

Translating Euphemistic Language in Climate Change Reports: The Case of English- Arabic Translation

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Abstract:

The current study delves into climate communication, with a focus on English-Arabic translation. It examines the role of euphemisms in translating English climate change reports into Arabic and their impact on communication and perception. Climate-related terms can be both a bridge and a barrier to conveying environmental concerns. The research rigorously assesses the effects of euphemistic translations versus direct ones, covering positive framing, simplification, urgency mitigation, greenwashing, and tonal softening. The choice of translation significantly influences how individuals from diverse backgrounds comprehend climate-related information. In conclusion, the study offers essential recommendations, highlighting the significance of cultural sensitivity and linguistic clarity. For effective climate communication, it discourages overly literal translations, advocates for tailored messaging, and emphasises ethical communication practices.

Keywords: euphemisms, climate change communication, English-Arabic climate change reports environmental terminology , euphemistic translations versus direct translations



1. Introduction

This article explores the complexities associated with translating climate change reports from English into Arabic, with a specific emphasis on the euphemisms translation and the decision between euphemistic and direct translations. Its main goal is to reveal the influence of these translation choices on the perception and comprehension of climate-related information. Effectively bridging linguistic and cultural divides is crucial for addressing climate change. This study offers valuable insights into the

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strategies that affect how climate-related information is received, ultimately advancing climate communication that transcends language barriers and fosters a deeper understanding of environmental challenges.

2. Background of the Research

2.1. Definitions and Types of Euphemisms

The term "euphemism" has its roots in the Greek term "euphemos," which signifies "favourable, good, or fortunate speech." This Greek term is derived from the amalgamation of two fundamental words: "eu," meaning "good" or "well," and "pheme," meaning "speech" or "expression." The term "eupheme" initially emerged as a linguistic substitution for a religious word or phrase that was considered inappropriate to utter openly, particularly in the context of taboo language (Wikipedia, 2022:1). Euphemisms have notable linguistic effectiveness as tools for communication. As Linfoot-Ham (2005, 228) puts it, "they are so deeply integrated into our language that hardly any of us, even those who pride themselves on being straightforward, go through a day without employing them."

The Merriam-Webster Online Dictionary defines euphemism as "the replacement of a pleasant or less offensive expression for one that might offend or imply something unpleasant; also, the expression that is substituted in this manner." Leech (1981: 45) defines euphemism as "the practice of alluding to something that is potentially offensive or sensitive in language that makes it sound more agreeable. Sanderson (1999: 259) also notes that a euphemism "can be employed to introduce vagueness and ambiguity or to mask the truth or reality of a situation." Johnstone (2008: 59) articulates that euphemism is "the use of a supposedly less objectionable alternative for a word with negative connotations." Hai-long (2008) asserts that a strong link exists between language and culture. Euphemisms, as a fundamental element of language, reflect the impact of culture.

Allan and Burridge (2006: 14) provide a comprehensive definition of euphemisms, explaining that they serve as substitutions for less desirable expressions, helping to lessen the potential for causing offense. These less desirable expressions can include taboo, alarming, distasteful, or strongly negatively connotated terms that might not effectively convey the speaker's intended message in a given situation.

The concept presented by Allan and Burridge emphasises the essential function of euphemisms in the realm of communication. Euphemisms allow people to use different expressions that are less explicit or conform

to social norms when discussing sensitive or potentially offensive subjects. This serves a dual purpose of avoiding potential discomfort or offence while also achieving communication goals. In Burrige's (2012) study, a comprehensive classification of euphemisms was presented, highlighting their distinct functions and showing relevant instances. Protective euphemisms aim to shield and avoid offence, such as using "offset" instead of "tax." Underhand euphemisms mystify and misrepresent ideas, like using "build soil organic matter" instead of "reduce greenhouse gases." Uplifting euphemisms talk up and inflate concepts, such as "Chief Officer of Climate Change" or "Nature-based solutions." Provocative euphemisms reveal and inspire, for example, by using "increased density" instead of "overpopulation." Cohesive euphemisms serve as in-group language, and trademark euphemisms promote products like "clean coal" or "ethical oil." Ludic euphemisms aim to entertain, like describing a fine as a "donation" to air quality. These euphemisms play various roles in communication and can significantly influence perceptions and responses to topics, including climate change.

