrastructure must necessarily happen because they are predetermined. It does not take into account the information confirmed by the stated objective in the source text: “our concern throughout this article will be examine the existence of these airport infrastructures in Africa, their uses, their contributions to the image of a country, their socio-economic positioning, their exposures, their impact on the country and finally to determine if they are legitimately and properly managed” (Calebasse 2019,8). In this context, the term “fate” refers to the “physical or moral situation of a person or thing”.

#### ➤ The First Paragraph

Table 2 The First Paragraph

French	English
Le terme infrastructure est décrit comme étant les installations de base et de biens d'équipement nécessaires au fonctionnement d'un pays ou d'une région, tel que défini par certains économistes.	Infrastructure is considered to be the stock of basic facilities and capital equipment needed for the functioning of a country or area, as defined by some economists.

As we can see, in the first paragraph, the author of the source message provides the following information: (a) The author defines term, (b) He borrows the definition of others, (c) Some of those from whom he borrows the definition are economists, (d) The semantic content of the term infrastructure has two components, (e) The first component corresponds to premises, (f) The second component corresponds to capital goods, (g) By capital goods, we mean goods produced for later use in the production process. This is why they are grouped under the term “physical capital”. These goods can correspond to material capital (a computer) or to intangible capital (software). Because it can be produced, physical capital is an accumulative factor, even if it wears out or is destroyed, (h) According to this definition, the two constituents of the meaning of the term infrastructures are concomitantly necessary for functioning of a country or a region, (i) Without these two constituents, a country or a region cannot function.

We express our satisfaction with the quality of the translation of the “installations de base/basic facilities” and “biens d'équipement/capital equipment” units. The context of the target text will allow the reader not to understand “basic facilities” in terms of basic services (water, primary health care...), but rather to understand it in terms of sets of facilities such (roads, railways, airports) given coordination with capital equipment (needed for the functioning of a country or area). The choice of “facilities” is wise. We appreciate this choice by the fact that this term shows that this real estate in question is intended for a particular use each and for particular activities. This amounts to saying that the semantic equivalence succeeded in this context.

In the target text, the translator used the deletion “also called non-translation of the nominal phrase affixed “the term”.

#### ➤ Let us Now Turn to the Revision of the Second Paragraph.

Table 3 Let us Now Turn to the Revision of the Second Paragraph.

French	English
Nous notons l'utilisation de deux termes principaux : installations et biens d'équipement. Quand on fait référence à l'infrastructure, c'est qu'il faut qu'il y ait en place une installation qui a une valeur de capitaux propres en termes de biens d'équipement.	We note the usage of two principal terms – facilities and capital equipment. When referring to infrastructure there must be some sort of facility in place that have equity value in terms of capital equipment.

The French text conveys the following relevant information: (a) This act of language conveys metalinguistic information. (b) The speaker notes two terms as the most relevant (installations and capital goods) (c) The enunciator shows us the necessary and sufficient condition to use the

term infrastructure, (d) The referent of the term infrastructure is the set of buildings, devices, objects installed and arranged for a specific use. (e) The installation corresponds to a financial resource always available within a company. (f) Installations and capital goods belong to the company in its

own right. (g) These are also buildings and tools contributing to the production of other goods, in this statement. (h) The fact that there is in place a facility that has an equity value is a presupposition.

Let's see now if this information is completely and correctly transferred in the target language (English). At first glance, we appreciate the use of semantic equivalence in the choice of the word "use" in this statement. "Usage" is indicated in this context in place of "use". Indeed, "use" can only be used when there is a specific purpose. Julita clearly notes the difference between the two names all from the same:

Table 4 It Should Also be Recognized that the Literal Translation has Succeeded:

Nous	notons	l'	utilisation	de	deux	Termes	principaux
We	note	The	usage	of	two	Principal	terms

The two equivalences: linguistic equivalence and pragmatic equivalence express exactly and completely the information conveyed in the source language in the first statement of the extract under revision.

Now let's check the transfer of the second statement of this extract: The first statement « We note the usage of the two principal terms- facilities and capital equipment » correctly re-expresses the French content (the observation), the verb "to note" having the meaning of "to observe" in this context. The translator also transfers the content (a). However; we propose to improve the translation "that have equity value". In our opinion, this translation does not convey the information (f) the installation corresponds to a financial resource always available within a company. By opting for

the literal translation technique, the translator did not bother to interpret the unit "which has an equity value". In this unit, the expression "to have value of" has the meaning of "equivalent to". This unit would be written, in a new readability as follows: "which is equivalent to equity..." (That is the equivalent of equity value...)

