TRANSLATING ENGLISH NEOLOGISMS IN MILITARY AND POLITICAL TEXTS INTO ARABIC: ISSUES AND STRATEGIES

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2016

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By

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Thesis submitted in fulfillment of the requirements

for the degree of

Doctor of Philosophy

March 2016

ACKNOWLEDGMENTS

First of all, I would like to say Alhamdulillah, for giving me the strength and health to complete my thesis until it's done.

I am sincerely and heartily grateful to my supervisor, Professor Dr. Tengku Sepora Tengku Mahadi, whose guidance and support from the initial to the final level enabled me to develop an understanding of the subject. I am greatly appreciative for her continual assistance, support, patience and steadfast encouragement to complete this study. Her wisdom, knowledge and commitment to the highest standers helped me greatly in the understanding and writing of the thesis. I would like also to extend my thanks and appreciation to all those who supported me in any respect during the completion of the project.

Last but not least, my appreciation goes to my wife for her continuous encouragement and for allowing me the time and providing the supportive environment needed for study, and to my loving children Doaa, Hashem, Balqeess, Akthem and Aws.

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ABBREVIATIONS

CS : CULTURE SPECIFIC

DOD: DEPARTMENT OF DEFENCE DICTIONARY

DTS: DESCRIPTIVE TRANSLATION STUDIES

OED: OXFORD ENGLISH DICTIONARY

PT: PROFESSIONAL TRANSLATORS

SC : SOURCE CULTURE

SL : SOURCE LANGUAGE

ST : SOURCE TEXT

TC : TARGET CULTURE

TL : TARGET LANGUAGE

TQA: TRANSLATION QUALITY ASSESSMENT

TT : TARGET TEXT

TA : TARGET AUDIENCE

MENTERJEMAH NEOLOGISME BAHASA INGGERIS DALAM TEKS MILITARI DAN POLITIK KE DALAM BAHASA ARAB: ISU DAN STRATEGI

ABSTRAK

Kebanyakan neologisme yang diperkenal atau dirintis oleh para pembesar militari dan ahli politik adalah agak janggal atau ganjil dalam bahasa dan budaya Arab. Niska (1998, p. 89) menyatakan bahawa " neologisme adalah suatu proses yang kreatif " suatu produk baru yang berkembang daripada keunikan seseorang individu dari satu sudut, dan kebendaan, peristiwa, orang, atau keadaan hidupnya dari sudut yang lain ". Menterjemah neologisme secara tepat dan mencari kesamaan atau padanan yang betul adalah suatu masalah. Kajian ini bermatlamat mengkaji masalah terjemahan yang wujud dalam neologisme militari dan politik dan strategi yang digunakan untuk menterjemahnya. Dalam usaha menjawab persoalan penyelidikan dan mencapai objektif kajian, maka metodologi yang digunakan adalah kaedah kualitatif. Sebagai rangka kerja teori, dua teori yang diutarakan oleh Peter Newmark digunakan *Theory of Semantic and Communicative Methods of Translation dan Translation Procedures Model for the Tanslation of Different Types of Neologisms* Keputusan menunjukkan bahawa neologisme militari dan politik mempunyai makna emotif yang tinggi. Para penterjemah sepatutnya mempunyai penguasaan bahasa yang baik dalam kedua-dua bahasa sumber dan sasaran, dan mahir dari segi bahasa dan budaya. Dapatan kajian juga menunjukkan bahawa strategi yang kerap digunakan adalan kesetaraan atau kesamaan fungsian, kata demi kata, modulasi dan parafasa dan kompensasi. Startegi yang kurang digunakan adalah kauplet, analisis komponen, tambahan, pengurangan, pengembangan dan transferens.

TRANSLATING ENGLISH NEOLOGISMS IN MILITARY AND POLITICAL TEXTS INTO ARABIC: ISSUES AND STRATEGIES

ABSTRACT

Most of the neologisms which are coined by the military figures and politicians are strange to the Arabic language linguistically and culturally. Niska (1998, p. 89) states that "neologisms are tokens of a creative process "a novel relational product growing out of the uniqueness of the individual on the one hand, and the materials, events, people, or circumstances of his life on the other". Translating neologisms accurately and finding the right equivalents is a problematic issue . This study endeavors to investigate the translation problems of military and political neologisms and the strategies used to translate these neologisms. In order to answer the research questions and achieve the objectives of the study the methodology which is used in this study is qualitative method. As a theoretical frame work for the study Peter Newmark's dual theory of semantic and communicative methods of translation in addition to his translation procedures model for the translation of different types of neologisms will be utilized. The results show that military and political neologisms are charged with high emotive meanings. Translators should have a good command of both source and target languages and should be culturally and linguistically competent. It also shows that the most frequently used strategies were functional equivalent, word for word, modulation and paraphrasing and compensation. The least frequently used strategies were couplets, componential analysis, omissions, additions, reduction, expansion and transference.