2.2. Euphemisms Motives and Effects on Communication

Euphemisms play a prominent role in both spoken and written English, a topic examined by Crystal (2002). He points out that the spoken language of today employs a wider range of euphemisms due to colloquialisms and explicit language, while the written language, particularly in formal settings, leans towards the use of graphic euphemisms. These linguistic tools significantly contribute to addressing various aspects of human existence, including sensitive subjects such as death, disease, and emotional experiences linked to childbirth.

As noted by Crystal (2002), one core motives for the use of euphemisms is to temper the impact of harsh or distressing realities. They serve as linguistic instruments to render painful subjects more palatable, lessening the emotional weight they carry. For instance, in discussing someone's passing, describing it as having "passed away" or gone to "a better place" helps soften the concept of death. This softening effect is particularly important in situations where direct or harsh language may prove too painful or distressing for the audience. Euphemisms also function as a strategy to make conversations about sensitive subjects more socially acceptable. However, it is worth noting that this approach may, at times, result in a reduction in clarity, as pointed out by Grolleau, Mzoughi, Peterson, and Tendero (2022). Allan and Burrige (2006) underscore the politeness motive behind the use of euphemisms, as they enable

individuals to discuss sensitive or taboo topics without causing offence or discomfort. For example, the substitution of terms like "restroom" or "bathroom" for "toilet" is rooted in etiquette, particularly in certain contexts.

Another crucial role of euphemisms is to alleviate anxiety or fear when addressing distressing or frightening topics. Holder (2008) highlights how euphemisms can soften descriptions of natural disasters by referring to them as "challenging events" instead of "catastrophes," thereby making them seem less overwhelming.

Euphemisms are also frequently employed with the aim of promoting political correctness, which fosters inclusive and respectful dialogue. In his book "Moral Politics: How Liberals and Conservatives Think," George Lakoff (1996) makes the claim that language influences political discourse. He examines how various political ideologies use language and conceptual framing, including the potential use of euphemisms, to convey their beliefs and values.

In certain instances, euphemisms are applied to obscure information, maintain confidentiality, or veil details. This motive is commonly associated with strategic communication in settings where full transparency is not the primary goal, such as in diplomacy, politics, or corporate communication. Euphemisms prove invaluable for diverting attention or obfuscating information. Peter Chilton's work (2005) explores the manipulation of political discourse and the use of language, including euphemisms, for this purpose. Comparative and cross-cultural studies illuminate that political actors employ language, including euphemisms, to achieve their objectives.

The motives underlying the use of euphemisms are diverse and context-dependent. These motives encompass softening the impact of harsh truths, maintaining politeness and etiquette, mitigating anxiety or fear, promoting political correctness, and obfuscating information. Understanding the role of euphemisms in communication and how they shape public perception and discourse requires an understanding of these motives.

2.3. Understanding Climate Change: Definitions and the Role of Communication

2.3.1. Definition of Climate Change

Merriam-Webster Online Dictionary defines climate change as "a significant and long-term change in the Earth's climate and weather patterns." This definition captures the idea that climate change results in enduring alterations in the Earth's weather and climate systems. The

United Nations offers a more comprehensive explanation, describing climate change as "referring to the long-term changes in the Earth's climate that result in the warming of the atmosphere, oceans, and land." This definition recognises the prolonged nature of climate change and its effects on various elements of the planet. It underscores how climate change disrupts ecosystems, impacts biodiversity and human health, and contributes to extreme weather events such as hurricanes, floods, heatwaves, and droughts.

