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Candidate: Budur Alsulami

School: School of Global, Urban and Social Studies

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Title: The Saudi Arabia 2030 Strategy: Translation reception and translator readiness

Abstract:

Translation is one of the oldest methods of transferring ideas, thoughts, as well as meanings. It can also be used for introducing a concept or a certain culture to the target reader. One of the aims of the Saudi Arabia VISION 2030 strategy is to strengthen the education, entertainment, and tourism sectors, in particular to attract international tourists to visit the country. In order to meet the VISION 2030 objectives, texts about tourism and Saudi culture will need to be translated into English for non-Arabic-speaking visitors. My research aims to investigate translation students' readiness to be professional translators who can introduce and promote Saudi Arabia to non-Arabic tourists. This will be achieved by presenting several different culturally-specific literary and tourism texts translated by the Saudi students to non-Arabic readers who will assess the translations based on their comprehension and understanding of these texts.

This study will use a mixed methods approach which includes multiple research instruments such as interviews, questionnaires, and testing for both the translation students and the readers. These instruments will help in answering the research questions. The translation students are from a number of Saudi Universities and have completed at least two years of Translation Studies. The readers who will assess their translations are native and near-native readers who write and speak English fluently.