CHAPTER 1

INTRODUCTION

1.1 General Overview

Translation has become of great importance in recent decades due to the fact that it allows the people to overcome cultural and linguistic barriers. Newmark who described the conversion of a text from one language to another as a science and an art at the same time defines it as "a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language" Newmark (1981,p.7). Another scholar Bell (1991, p.15). defines translation as "the transformation of a text originally in one language into an equivalent text in a different language retaining, as far as possible, the content of the message and the formal features and functional roles of the original text" It is "the skill of understanding the source text and rendering it in the target language by using the register, the background knowledge, and other language resources according to the intended purpose" Kelly (2005, p. 26) .

Translation has gained so much importance that studies have been conducted on various aspects include specific text-based studies and political/military texts. The translation of neologisms in the military and political field in particular is a difficult task that translators face. Newmark (1988, p.141) states that "The trouble with the translation of political language is that it is an abstraction of an abstraction." Silkett (1985,p.13) adds that "few specialized vocabularies have been as similarly borrowed, copied, and altered as has the military vocabulary".

The difficulties come from the fact that there is often a lack of ready equivalents for these neologisms in the target language and that these neologisms are culturally loaded or not included in dictionaries. According to Sheidlower (1995,p.53) "dictionaries only record words that meet their criteria for inclusion, which may be based on frequency, range of use, time span of use, and judgments about a word's cruciality that is, the need for it to be in the language".

Politicians and the military are prone to coin neologisms to disguise the truth, hide scandals and guide public thoughts when discussing social issues or events. Behind these neologisms there is often a hidden message and they sometimes suggest the opposite of what is really meant. There is always a purpose behind using a particular term which makes it difficult to be understood. Due to these factors translators find these neologisms difficult to translate.

Hence the purpose of this research is to examine problems in translating English neologisms coined by politicians and military and to investigate the translation strategies or methods which are adopted by professional translators in rendering these neologisms from English into Arabic. Qualitative method will be used to analyze the data in order to provide answers to the research questions and achieve the research objectives. The choice of subject was motivated by the fact that as a professional translator I came to realize that the translation of neologisms in the military and political fields is a challenging area which needs to be addressed in order to improve the quality of such translation.

The present study is going to use different data sources. It will consist of English texts as the source texts and their translation in Arabic from the UN and BBC Arabic archives in addition to the Jordanian and Saudi translation of Doctrine for the Armed Forces of the United States as the target texts. Newmark's translation methods namely communicative and semantic will be used in addition to his translation procedures model as the basis for the analysis of the translation of neologisms.

According to the Oxford English Dictionary (2012) a neologism is "a newly coined word that may be in the process of entering common use, but has not yet been accepted into mainstream language". The term entered into English (according to the Oxford English Dictionary—or O.E.D.) toward the end of the 18th century. Harmann & James (1998, p.43) define neologism as "a word or phrase which has entered the language relatively recently, often commented on and collected in specialized dictionaries". Another definition is " a new word or expression, or new meaning for an existing word" Cambridge Advanced Learner's Dictionary (2008). After being coined the new terms are used in order to see their suitability for the language; some are accepted others are rejected and disappear from common usage especially those dealing with sensitive matters such as religions and racism.

It passes through three stages "creation, trial and establishment" Parianou & Kelandrias (2002, p.756). Indeed, new words are not always "new" As Metcalf (2002, p.5) suggests, "successful new words often turn out to be older than we think". They are coined to apply to new concepts or to reduce older terms in a different form. They emerge most frequently in situations where there is fast propagation of information and in rapidly-changing cultures.

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They may also come from a wide range of sources, such as political and economic reform, improved living standards, more diverse cultural life, new and high technology, evolved education system, more flexible job market, and emerging social challenges. Neologisms often become popular through word of mouth or by way of mass media and the internet which makes them spread like wildfire. When it appears in glossaries and dictionaries it is then an indication that it has gained the approval of lexicographers.