Regarding the transfer techniques, the amplification used (there must be some sort of facility in place) is acceptable. It is rather the literal translation that is not acceptable. There was also the erasure of the unit "that's it" in English. This deletion does not affect the transfer of the source content in English.

➤ *We Can Check the Next Paragraph.*

Table 5 We Can Check the Next Paragraph.

French	English
Les aéroports sont donc des infrastructures dotées d'installations, de locaux d'entrepôt, magasins, des systèmes, de commodités, de tours de contrôle et de hangars qui sont principalement destinés à accueillir des avions, des passagers et du fret.	Airports are therefore infrastructures that are equipped with building facilities, storage rooms, warehouses, systems, amenities, control towers and hangars that are principally mean to accommodate aircrafts, passengers and cargo.

The source message provides the following information: (a) This statement has as its theme airports in general, (b) Then it is a question of the runways and buildings which provide all air traffic services, (c) In this statement, the author gives a definition of the concept "airports", (d) It is a question of a metalexicographic activity, (e) The author defines in extension the airports, (f) The author does not exclude that there is other uses of the constituents of an airport, apart from those listed, (g) At airports, we store freight; we keep goods to be transported, (h) There are airports of equipment intended for signaling and lighting on the ground, for navigation and for aid for landing, for ground control and surveillance, for air traffic control and communication, for meteorological installations, (i) There are pi cash containing a receptacle allowing a person to indulge his urination or defecation needs, (j) Aircraft, passengers and

goods arrive at airports, (k) there is a building at airports meeting specific location and height requirements with a lookout containing an air traffic controller (air traffic controller) which manages and monitors aircraft take-offs, over flights of the airport and the surrounding area, (l) There are buildings intended to house planes to protect planes from the weather and ultraviolet rays and to serve as a repair shop, (m) Therefore gives the instruction according to which the following must be considered to arise from the value of equity in terms of capital goods of airport facilities.

Now see the transfer of this information into the target text. All of the above information is expressed in translation. This translation is of good quality.

➤ *Let's See the Next Paragraph*

Table 6 Let's See the Next Paragraph

French	English
<p>Ces installations deviennent des portes d'entrée et de sortie des pays ainsi que des points d'entrée et de sortie d'une ville à l'autre, selon qu'il s'agisse de déplacements domestiques ou internationaux.</p> <p>Quelle est l'attention accordée à ces installations en Afrique ? Combien de propriétaires/gestionnaires d'aéroports sortent pour promouvoir leurs installations afin d'attirer les usagers, les compagnies aériennes et les voyageurs ? voilà quelques-unes des questions fondamentales que nous allons essayer d'examiner.</p>	<p>These facilities become gateways for the entrance and exit of the countries and also entry and exit points from one city to the other as the case may be in terms of domestic or international travel.</p> <p>How much attention is given to these facilities in Africa? How many airport owners/management go out to sell their facilities in order to attract users-airlines and travelers? These are the some of the fundamental questions we are trying to examine</p>

In this paragraph, the source message contains the following information: (a) The use and role of entry and exit points that these facilities play in order to connect the populations of cities or countries. (b) These facilities may have owners, or shareholders, other than the state, (c) The author also question the involvement of owners in promoting their airport infrastructure. (d) The image of an airport is conveyed by the involvement of its owner in its promotion. (e) Finally, this passage gives an overview of what the rest of the magazine is.

The transfer of certain translation units deserves special attention from the reviewer. We will start with the unit "becoming gateways to and from countries." The translator prefers a dynamic equivalence (dynamis equivalence). The source text uses the building metaphor. The translator prefers the metaphor of the means of communication (or access). The choice of "gateway" is said to be dynamic equivalence since it aims to produce an identical effect in the reader of the article in French. The entrance and exit door is the place

through which one passes to access a targeted area. This is how the translator interprets "gateway and exit door" in terms of gateway. Airport facilities are not intended to prevent but to serve as places of passage to enter or exit. This translation is then of quality.

The other translation unit that deserves our reviewer's attention is "how much attention" to translate "what is the attention." The translator interprets this unit in terms of degree and not in terms of types. The relevant question is whether this translation in terms of degree is equivalent to the message the author wanted to express. If we consider that these facilities require careful care, then we can hypothesize that these are not the types of attention in this context, but rather the degree or quality of the attention. In this context, the translation "how much" is a dynamic equivalent. One can insinuate that by asking this question, the author expects the answer "attention is low or even zero".