2.3.2. Climate Change Communication's Role

The role of climate change communication, as defined by the United Nations, is to "educate and mobilise audiences for effective action in addressing the climate crisis." Its primary objective is to encourage active participation by fostering awareness, sharing solutions, and advocating for change.

Laurara Sophia Loy (2018) points out that the task of communicating climate change is similar to communicating other risk issues and can profit from corresponding scientific knowledge. However, several characteristics make climate change a specifically tough issue to engage people with. The complex and long-term nature of climate change, along with the uncertainty surrounding its impacts, can make it challenging to convey its significance to the public.

Newig (2011:2) states that "the fact that climate change is such a challenging issue makes communication about it challenging as well. At the same time, communication is a key strategy for dealing with climate change because societal debate needs to be informed and receive a platform." Engaging people effectively in discussing and addressing the multifaceted and globally significant challenge of climate change is critical for driving education and action on this crisis.

2.4. Framing Influence on Climate Change Communication

Framing, the way information is structured and presented, plays a pivotal role in shaping public understanding of climate change. Framing in climate change communication, exemplified by Lineman et al. (2015), enhances comprehension, fosters positivity, aids concept recall, and reduces anxiety associated with desired behavioural changes. However, it is crucial to recognise that language and framing's impact is not neutral, varying based on individual characteristics like gender, worldview, and values, thereby influencing public perceptions and responses to environmental issues (Drews & Antal, 2016; Clot et al., 2017). Niebert, K., & Gropengiesser, H. (2013) argue that while metaphors can

aid climate change communication, they come with downsides. These downsides include oversimplifying complex topics, cultural specificity, potential misunderstandings, and potential manipulation of opinions. Consequently, the authors recommend using metaphors cautiously and testing their effectiveness through empirical research.

The frequent use of euphemisms in climate change discourse, as noted by Grolleau et al. (2022), can have unintended consequences, potentially hindering efforts to raise awareness and promote behavioural changes for emission reduction. Euphemistic language, according to Bandura (1999), can divert attention from moral considerations and even encourage moral disengagement. Recognising the effects of language choices in climate change communication has substantial policy implications. Policymakers should be aware of the existing frames that shape public perception and strategically choose language that challenges or supersedes those frames, as suggested by Kreps and Monin (2011).

2.5. The Impact of Euphemisms on Climate Change Communication and Environmental Discourse

2.5.1. Euphemisms Use in Climate Change Communication

In the context of climate change, Grolleau, Mzoughi, Peterson, and Tendero (2022) emphasise that it is one of the most urgent global challenges today, necessitating effective communication strategies to engage the public and inspire meaningful actions. Central to this communication is the role of language and framing, which significantly shape public perceptions, attitudes, and behaviour. Euphemisms, according to them (2022:8), "can also counteract the influence of fear-based campaigns designed to increase climate change awareness and prompt actions." However, the authors warn about the potential downsides of euphemisms, like trust loss and image damage, which may outweigh their short-term benefits. They suggest that addressing this issue involves highlighting the risks of using misleading euphemisms, such as legal consequences, reduced trust, and lasting negative effects.

2.5.2. Eco-Euphemisms and Environmental Confusion

Beans (2014) points out the problematic use of eco-euphemisms in environmental discussions, such as "clean coal" and "sustainable palm oil," which can create a false sense of security and divert attention from the actual environmental impacts. Beans advocates for clear, precise language in addressing environmental issues to promote awareness and proactive action. The US Department of Agriculture issued instructions to

its employees, suggesting they avoid the use of expressions like "climate change." Instead, they recommended the adoption of alternative terminology like "weather extremes." This marked a noteworthy change in official communication (Milman, 2017).

In 2019, The Guardian, a highly popular global news website, implemented a set of linguistic adjustments to offer more accurate portrayals of "environmental crises" (Zeldin-O'Neill, 2019). This adjustment was driven by the imperative nature of the climate crisis, underscoring the necessity for more robust and influential language (Chadwick, 2019).