1.2 Statement of the Problem

Translating military and political neologisms from English into Arabic is a problematic issue for those who are working with military and political texts and a challenging area that needs to be addressed. According to Newmark (1988, p.140) "Neologisms are perhaps the non- literary and the professional translator's biggest problem. New objects and processes are continually created in technology. New ideas and variations on feelings come from the media. Terms from the social science, slang, dialect coming into the main stream of language, transferred words, make up the rest".

Due to the cultural and linguistic differences between Arabic and English language and due to the characteristic of newness translators, in many cases face some difficulties when they try to translate these neologisms. Most of the problems in the political and military fields are related to cultural and technical terminology. These problems include finding the right equivalents in Arabic for these neologisms.

Another problem is the lack of information about the meaning of these neologisms in dictionaries even the newest and most updated ones especially Arabic dictionaries examples include backseater and huff cart. The fact that the military language uses slang neologisms which are difficult because they are connected to the culture in which it is coined . Mattielo says that "most difficulties arise because this action cross-linguistically requires a lot of effort to find similar modes of expression and cross culturally demand for parallel social sets" Mattielo (2007, p.39) Another scholars adds that slang is "a 'counter-language', the desire of human beings, when faced by a standard version, of whatever that might be, to come up with something different, perhaps parallel, perhaps oppositional" Green (2011, p.121).

Another problem is the fact that some of these neologisms are idiomatic expressions which make their translation very difficult because these terms have a particular meaning different from the meaning of each word understood on its own. According to Collins English Dictionary (2012) idiom is "an expression such as a simile, in which words do not have their literal meaning." . Nolan (2005, p. 67) believes that " The most common pitfall to be avoided is not recognizing figurative or idiomatic language and translating it literally". For of all the above mentioned problems translators in most cases fail to convey the same impact as the ST which leads to inaccurate and inadequate translation.

1.3 Research Objectives

The research objectives are as follows:

1.3.1 To examine the translation problems which Arabic translators encounter when they attempt to translate English neologisms coined by politicians and the military figures.

1.3.2 To discuss the translation strategies and methods adopted by translators dealing with political and military neologisms.

1.3.3 To examine the appropriate strategies that should be used by translators in rendering these neologisms into Arabic.

1.4 Research Questions

The research will attempt to answer the following questions:

1.4.1 What are the translation problems which the Arabic translators face when they translate neologisms coined by politicians and military figures?

1.4.2 Which translation strategies or methods are used and adopted by translators in rendering these neologisms into Arabic?.

1.4.3 What are the appropriate strategies that should be used by translators in rendering these neologisms into Arabic?.

1.5 Research Significance

Translation of military and political texts is a growing industry and the need for expert translators is very huge because it is highly competitive, and an ever-changing industry. Even though the military language is written in a concise and factual style which does not require special literary skills, a certain degree of subject understanding is still required. There is always a need for a good knowledge of military and political neologisms in order to achieve an accurate translation. This is achieved by translators who not only are qualified linguists but who also have a good knowledge on the subject they are about to translate because, any ambiguity in the translation can lead to serious mistakes which can affect the meaning of the text greatly. Since neologisms have enriched Arabic language and culture therefore we should regard the translation of neologism as an urgent necessity.

The researcher believes that this research is important for translators, linguists and for the academic community because only few studies have addressed this topic and the proof to this statement is the small number of English-Arabic dictionaries which cover the military and political terms only and the small number of textbooks which cover this subject. The present study will enhance translators understanding of neologisms and make them more knowledgeable and help them to analyze and grasp the meaning accurately. The study will help translators identify and solve problems translating political and military new terms by focusing on semantic problems, and lexical non-equivalence. It will shed light on some of the translation strategies which translators can benefit from. It will try to pave the way for researchers who are interested in the translation of political and military neologisms for further researches.

1.6 Limitations of the study

The main limitations of the study are expressed as follows:

1.6.1 English is the main source of scientific and technical terminology in the last decades. In many cases dictionaries are of limited use, even the most famous Arabic English dictionaries can hardly keep up with the pace of development and offer accurate translations for new terms. This problem will continue to happen as long as there are new products and technologies. Stein (2002, p.73) states that "a characteristic of our modern world is the rapid development of technology and the sciences, and with it the influx of technological and scientific terms into the common core of the language is continuously increasing". He adds "The changes are so rapid that it is difficult to keep up with the development itself and above all its terminology and neologisms"(ibid:73). Many neologisms are so recent that they are not listed in traditional dictionaries. Therefore dictionaries should not be looked at as the only source to resort to in dealing with the meanings of neological expressions. In this case, translators have to consider other sources of information and the contextual meaning, or the user's meaning in their attempt to choose the most appropriate and the most accurate translation for that type of neologisms.