#### ➤ The Firth Paragraph

Table 7 The Firth Paragraph

French	English
<p>Notre préoccupation tout au long de cet article sera d'examiner l'existence de ces infrastructures aéroportuaires en Afrique, leurs utilisations, leurs contributions à l'image d'un pays, leurs positionnements socio-économiques, leurs expositions, leurs impacts sur le pays et enfin de déterminer si elles sont légitimement et correctement gérées.</p>	<p>Our concern throughout this write up will be to examine the presence of these airport infrastructures in Africa, its usage, their contribution to a country's image, socio-economic position, exposure, impression about the country and determine if there are properly being managed for the rightful purposes.</p>

The source text of this paragraph refers to the author's need to examine the quality of airport infrastructure on the continent, as well as the management of their managers, and provides the following information: (a) Airport infrastructure must help sell the positive image of their countries, (b) These infrastructures need to be maintained and well managed.

In this paragraph, we assess the translation of the translation unit "the existence of these airport infrastructures" by "the presence of these airport infrastructures". During the comprehension process, the translator interpreted this unit by hypothesizing that the author means that he will study everything related to the fact that these airport infrastructures are where they are in Africa. Is this assumption so relevant that the translator retains it as having to be transferred to the target language? That is the question. It seems to us that a good interpretation of the author's intendedness must take into account the immediately preceding paragraph of which it is the development. The previous paragraph begins with a

question: "What attention is paid to these facilities in Africa?" This is about how these facilities are treated in Africa. It is therefore a question relating to "life", the "lifestyle or way of life" that is given to these airport infrastructures in Africa. In this context of personalization existence means "a way of living especially when this difficult or boring" (Oxford 2000: 404). Of the above, we propose to translate as "the existence of these airport infrastructures".

Moreover, by translating the term positioning by Position into English, the translator transferred only part of the meaning. Indeed, "Positioning refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors". The word Position refers only to the place that the product occupies in the mental representation of customers. It does not express the idea of how the product differs from its competitors. Yet the whole issue is in what makes the difference between one airport in Africa and another airport



on the same continent or elsewhere. So we propose to translate this unity into "socio-economic positioning".

➤ *The Next Paragraph*

Table 8 The Next Paragraph

French	English
Les aéroports sont une porte d'entrée et de sortie d'un pays. Il donne la première et la dernière impression, qui reste à l'esprit des voyageurs qui entrent et vivent dans un pays. Cela implique que chaque acte, espace, distractions, restaurants et magasins dans l'aéroport ainsi que le personnel travaillant dans l'aéroport, doivent être bien pensés et soignés, afin de fournir un environnement très propice et accueillant.	Airports are the gateway into and out of a country. It provides the first and last impressions, which stays at the top of the mind of travelers entering and living a country. This implies every act, space, distractions, restaurants and shops in the airport as well as personnel working in the airport, must be well thought of and groomed, to provide a very conducive and welcoming environment.

This paragraph of the text contains the following information: (a) Airport infrastructure is a mirror of a country, as it sees travelers of all stripes passing by, (b) In airports, you can also find restaurants, shops and entertainment spaces, (c) The author emphasizes the need for quality and well-cared-for staff and services

amplification where it is possible to translate into a single equivalent. Thus, we think that this translation that we propose is best suited, since not only using the right term but also economic. We justify our position by the fact that in the next paragraph, the translator made the correct omission of "that" in the translation "this implies every act..."

The transfer of the translation unit "are a gateway to and from a country" catches our attention in the revision of this paragraph. The translator chose "are the gateways into and out of a country". Our question as a reviewer is whether it is not appropriate to simply translate it as "are the gateway of a country" It is true that the choice of translator is by no means reprehensible. However, it seems to us to be an unwarranted

We appreciate the use of the adjective "groomed" after the adverb "well". It describes how a person takes care of their clothes and hair. This metaphor better expresses the author's thinking.

