Abstract

This paper discusses the limitations of translating from Arabic into English and vice versa in one area of what has been termed General Pragmatics or Language in Use. This area, in particular, incorporates the most polite formulae in Arabic and their equivalents in English. It further suggests convenient solutions for overcoming such limitations. It focuses, in particular, on the cultural aspects impeding and/or precluding the possibility of successful translation in a narrow, but extremely important and neglected, component of General Pragmatics. This component is called *Lingua pragmatics*, the other two being Pragma-linguistics and Socio-pragmatics (see Leech, 1983). This component is defined as the study of the *fixed forms of a language that have fixed socio-pragmatic values* in actual verbal communication. Such forms are different from all other forms of the language in their translatability, politeness, and other features. The aim of this paper is to develop the concept of this neglected area of Language in Use in terms of translatability and expressiveness of politeness between two mutually exotic languages, such as English and Arabic. The data collected reflect the problems the translator faces, but the analysis mirrors the strategies recommended for overcoming the difficulties the translator encounters in his/her work.

**Keywords:** lingua-pragmatics, translation equivalence, politeness, pragma-linguistics, sociopragmatics, culture, semantics, pragmatic deviation