1.6.2 There are no standard translation principles to follow to judge the correctness of different versions given by different translators. Some neologisms require more than one translation strategy. That is, many of them have to be transferred and explained at the same time. Using more than one strategy is a tool translators can use to overcome translation problems.

1.6.3. The Internet has become another useful source for looking for possible definitions of neologisms, but some scholars think that it is not a reliable source of information.

1.6.4 Lack of reliable data and lack of prior research studies on these topics especially military field. As a result of that little is known about this phenomenon which indicates a need to address this issue.

1.6.5 Neologisms come from all fields of knowledge but this study is covering only two fields namely the political and military fields. Therefore the findings may not be generalized to other fields and as result of that only the translators of these two fields will benefit from this study.

1.7 Definition of operational terms

Following are the definition of the key terms which were included in the research:
Culture: is a way of life which plays a very important role in how people interact amongst each other and how they look at the world and make their decisions. According to Newmark (1988, p.94) culture is "the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression".

Military terms: the terms which are used in the military field by military personal
Neologisms: "A newly coined word or expression"(Oxford Dictionary).Words which have been made-up or invented by the speaker often for a certain purpose. In most cases these neologisms are not found in dictionaries because they are new.

Euphemism: The use of a term instead of another because of the inappropriateness of the first one. Euphemism is a "substitution of mild or vague or roundabout expression for harsh or blunt or direct one".(Oxford Dictionary).

Slang: slang is nonstandard and informal expressions and terms which are used by the speakers of the language. A "type of language consisting of words and phrases that are regarded as very informal, are more common in speech than writing, and are typically restricted to a particular context or group of people". Oxford Dictionary (British and World English).

Culturally-bound: Something limited or belong to a certain culture." Restricted in character or outlook by belonging or referring to a particular culture" Oxford Dictionary (2010).

Technical terms: "relating to the practical use of machines or science in industry, medicine, etc" Merriam Webster(2009)

1.8 Organization of the research

The research consists of five chapters. The first chapter covers a general overview, statement of the problem, the research objectives, the research questions significance, limitations of the study , definition of key terms and organization of the research. The second chapter covers the Literature Review under the following sub-headings: Motives and benefits of word formation in Arabic and English, Word formation, language and culture, political language, military language, euphemism neologisms, military slang terminology, the problem with culturally - bound expressions, the problem of idiomatic expressions, the problem of understanding the

relationships between words, Eugene Nida's formal translation method, Nida's translation procedures model, Vinay and Dalbernet translation methods, Vinay and Dalbernet translation model, the translation strategies , validity of using dictionaries by translator and a conclusion.

The third chapter presents the theoretical framework and research methodology, Newmark communicative and semantic translation methods, Newmark translation procedures model, justification for the theory, method of collecting samples methods of analysis, data collection method, the evaluation, criticism and the quality of the selected translated neologisms ,Newmark's translation criticism criteria, corpus and a conclusion. The fourth chapter covers analysis and research discussion. The fifth chapter includes findings, and suggestions.

CHAPTER 2

LITERATURE REVIEW

The overall goals of this chapter are to review, discuss and survey the related materials of the study which are related to this research topic. It provides a concise overview of what has been studied, argued, and established in the field of the study by highlighting these arguments and what has been done in the field. This literature review also will show where the weaknesses, gaps, or areas need further study and critically evaluate the different materials used in this field in order to identify the appropriate approach for investigating the research questions and achieve the research objectives. In other words in this chapter previous and current researches are evaluated in regard to how relevant and useful they are and how they relate to this research. This chapter will cover different concepts such as: motives and benefits of word creation in Arabic and English, language and culture, political language, military language, neologism, euphemism, military slang terminology, the relation between words, Eugene Nida's formal translation method and his translation model, Vinay and Dalbernet translation methods and their translation model, culturally-bound expressions and translation strategies.

2.1 Motives and benefits of word formation in Arabic and English

Words are coined at all times. We need new words to name new objects and concepts. New technologies, industries, products and experiences require new words. Every year new words are invented, some become a permanent part of the language while others disappear from the language when they are no longer needed.