Table 2: Proposed Word Changes Recommended by the Guardian to its Journalists and Editors (Zeldin-O'Neill, 2019)

Previous expressions	Recommended expressions
"Climate change"	"Climate emergency", "climate crisis"
"Climate sceptic"	"Climate science denier", "climate denier"
"Global warming"	"Global heating"
"Carbon emissions",	"carbon dioxide emissions" "Greenhouse gas emissions"
"Biodiversity"	"Wildlife"
"Fish stocks"	"Fish populations"

2.5.3. The Dangers of Euphemisms in Climate Change Communication

Zarifovna (2023) further underscores the significance of word choice in climate change communication and environmental discourse. He argues that the language used plays a pivotal role in shaping both behaviour and thought. Zarifovna identifies euphemisms as a common element in climate change communication, but he expresses (2023:1) that " they might inadvertently undermine the fundamental objectives of raising awareness about climate change and motivating emissions reduction efforts." To address this, Zarifovna (2023:3) insists on the need for accurate and realistic descriptions of environmental challenges to enhance awareness and promote behavioural changes. He suggests that using clear, direct language is a more effective approach than relying on euphemisms. (Lits, 2020) illustration about astroturfing organisations, often sponsored by fossil fuel industries, using deceptive euphemistic names to obscure their true identities and objectives. These organisations project an environmentally friendly image through

misleading terminology while aiming to promote vested interests. The use of euphemisms and framing, despite their potential effectiveness, presents challenges. Euphemistic language may potentially dull people's awareness of the urgency of climate change, leading to passive responses. Communication strategies should strive to strike a balance between emotional appeal and factual information, motivating proactive and informed behaviour (Farrow et al., 2021).

2.5.4. The Characteristics of Climate Change Euphemisms

In the context of climate change, euphemisms exhibit specific characteristics. They typically rely on word substitutions to replace plain terms that are considered undesirable with alternatives perceived as more appropriate (Casas Gómez, 2009). This substitution often results in long, euphemistic expressions compared to their straightforward counterparts. For example, "acid rain" is replaced with the more complex phrase "atmospheric deposition of anthropogenically derived substances". This word substitution can lead to two framing effects: 1. the equivalency effect, where the use of different logically equivalent expressions prompts individuals to change their preferences; and 2. the emphasis effect, which directs individuals to focus on specific aspects of a situation while downplaying others (Druckman, 2001; Farrow et al., 2021).

2.6. Research Gap: Translation of Euphemisms in Climate Communicatio

In one study (Haddad & Montero-Martinez, 2019), metaphor usage in climate change discourse was investigated, specifically examining how conceptual metaphors affect domain loss during the translation of English texts into Arabic. Another study by Haddad and Montero-Martinez (2019) was exploratory research that examined the use of conceptual metaphors in scientific publications related to climate change in English and Arabic.

This current study identifies a crucial research gap in translating euphemisms within climate communication, where language significantly moulds public understanding of climate change. It emphasises the vital role of accurate translation, especially in cross-cultural contexts where euphemisms can affect public perception and policy discussions. The research's objective is to bridge this gap by conducting a comprehensive analysis of euphemistic language translation to ensure precision and efficacy across various cultural and linguistic contexts. The study aims to offer valuable insights into the challenges and best practices of translating climate-related euphemisms, ultimately enhancing global climate communication. Tirosh, O. (2020:1) states that the words we use in climate change debates influence our

understanding and perception of climate change. If that's the case, how can translation play a role in finding a solution?"

2. Research Objectives

The study's objectives are to investigate the prevalence of euphemistic language in English-Arabic climate change reports, analyse its impact on communication efficiency, develop culturally sensitive translation strategies for euphemisms, and assess the accuracy and clarity of direct translations. Additionally, the study aims to evaluate the effects of euphemistic translations on public perceptions of climate change severity, their role in mobilising public engagement and climate action, and the scientific accuracy of direct translations. Ultimately, the research seeks to enhance our understanding of climate communication and translation practices.