➤ *Let's See Another Paragraph*

Table 9 Let's See Another Paragraph

French	English
Lorsqu'on entreprend un voyage, que ce soit pour des raisons professionnelles, de loisirs ou touristiques, il y a une certaine anxiété, du stress et de la peur avant le départ, et d'autre part, de la fatigue (décalage horaire) après un long vol. ces installations et ces personnes que nous mettons en place dans nos aéroports devront permettre rapidement aux voyageurs de mieux contrôler ces sentiments.	When on sets to take on a journey be it for professional, leisure or touristic reasons, there is some amount of anxiety, stress and fear before departure and on the other hand tiredness (jet lagging and fatigue) from a long flight upon arrival. Such facilities and persons we put in place at our airports will quickly enable travelers to better control such feelings.

This paragraph contains the following information: (a) It pinpoints and describes the moral and physical anxieties associated with a flight that passengers may feel. (b) It is important to manage them well and to occupy passengers. (c) Demonstrates the measures put in place by the airport for this purpose

professional, leisure or tourism reasons... By "be it for professional, leisure or touristic reasons... the translator uses the technique of transposition here, ranging from the adverb grammatical form to the verb in the target language, but keeping the idea expressed, in other words, this translation would have given "if for professional, leisure or touristic reasons".

Now let's see how this information is transferred to the target language. By translating the passage; "Whether for

➤ *Now Let's Look at the Next Paragraph*

Table 10 Now Let's Look at the Next Paragraph

French	English
L'environnement aéroportuaire, que ce soit au niveau du personnel, des bâtiments, des services ou des couloirs de circulation, devrait fournir un environnement accueillant et stimulant permettant à chaque voyageur de se sentir à l'aise et le bienvenu afin de susciter l'envie de revenir. 'est l'un des principaux moyens d'attraction du trafic vers les grands hubs (aéroports). Lorsqu'un voyageur jouit d'une expérience mémorable pendant le temps passé à l'aéroport cela l'incitera à voyager davantage dans le même aéroport. De même lorsqu'une compagnie aérienne est correctement traitée, cela ne fera que l'encourager à programmer davantage de vols et à	The airport environment from staffs, the building, the service and the traffic flow corridors, should provide an uplifting friendly environment enabling every traveler to feel comfortable and welcoming to have that urge to return. This is one of the primary way traffic is pulled towards hubs. When a traveler enjoys a memorable experience during the time spent at airports, this will entice more journeys via same airport. Likewise, when an airline is properly treated it only encourages them to

augmenter les fréquences grâce au développement du marché dans un aéroport.	schedule more flights and increase frequencies through market development into an airport.
---	--

This paragraph contains the following information: a) He talks about the role his facilities and personnel can play in putting the passenger in good conditions. b) The importance of having an adequate environment in an airport infrastructure. c) The environment must be good and put everyone at ease, including staff and travelers. (d) The impression of an airport at first sight and the experience we do there, always determines our willingness to return more. (e) The way an airline is handled, by its customers encourages it to schedule more flights and increase its frequencies. (f) The

promotion of airport infrastructure is a common responsibility and is shared between airlines and airport management

With regard to the translation of this passage, the translator has jealously transcribed the author's idea, as contained in the source text using lexicographic equivalencies.

➤ *We Can See the Next Paragraph*

Table 11 We Can See the Next Paragraph

French	English
Ce ne sont pas seulement les compagnies aériennes qui ont la responsabilité d'attirer le trafic vers leurs hubs (aéroports), les directions des aéroports ont également la responsabilité de créer une identité de marque et de vendre leurs aéroports à d'autres compagnies aériennes et aux voyageurs pour encourager leur utilisation	It is not only airlines that have the responsibility to pull traffic towards their hubs (airports), airport managements also have the responsibility to brand and sell their airports to other airlines and travelers to encourage usage.

Regarding the content of the paragraph; (a) The perception of responsibility, according to the author, is about the management and promotion of airport infrastructure. (b) The importance of creating a brand image to offer to travelers and airlines

use of the word "Use" as "Use", which are otherwise synonymous and are used in a given context.

In the last sentence, we observe that the author uses an equivalence in one word (here a verb) of the phrase 'to create a brand identity' by 'to brand' which makes the sentence more explicit.