These words sometimes appear for a short time to describe a cultural phenomenon, and then pass out. Linguist Algeo (1996, p.55) clarifies that by saying

"word change is very rapid, compared with grammar…Words come into being, change their uses, and pass out of existence far more readily than either sounds or grammatical constructions". The needs of speakers cause language change therefore through various types of word formation, words are constantly changing in order to satisfy the need to communicate in various life situations. Identifying inventions, new technology, new fashions, new problems, new attitudes and new phenomena, are some of the reasons behind creating new words. Every new word has to have a need and a purpose. People do that in response to social, economic and political needs. The rapid development of modern societies changes language and terminologies in all kinds of sciences. New terms are created and formed in different ways. In fact some of them are created from scratch. According to Algeo the motives of word creation can be of two types: pragmatic and esthetic. The first one is a result of social or technological development: "changes in society whether material or intellectual, call for new words; and the more intense the social change, the more need we have to name new things or rename old one". The second motive is related to creativity of the language as "we use some new words because we take delight in them" (ibid .15).

2.2 Word Formation

People use a variety of methods to coin new words. According to Plag (2003, p.9) "there are different ways and methods to form or create new words ". Before we start talking about these methods it is important to mention that the formation of military and political terms with which the present research is concerned and will be discussed later is carried out in accordance with the rules of English word-building. Motsch (1977, p.34) supports this idea by saying that "The creation of neologisms is a rule-bound process". Following are some of the methods of coining new terms that have been put forth by several linguists.

2.2.1 Derivation

Derivation is considered by Yule as "the most common word formation process"(Yule, 2006, p. 57). New terms are formed by adding morphemes to stems. This is done by using affixation, through prefixes and suffixes. Prefixes and suffixes can change a root word into many new words. Examples of English prefixes include com-, con-, de-, ex-, inter-, pre-, pro-, re-, sub-, and un. Suffixes include al, -ence, -er, -ment, -ness, -ship, -tion, -ate, -ed, -ize, -able, -ful, -ous, -ive, -ly, - and y. Examples, with affixation are the words : racketeer which means مُبْتَزٌّ or سَلَبَ أَمْوالَ , Recreational , حَدَّثَ Modernize , القدرة على المناورة maneuverability النّاس ترفيهي. Arabic language also uses this technique it is called in Arabic al-ishtiqāq الإشتقاق . Arabic is looked upon as the language of derivation. This technique is useful from a linguistic point of view to enrich Arabic with neologisms. Derivations can be produced from nouns verbal nouns, and verbs.

Arabic nouns and verbs are derived from roots by applying templates to the roots to generate stems and then introducing prefixes and suffixes. Example is the verbal noun for دَرَّسَ which means studied is تَدْريس which means the acting of study and pronounced as "tadriis". A prefix of تَ was added to the word. Then a ي, as a long vowel, is placed between the second and third radicals.

2.2.2 Borrowing

Borrowing is considered one of the basic formation techniques; it involves borrowing an existing word from another language and introducing it into the English language without making any changes to the existing word. According to Thomason & Kaufman (1988,p.21) borroing is used "to refer to the incorporation of

foreign elements into the speaker's native language". Words which are adopted into a native language from a different source language are called loanwords, or borrowings. A lot of words have been adopted into English from different languages. Katamba (2005, p.135) states that "English has borrowed so extensively from other languages that the English lexicon is like a large mosaic". The English language has been borrowing words from "nearly a hundred languages in the last hundred years" Finegan (2007, p.51). Examples, *hijab* حجاب= an Arabic word which means a head covering worn by some Muslim women. Many terms were taken from the French language *Maneuver* مناورة, *coup d'état* انقلاب , *artillery* مدفعية, *battle* معركة , *company* , infantry سرية , *corporal* رتبة عريف , *sergeant* رتبة رقيب *brigade* لواء *battalion* كتيبة , *bayonet* حربة مشاة .