4. Research Questions and Hypothesis

On the one hand, the current study attempts to address the following research questions:

- 1.How common is euphemistic language in English-Arabic climate change reports?
2. In what ways does the inclusion of euphemistic language when translating climate-related terms influence the efficiency of climate communication in these reports ?
3. How can euphemisms in climate change reports be translated from English into Arabic accurately and with cultural sensitivity?

On the other hand, in the present research, it has been hypothesised that:
Hypothesis 1: The translation of climate-related terms directly from English into Arabic results in higher levels of accuracy and clarity compared to euphemistic translation.

Hypothesis 2: When compared to direct translations, euphemistic translations of climate-related texts into Arabic reduce public perception of the severity of climate change and are more effective in mobilising public engagement and climate action.

Hypothesis 3: Direct translations of English climate-related terms into Arabic maintain scientific accuracy better than euphemistic translations.

5. Research Methodology

The methodology of this study on euphemistic language in climate change reports is meticulous. It involves a comprehensive selection of diverse English climate change reports covering various climate-related topics. The primary method focuses on identifying euphemisms through semantic discrepancy, wherein softened or replaced terms related to climate change

impacts are scrutinised. This approach aligns with the objectives of a corpus-based study, ensuring a thorough analysis of linguistic choices in climate communication. Moreover, the methodology prioritises precision by comparing original English terms with their Arabic translations from official sources such as www.scientificamerican.com, www.loommagazine.com, and www.nature.com. Systematic comparisons provide valuable insights into how euphemistic language evolves during translation, resulting in accurate translations and a comprehensive understanding of euphemisms in English-Arabic climate change reports. In this study, the sample likely consists of climate change reports that were originally written in English and have been translated into Arabic. These reports serve as the basis for investigating how euphemistic language is translated and its impact on communication regarding climate change.

6. Data Analyses and Discussion of Findings

6.1. Data Analysis and Interpretation

Example 1: climate change

climate-related terms context example: The scientific community is deeply concerned about the rapid pace of **climate change**.

climate-related terms context example translation: تشعر المجتمع العلمي بقلق عميق إزاء سرعة التغير المناخي

English climate-related term definition: Climate change refers to long-term changes in temperature, precipitation, and other atmospheric conditions on earth.

Analysis: In Arabic, the climate-related term 'Climate change' is directly translated as 'تغير المناخ', which reflects the concept of changes in the climate system. is a neutral term that can downplay the urgency of the situation. In the context of climate change, where the term refers to long-term alterations in temperature, precipitation, and atmospheric conditions on Earth, the direct Arabic translation "تغير المناخ" maintains a straightforward representation of the concept. This choice is reflective of the universal recognition and discussion surrounding climate change as a pressing global issue. By opting for direct translation, climate communicators prioritise clarity and precision in conveying the severity and complexity of this phenomenon. Such transparency is essential in fostering a shared understanding of the challenges associated with climate change and the urgency of addressing it on a global scale.

Example 2: global warming

climate-related terms in context: The consequences of **global warming** are already visible, with rising sea levels and more frequent heatwaves.

climate-related terms context example translation: تبدو عواقب ازدياد الحرارة العالمية واضحة بالفعل، مع ارتفاع مستويات سطح البحر وزيادة تكرار الموجات الحارة
English climate-related term definition: Global warming specifically refers to the long-term rise in the average surface temperature of the Earth caused by the greenhouse effect.