➤ *Let's Move on to the Next Paragraph*

Table 12 Let's Move on to the Next Paragraph

French	English
Les voyageurs font à peine la différence entre les divers prestataires de services engagés par les compagnies aérienne pour fournir des services secondaire aux voyageurs lorsqu'ils se rendent dans les aéroports, tels que le personnel aéroportuaire, le personnel de manutention, le personnel de sécurité et personnel des compagnies aériennes, qui ont tous différentes responsabilités à l'aéroport. C'est ainsi que, lorsqu'elles sont confrontées à des défaillances dans les services sous-traité, les compagnies aériennes doivent en assumer la responsabilité et payer d'énormes compensations en conséquence. Etant donné que les voyageurs ont des contrats de transport avec les compagnies aériennes de leur choix. Ils négligent tous les autres services intermédiaires et se retournent contre les compagnies aériennes pour qu'elles rendent des comptes. Cela aggrave la situation en Afrique parce que la plupart de ces fournisseurs de services sont souvent en situation de monopole et que ces entreprises publiques n'offrent aucun autre choix aux compagnies aériennes	Travelers hardly make out the difference between the various service providers contracted by airlines to provide secondary services to travelers when they get to the airports such as airport staffs, handling, security and airline staffs all at the airport with different responsibilities. As such when faced with lapses in services, airlines have to take the blame and pay for huge compensations as a result. Since travelers have transportation engagements with their chosen airlines, all other intermediary services between the processes are overlooked and pushed to the airlines for accountability. This makes it worst in Africa because most of these service providers are mostly monopolies and government owned enterprises giving airlines no choice.

This paragraph contains the following information: (a) There are services at airports hired to provide secondary services to travelers. (b) Each service has its responsibilities. (c) In the event of defiance in these outsourced services, the airlines assume responsibility. (d) Travelers subscribe to a travel contract with the airlines, which makes them responsible for the failures. (e) In Africa these services have

a monopoly on everything, and its companies offer no other choice to airlines.

We find here that the transfer of certain units attracts our attention, especially when the author translates "this is how... by "Such as when... This makes the target language explicit by itself, highlighting the situation that leads to the responsibilities to be answered by the airport.

In addition, the choice of the word "contracted..." translating here "committed" attracts our attention, of course it refers to commitments to be fulfilled by these services, we

would have proposed however "committed" to emphasize the responsibilities to which they (these services) are related.

➤ *Let's See Now the Next Paragraph*

Table 13 Let's See Now the Next Paragraph

French	English
La plupart des compagnies aériennes se battent aujourd'hui pour l'auto-assistance et offrent des services des restauration aux passagers au sol afin de pouvoir mener à bien l'ensemble des processus expérimenté par le client en fonction de leur vision. Dans la plupart des Etats africains aujourd'hui, la société en charge de l'aéroport, de l'assistance et de la tour de contrôle est gérée par une seule entité détenue par l'Etat ou par une même personne au sommet, laissant ainsi place à l'inefficacité. Les compagnies d'assistance sur la plate-forme devraient avoir une gestion séparée de celle des sociétés aéroportuaires et les gouvernements devraient utiliser les partenariats public-privé (PPP) pour une meilleure efficacité.	Most airlines today are fighting for self-handling and offer catering services to passengers on ground to be able to complete the entire customer experience process based on their vision, in most African states today, the company in charge of the airport, handling and tower control are managed by a single government owned company combined or having same individual at the top, giving room for inefficiency. Handling companies on the platform should have separate management from the airport companies and government should use Public Private Partnerships (PPP) for better efficiency

This text contains the following information: (a) The services offered by the various companies are the result of self-help, in order to sell a good image to travellers. (b) The author notes that most of Africa's airport infrastructure is managed by a single state-owned entity, or by a person at the top, leaving room for inefficiency. (c) To ensure effective management of these infrastructures, governments should use public-private partners.

Now let's see the transfer of these messages to the target language; translating "support companies..." by "the handling companies" the translator here finds the usefulness of using a technical word used in the field, a word that could be translated into a simple term by 'technical assistance company'. Moreover, the idea expressed by the author of the text is well transcribed in accordance with the standards.

➤ *Let's Now Look at the Following Paragraph:*

Table 14 Let's Now Look at the Following Paragraph:

French	English
Nous devons examiner ces éléments et déterminer nous-mêmes si nos aéroports en Afrique remplissent clairement ces particularités afin de de mieux conseiller nos gouvernements qui sont propriétaires de ces installations. Les aéroports constituent une très solide infrastructure de souveraineté, car la plupart des fonctionnaires gouvernementaux sont à la tête de ces structures, mais étant donné le rôle de l'autorité de l'aviation civile en tant qu'organisme de régulation chargé de superviser en particulier tous les aspects de sécurité et de sûreté, la responsabilité de l'exploitation des aéroports devrait être structurée selon une approche PPP pour une meilleure gestion et efficacité	We have to examine these features and determine ourselves if our airports in Africa clearly fulfill these attributes so as to better advise our governments who own these facilities. Airports are a very strong sovereign infrastructure as most government officials have this position, however with the role of the civil aviation authority as a regulator to especially averse all safety and security aspects, the responsibility of running the airport should be structured using a PPP approach for better management and efficiency.