2.2.3 Shortening or clipping

Clipping in Arabic means (الاجتزاز) . It is a process whereby an appreciable chunk of an existing word is omitted. "Clipping is the word formation process which consists in the reduction of a word to one of its parts" Marchant (1969, p.23). Clipping consists of the following types: Back clipping, Fore-clipping, Middle clipping and Complex clipping. Back clipping means that the beginning is retained. Examples, *examination* 'امتحان' was shortened to create exam and *gymnasium* 'صالة رياضة' was shortened to form gym . Fore-clipping retains or keeps the final part. Examples, *phone* 'هاتف' from telephone, *varsity* جامعة from university, *chute* 'مِظَلَّةُ' from parachute, *coon* 'الراكون' from raccoon, *gator* 'تمْساحُ أَمِيركا ' from alligator. Middle clipping the middle of the word is retained. Examples are: *script* from prescriptio 'وَصْفَةٌ طِبِّيَّةٌ' *flu* from influenza 'رشح, *fridge* from refrigerator , *tec*

from detective 'شرطة سِرِّية او تحري' . . Complex clipping this is when one part of the original compound remains intact. Examples a *grandma* from grandmother 'الجدة' *grandpa* from grandfather 'الجد' *cablegram* from cable telegram 'بَرْقِيَّة' .

2.2.4 Back formation

This occurs when a real or supposed affix (that is, a prefix or suffix) is removed from a word to create a new one.   According to Oxford Dictionary (2010) back formation is " A word that is formed from an existing word which looks as though it is a derivative, typically by removal of a suffix (e.g. *edit* from *editor*)". The creation of the verb *enthuse* 'يتحمس' from the noun enthusiasm 'حماس' is an example of a back formation. Back-formation is different from clipping – back-formation may change the part of speech or the word's meaning, whereas clipping creates shortened words from longer words, but does not change the part of speech or the meaning of the word. Example, *auto-destruct* from auto-destruction 'تدمير ذاتي' *automate* from automation 'أَتْمَتَ ـ جَعَلَهُ أوتُوماتِيكِيًّا' , *aviate* from aviation 'يطير' *afflict* from affliction 'يبتلي يَفَجِّع'.

2.2.5 Blending

This is another technique for forming new words and, involves combining other words or parts of words in such a way that they overlap. According to the Merriam Webster Dictionary blend is " To combine or mix so that the constituent parts are indistinguishable from one another ". From *motor* plus *hotel* they came up with *motel*. *Brunch* 'وجبة فطور وغداء' is taken from breakfast 'فطور' plus lunch 'غداء' *slanguage* is slang plus language 'لغة عامية' , *smog* is smoke + fog 'مزيج من' 'ضباب ودخان'. Blending is different from derivation because in the process of

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derivation a new word is derived from another word whereas blending is to derive a new word out of two words or more. Arabic Scholars divide blending ‘ النحت’ into four classes: (A) Verbal blending al-naHt al-fiCli; which means the formation of a verb which represents a group of words that can be either nominal or verbal sentences.

(B) Adjectival blending al-naHt al-waSfī; is the formation of an adjective out of two words. (C) Nominal blending al-naHt al-ismī; is the formation of a noun out of two mutually complementing words. (D) Reference blending al-naHt al-nasabī is the relation of someone or something to places or schools, etc. Blending can help in creating new terms in Arabic because it has a wide range of usage to express different concepts. One of these concepts is to create Arabic acronyms. Standard Arabic has benefited from the recent attempts to use some Arabic letters to replace their items. It is used for creating new Arabic terms, names of establishments and bodies such as: Hamās which stands for Haraka hmus alaHaislāmiyah Armed Islamic Movement HAMAS and wafā which stands for wakālat al-Anbā' alfilisTiniyah (Palestinian News Agency). The following terms have been used in old references .

بسملة (بسم الله الرحمن الرحيم). حوقلة (لا حول ولا قوة الا باالله) . الهيلله (لا الة الا الله)

(الخوارزمي , :24 ;عبد الحميد ,28-9: 2005 ;جبل, 245).

2.2.6 Acronymic formations

This is also another technique for forming new words. Newmark states that "Acronyms are increasingly common feature of all non-literary texts, for reasons of brevity or euphony, and often to give the referent an artificial prestige to rouse

people to find out what the letters stand for". Acronym is a word formed from the initial letters of a phrase. Allan (1986,p.241) states that acronyms are "created from the initial letter(s) or two of the words in a multiword (compound) name". Time is a very important factor in Armies, so memorizing acronyms is a common way used by soldiers to express themselves. Military acronyms are a shorthanded way of saying a lot in a short time. Some acronymic terms show their alphabetic origins *FBI* which stands for Federal Bureau of Investigation 'مكتب التحقيقات الفيدرالية' but others are pronounced like words like *NASA*   the National Aeronautics and Space Administration 'الإدارة الوطنية للملاحة الفضائية والفضاء ' and *NATO* North Atlantic Treaty Organization 'معاهدة حلف الشمال الاطلسي'   are pronounced as two syllable. *FAQ* frequently asked questions 'اسئلة تطرح باستمرار '   Others are pronounced like words instead of letters. *Radar* from radio detection and ranging 'جهاز الرادار' . *Laser* from Light Amplification by Stimulated Emission of Radiation 'الليزر'.The above mentioned examples were taken from the "DOD".