Analysis: In Arabic, the climate-related term 'Global warming' can be directly translated as 'احتباس الحرارة العالمي'. This translation accurately conveys the concept of the Earth's long-term increase in average surface temperature due to the greenhouse effect. It maintains a clear and precise representation of the phenomenon. However, in Arabic contexts, there is an alternative euphemistic translation used for 'Global warming,' which is 'ازدياد الحرارة العالمي'. This euphemistic translation can be interpreted as 'global temperature rise' or 'global heat increase'. The choice to employ a euphemism in this context may stem from a desire to soften the potentially alarming nature of the term 'global warming.' While the direct translation 'احتباس الحرارة العالمي' conveys the severity of the issue, the euphemistic translation 'ازدياد الحرارة العالمي' provides a slightly milder way of discussing the same phenomenon. This euphemism may be used to make the topic more approachable or less alarming in certain communication contexts. However, it is important to note that the use of such euphemisms can have varying impacts on communication. While they may make the topic more palatable, they can also reduce the sense of urgency associated with global warming. Therefore, the choice between direct and euphemistic translations should consider the specific goals of the communication and the audience's familiarity with the topic.

Example 3 : greenhouse gas

Climate-related terms context example: Carbon dioxide is a prominent greenhouse gas responsible for trapping heat in the Earth's atmosphere.

climate-related terms context example translation: ثاني أكسيد الكربون بارز مسؤول عن احتجاز الحرارة في طبقة الغلاف الجوي هو غازات احتباس الحرارة

English climate-related term definition: Greenhouse gases like carbon dioxide and methane trap heat in the Earth's atmosphere, adding to the greenhouse effect.

Analysis: In Arabic, the climate-related term 'greenhouse gas' can be directly translated as 'الغازات الدفيئة'. This direct translation accurately conveys the concept of gases such as carbon dioxide and methane that trap heat in the Earth's atmosphere, emphasising their role in the greenhouse effect. However, there is an alternative euphemistic translation used for 'greenhouse gas,'

which is 'غازات احتباس الحرارة'. This euphemistic translation can be interpreted as 'heat-retaining gases' or 'temperature-regulating gases.' The choice to employ a euphemism in this context shifts the focus to the gases' role in regulating temperature without explicitly mentioning the greenhouse effect. The use of this euphemism may be aimed at making the concept of greenhouse gases more approachable or less technical, especially in communication contexts where the audience may not be familiar with the greenhouse effect. By highlighting the gases' role in temperature regulation, it provides a more general and less intimidating description. However, it's important to consider that euphemisms can have varying impacts on communication. While they may simplify the topic, they might not fully convey the significance of greenhouse gases in contributing to global warming. Therefore, the choice between direct and euphemistic translations should consider the specific communication goals and the audience's level of familiarity with the subject matter.

Example 4: fossil fuels

climate-related terms and context examples: The burning of **fossil fuels** for energy production is a major contributor to greenhouse gas emissions.

climate-related terms context examples translation: حرق مصادر الطاقة التقليدية لإنتاج الطاقة يعد مساهماً رئيسياً في انبعاثات الغازات الدفيئة

English climate-related term definitions: Non-renewable energy sources like coal, oil, and natural gas formed from the remains of ancient plants and animals.

Analysis

In Arabic, the climate-related term 'Fossil fuels' can be directly translated as 'الوقود الأحفوري', which accurately describes fuels derived from ancient organic materials such as coal, oil, and natural gas. This direct translation maintains clarity and precision in conveying the nature of these energy sources. Alternatively, there is an euphemistic description for 'fossil fuels,' which is 'مصادر الطاقة التقليدية', signifying 'Traditional energy sources.' This euphemism emphasises the long-standing use of these energy sources while not explicitly addressing the environmental impact of fossil fuels.

The choice between direct and euphemistic translations depends on the context and the communication goals. The direct translation accurately represents the nature of fossil fuels, including their environmental implications. On the other hand, the euphemistic translation may be used in contexts where the focus is on historical energy sources or when discussing the transition to cleaner alternatives. However, it is important to note that euphemisms like this can potentially downplay the environmental challenges

associated with fossil fuels, so their use should be considered carefully in climate communication. The euphemistic use of 'Traditional energy sources' for 'Fossil fuels' in Arabic climate communication downplays their environmental impact and can hinder efforts to address climate change by obscuring the severity of the challenges.

