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THE UBIQUITY OF INTERTEXTUALITY: A CASE OF ARABIC-ENGLISH TRANSLATION

The fact that culture and language are two sides of the same coin makes translation activity quite challenging. This is due to the fact that translation is seen as transference of meaning between two languages; however, translation goes far beyond the transfer of meanings. For instance, intertextuality is a rhetorical device employed by text producers to express more than what is said in an utterance. The present paper examines intertextuality in the translation of *The Square Moon: Supernatural Tales* (1998) by Ghada As-Samman. Intertextuality is first discussed in relation to text, genre and discourse. The analysis shows the realisation of intertextual potentials of Arabic does not only hinge on the process of translation, but it also requires a Target Language (TL) audience with such wide knowledge of the Source Language (SL) culture. The study reveals that when the intertextual reference is esoteric, two translation strategies may be used: foreignisation whereby borrowing and reborrowing are employed, and domestication, in which loan translations are utilised.

Key words: *intertextuality, transcultural intertextuality, translation strategies, foreignisation, domestication, borrowing, reborrowing, loan translation.*