2.2.7 Phrasal verbs

Phrasal verbs are also another way of forming new words. Phrasal verbs are formed by adding an adverb or a preposition to an existing verb, for example. *Aim at* is to target 'التسديد على الهدف' . *Act upon* is to take action because of something like information received 'اتخاذ اجراء' . *Be snowed under* is to have too much work 'الانهماك في العمل' . *Be taken aback* is to be shocked or surprised 'مفاجئة'.

2.2.8 Compound words

When two existing words are combined to give a new meaning. It is not hard to guess what an *asylum seeker* 'طالب اللجوء السياسي' or *home-schooling* 'الدراسة في البيت' mean, if we know what the elements mean. One new combination inspires

another. We probably know *hardware* 'قطع الحاسوب, and *software* 'برامج الحاسوب' but do we know *liveware* which means computer users 'مستخدمو الحاسب' and *wetware* which means brain 'الدماغ' in Biology .

2.2.9 Transfer of Proper Nouns

Many words are named after people or places. This is known as eponyms. Eponyms are usually brand names, which can be transferred when they are equally well known and accepted in the TL. According to Newmark (1988, p.142) eponym means "any word derived from a proper name". The following examples are according to the USA Military glossary: The "*M48 Patton* is a medium tank that was designed in the United States. It was the third and final tank to be officially named after General George S. Patton, commander of the U.S. Third Army during World War II and one of the earliest American advocates for the use of tanks in battle". "*Bradley* an American infantry fighting vehicle was named after World War II General Omar Bradley". Eponyms can be translated without difficulty but if they refer to the referent's ideas or qualities, the translator may have to add necessary explanations.

2.2.10 Coinage

Coinage is the invention of totally new words. Newmark (1988,p .142) believes that there is no such thing and there are no brand new words "It is a well-known hypothesis that there is no such thing as a brand new word; if a word does not derive from various morphemes then it is more or less phonaesthetic or

synaesthetic". The following examples are taken from Urban Dictionary: *"embrace the suck"* this phrase means the situation is bad deal with it. *"Geardo"* means the guy, who has to have all the latest and greatest gear on his uniform, yet doesn't know how to use it. *"Groundhog Day"* means every day of duty in Iraq. *"Rummy's Dummies"* a derogatory name for the US military under the leadership of former Secretary of Defense Donald Rumsfeld. *Waxed* to get hit hard or killed. *"Weekend warrior"* US reservist or National Guard soldier. *"Whistle-Stopping"* the practice of making speeches in many towns in a short time often during a single day.

When politicians traveled by train small towns were called "whistle-stops". Politicians would use the stop to deliver a quick campaign speech, often from the back of the train, before heading to the next stop. *"Rubber Chicken"* Circuit the endless series of public dinners and luncheons politicians must attend to raise funds and make speeches. The food often includes chicken, which is cooked hours earlier and then reheated, giving it a rubbery texture. "*Front Burner* " where an issue is placed when it must be dealt with immediately.

2.4. Language and culture

2.4.1 Language

Language and culture are closely related, interactive and influenced by each other. Language is the verbal expression of culture and a way by which people express themselves and their culture. According to Kramsch (1998, p. 3) "Language is a system of signs that is seen as having itself a cultural value". Speakers identify themselves and others through their use of language: they view their language as a symbol of their social identity.

The prohibition of its use is often perceived by its speakers as a rejection of their social group and their culture. Thus we can say that language symbolizes cultural reality". People communicate with each other through language and they also describe and share their experience and culture by using language. Hantrais (1989,p.17) believes that "culture is the beliefs and practices governing the life of a society for which a particular language is the vehicle of expression". Edward Sapir in his book Language An Introduction to the Study of Speech states that "Language is a purely human and non-instinctive method of communicating ideas, emotions and desires by means of voluntarily produced symbols" Edward (1993, p. 7).