Example 5: emissions:

climate-related terms context example: emissions from vehicles and industrial processes are crucial to combating climate change.

climate-related terms context example translation: الإطلاقات البينية من السيارات وعمليات الصناعة أمر بالغ الأهمية في مكافحة تغير المناخ

English climate-related term definition: The release of gases, such as carbon dioxide, into the atmosphere is often associated with human activities.

Analysis:

In Arabic, the climate-related term 'Emissions' can be directly translated as 'انبعاثات الغازات الدفينة', which accurately describes the release of substances, often gases or particles, into the atmosphere. This direct translation maintains clarity and precision in conveying the nature of emissions. Alternatively, there is an euphemistic description for 'Emissions,' which is 'الإطلاقات البيئية', signifying 'Environmental releases.' This euphemism highlights the nature of substances released into the environment without explicitly addressing their potential environmental impact.

The use of the euphemism 'Environmental releases' for 'Emissions' in Arabic climate communication has several potential impacts on climate communication. It may soften the environmental impact, reduce accountability, obscure the seriousness of climate challenges, and lead to misinterpretation or underestimation of emissions' environmental consequences. While euphemisms can serve specific communication purposes, their use should be approached with caution in climate communication to ensure that the urgency of addressing emissions and climate change is effectively conveyed.

Example 6: fossil gas

climate-related terms context example: The burning of fossil gas, which includes gas extracted from underground reserves, is a major contributor to greenhouse gas emissions.

climate-related terms context example translation: حرق الغاز الطبيعي ، الذي يتضمن الغاز الطبيعي المستخرج من الاحتياطيات تحت الأرض، هو مساهم رئيسي في انبعاثات غازات الدفينة

English climate-related term definition: Fossil gas refers to natural gas, which is a hydrocarbon gas primarily composed of methane (CH₄) and is

derived from fossil fuel sources. It is called "fossil" gas because, like oil and coal, it is formed from the remains of ancient plants and animals that were buried and subjected to heat and pressure over millions of years.

Analysis: In Arabic, the climate-related term 'Fossil Gas' can be directly translated as 'الغاز الأحفوري', accurately referring to natural gas derived from fossil fuel sources such as oil and coal. This direct translation emphasises the connection between natural gas and the fossil fuel industry. Alternatively, there is an euphemistic description for 'Fossil Gas,' which is 'الغاز الطبيعي', signifying 'Natural Gas.' This euphemism makes the term sound more environmentally friendly and less associated with fossil fuels, even though natural gas is a significant source of greenhouse gas emissions.

The use of the euphemism 'natural gas' for 'fossil gas' in Arabic climate communication can lead to greenwashing, downplay the environmental impact, influence consumer perception, and affect energy policy decisions. This may hinder efforts to transition to cleaner energy sources and mitigate greenhouse gas emissions. Careful language choices are essential to accurately convey the environmental implications of natural gas.

Example 7: Climate resilience

climate-related terms context example: Increasing climate resilience in communities involves preparing for extreme weather events.

Example translation of climate-related terms: English climate-related

term definition: The ability of a system or community to withstand and recover from climate-related shocks and stresses

Analysis:

For 'Climate resilience,' the direct translation into Arabic is 'المقاومة المناخية', signifying resilience in the context of climate and environmental challenges. When euphemized, it can be described as 'القدرة على التأقلم مع التحديات البيئية', emphasising adaptability to environmental challenges without explicitly using the term 'resilience'. Certainly, the euphemism for 'climate resilience' in Arabic, which emphasises 'Adaptability to environmental challenges' as 'القدرة على التأقلم مع التحديات البيئية', can have specific impacts on climate perception. The euphemistic translation of 'climate resilience' in Arabic as 'adaptability to environmental challenges' has several notable impacts on climate communication. Firstly, it softens the language associated with climate resilience, making it seem more accessible to a wider audience. However, this approach might also reduce the emphasis on the broader concept of resilience, potentially leading to a less comprehensive understanding of its significance. Additionally, the euphemism might not fully convey the strength and capacity

to bounce back from climate-related shocks and stresses, which is a crucial aspect of resilience. Finally, while the euphemism encourages a proactive approach to adaptation, it may inadvertently diminish the perceived importance of building robust climate resilience, thus affecting how individuals perceive and engage with resilience efforts.