This paragraph contains the following information: (a) Airports in Africa must be reviewed to determine whether they meet the standards. (b) Airports are sovereignty infrastructure because they are the responsibility of the government. (c) Responsibilities should be shared between the Congolese state, which regulates and supervises all aspects of safety and security through the civil aviation authority's body and the operation of airports structured according to the public-private partnerships approach.

In terms of translating this passage into the target language; we appreciate his brevity and fidelity to the author's idea.

#### IV. CONCLUSION

The conclusion of our study is based on the qualitative analysis of the lexical syntactic choices of the translator of the magazine *Calebasse*, from the *Askyl Company*. It was observed that the translator was able to preserve and transfer key information from the source text into the target language. The themes, the emotions and the main messages have been faithfully conveyed in the English translation, thus ensuring to English readers an experience similar to that of French language readers.

However, some lexical choices made by the translator did not completely distort the context of the message. A comparison between the original text in French and its translation in English allowed us to highlight the divergences and similarities between the two versions, thus providing an

in-depth analysis of particular translation choices and their influence.

As for recommendation to the translator of the magazine, it is essential for translators to demonstrate advanced linguistic competence as well as a thorough understanding of the cultural aspects of both languages in order to ensure a precise and fluid translation. It is essential to grasp and respect the singular style of the writer in order to preserve the authenticity of the original work. Translators must make a wise choice between the direct and indirect translation strategies taking into account the specificities of the source text as well as the expectations of the target audience.

The quality of the translation can be improved through revisions collaborative involving other translators and experts; which allow for bringing varied perspectives and to detect any errors or inconsistencies.

This research opens new perspectives for future studies by asking outstanding questions and highlighting areas requiring further exploration in-depth. We aspire that this contribution will spark future studies and discussions in this captivating field.

## REFERENCES

- [1]. Gile D. (Ed). (1995). *Basic Concepts and Models for interpreter and translator training*. University of Amsterdam Press.
- [2]. Gottlieb, H. (1992). *Subtitling – A New University Discipline*. In: Dollerup, Cay and Ladegaard, Anne (red). *Teaching Translation and Interpreting – Training, Talent and Experience*. Amsterdam/Philadelphia: John Benjamins Publishing Company.
- [3]. Gottlieb H. (1997): *Subtitles, Translation & Idioms*. Copenhagen: Centre for Translation Studies, University of Copenhagen.
- [4]. Isabelle R. (2018). *Translation Revision Procedures: An Explorative Study*. Universiteit Antwerpen, Belgium.
- [5]. Jorge Díaz Cintas. (2012), *Subtitling from: The Routledge Handbook of Translation Studies* Routledge.
- [6]. Lavaur J.M & Serban A. (2008). *La traduction audiovisuelle, Approche interdisciplinaire du sous-titrage*, Paris.
- [7]. Mossop B. (1982). *A Procedure for Self-Revision*. Terminology Update. Vol 15, n°3, pp 6).
- [8]. Munday J. (2001) *Introducing Translation Studies, Theorie and applications*. Basil Hatim, Heriot-Watt University.
- [9]. Newmark P. 1988. *A Textbook of Translation*. London: Prentice Hall. Nida, E. A., & Taber, C. R. (1974). *The Theory and Practice of translation*.
- [10]. Nord C. (1991). *Text Analysis in Translation: theory, methodology, and didactic application of a model for translation-oriented text analysis*. Amsterdam/Atlanta GA
- [11]. Vinay J-P & Darbelnet J. (1958). *Stylistique comparée du français et de l'anglais: Methode de traduction*, Paris.
- [12]. Vinay J.P & Darbelnet J. (1958 :87-132). *A Methodology for Translation*. In L. Venuti (Ed.), *the Translation Studies*, London.
- [13]. Saputra, Adi. 2004. *An Analysis of Film Subtitle Strategies of Apt Pupil*. Unpublished Paper. Jurusan Pendidikan Bahasa Inggris. FPBS UPI, Bandung.