All languages change through time at different rates at different times because all languages have the ability to coin new words to describe new situations and objects. Languages change in response to new social, cultural, and environmental situations. Language is the most important component in translation. It consists of words grammar, syntax etc. This is known as the structure of the language or structural linguistics. Since language and culture are linked with each other, then learning a language cannot be separated from learning its culture. The translated message is transferred not only to another language but also to another culture. Hongwei who believes in language as a depiction of culture says "language mirrors other parts of culture, supports them, spreads them and helps to develop others". He also believes that "language is the life-blood of culture and that culture is the track along which language forms and develops" Hongwei (1999, p.121).

The researcher believes that when the translators learn the culture of the language, they are actually learning how to be in a better position to understand the language and use it in communication like native speakers.

House shares the same idea when she states "translation is not only a linguistic act it is also a cultural one, an act of communication across cultures. Translation always involves both language and culture simply because the two cannot really be separated". She adds "language is culturally embedded: it both expresses and shapes cultural reality, and the meanings of linguistic items, be they words or larger segments of text, can only be understood when considered together with the cultural context in which these linguistic items are used" House(2009,p. 11).

She also states that "in the process of translation, therefore, not only the two languages but also the two cultures come into contact. In this sense translating is a form of intercultural communication" (ibid:12). Translators need to overcome the linguistic barriers as well as the cultural barriers in order to make sure that the receptors of the target text are provided with the presuppositions required to understand the intended message. Armstrong (2005, p.3) believes that" just a bilingual and bicultural translator is able to carry out a complete translation".

The researcher totally agrees with this statement therefore when we talk about cultural translation we mean that the translator has change the content of the message to suit the audience culture. Nida & Taber (1982, p. 199) states that "a translation in which the content of the message is changed to conform to the receptor culture in some way, and/or in which information is introduced which is not linguistically implicit in the original". The relationship between translation and culture is strong and obvious Leppihalme (1997,p.3) states that "Culturally oriented translation studies, then, do not see the source text (ST) and the target text (TT) simply as samples of linguistic material. The texts occur in a given situation in a given culture in the world, and each has a specific function and an audience of its own".

He adds "instead of studying specimens of language under laboratory conditions as it were, the more translation scholar - and the translator – thus approaches a text as if from a helicopter: seeing first the cultural context, then the situational context, and finally the text itself ".

2.4.2 Culture

" Human being is a social creature. In fact, man is a receiver and sender of messages who assembles and distributes information" Greimas (1970, p.35). Culture has been defined as "system of rules of communication and interaction that allows a society occurs, preserved, and preserved". "Culture that gives meaning to all business and human movements" Nababan (1984, p.49). People learn and transfer their culture to the next generations through language therefore language does not exist apart from culture." Words only have meaning in terms of the culture in which they are used" Homeidi (2004,p.14).

Since language and culture are closely connected to each other and since language is so important in communication then translation is an important factor in communicating, exchanging cultures, and knowledge. From this we can say that translation is a way to exchange cultures, ideas and knowledge. According to Toury translation consists of language and culture. "Translation is a kind of activity which inevitably involves at least two languages and two cultural traditions" Toury (1978, p.200). In this regard translators need to bear in mind the differences between cultures and languages. They should know how language is used in another culture and to see through the culturally specific patterns of communication.

Lotman states that "no language can exist unless it is steeped in the context of culture; and no culture can exist which does not have at its centre, the structure of natural language" Lotman (1978, p.87). One of the main problems a translator can face is the deeply rooted terms in their source culture. This is when these terms are specific and exclusive to the culture that produced them and when they have no equivalent in the target culture. According to Larson (1998, p.149) "Different cultures have different focuses. When cultures are similar, there is less difficulty in translating. This is because both languages will probably have terms that are more or less equivalent for various aspects of the culture. He also states "When the cultures are very different, it is often very difficult to find equivalent lexical items" Larson (1998, p.150).

In this case translators should consider not only the lexical impact on the TL reader, but also the way the cultural aspects are perceived. Their job is to do a cross-cultural translation whose success will depend on their understanding of the culture they are dealing with. Bassnett states that "the translator must tackle the SL text in such a way that the TL version will correspond to the SL version. She also added to attempt to impose the value system of the SL culture onto the TL culture is dangerous ground" Bassnett (1980, p. 23). She also highlights the importance of this double consideration when translating by stating that language is "the heart within the body of culture," the survival of both aspects being interdependent. Linguistic notions of transferring meaning are seen as being only part of the translation process; "a whole set of extra-linguistic criteria" must also be considered" (ibid: 13).