Example 8: climate sceptic

climate-related terms context example: a prominent **climate sceptic** argues that climate change is primarily a natural phenomenon.

climate-related terms context example translation: شخص متحفظ بشأن العوامل المناخية يُقدم حججاً يؤكد فيها أن التغير المناخي هو في المقام الأول ظاهرة طبيعية

climate-related term definition: A "climate sceptic" or "climate change sceptic" is an individual who expresses doubt or questions the scientific consensus on climate change, often disputing the extent of human influence on the climate or the severity of its consequences.

Analysis:

A 'Climate Sceptic' in Arabic can be directly translated as 'متشكك في تغير المناخ' referring to an individual who expresses doubt or scepticism regarding climate change. Alternatively, it can be euphemistically described as 'شخص متحفظ بشأن العوامل المناخية', signifying 'A person cautious about climate factors.' This euphemism softens the expression by emphasising caution rather than skepticism.

Using the euphemism "شخص متحفظ بشأن العوامل المناخية" (A person cautious about climate factors) to describe a 'climate sceptic' in Arabic serves to soften the expression and reduce confrontation. It fosters more constructive and respectful conversations about climate change, bridging the gap between advocates and skeptics. This approach can enhance public understanding by encouraging open-minded consideration of climate factors and promoting a more nuanced view of the issue. However, such euphemisms must be used with caution to avoid obscuring scientific consensus and instead to facilitate informed and respectful dialogue.

Example 9: climate crisis

climate-related terms context example: The **climate crisis** demands urgent action to mitigate its far-reaching consequences.

climate-related terminology context example translation: ' English

climate-related term definition: A situation in which severe and urgent climate-related challenges necessitate immediate attention.

Analysis: The climate-related term 'climate crisis' can be directly translated as 'ازمة المناخ', signifying a climate-related crisis or emergency challenge.' This euphemism conveys the urgency of the situation without explicitly using the

term 'crisis.' Alternatively, it can be euphemistically described as 'تحديات بيئية ملحة', emphasising 'Urgent environment challenges', The climate-related term 'climate crisis' can be directly translated as 'ازمة المناخ' signifying a climate-related crisis or emergency. Alternatively, it can be euphemistically described as 'تحديات بيئية ملحة', emphasising 'Urgent environmental challenges' This euphemism conveys the urgency of the situation without explicitly using the term 'crisis.' The euphemistic translation of the climate-related term 'climate crisis' as 'urgent environmental challenges' in Arabic climate communication can have significant impacts on climate perception. While both terms convey a sense of urgency and the need for immediate action, the euphemistic translation reframes the issue as 'environmental challenges' rather than a 'crisis' or 'emergency.' This shift in language might unintentionally downplay the severity of the situation. By emphasising environmental challenges, it broadens the context and might lead to a less focused interpretation of the term. Furthermore, it might not fully convey the immediate and critical nature of the climate crisis. Consequently, individuals exposed to this euphemism may not fully grasp the urgency of addressing climate change and the need for immediate, comprehensive action. It is essential for climate communicators to carefully consider the language used to ensure that the seriousness and immediacy of the climate crisis are effectively conveyed to the audience.

6.2. Discussion of Findings

The analysis of the data reveals that climate-related terms in English climate communication can be translated into Arabic either directly or euphemistically, and these translations significantly affect the perception and understanding of climate-related issues. Key observations include: 1. Direct vs. euphemistic translations: climate-related terms can be directly translated from English into Arabic to maintain clarity and precision. However, euphemistic translations are also common, involving softening or rephrasing terms to emphasise specific aspects while downplaying others. 2. Euphemisms for positive framing: Euphemistic translations often aim to present climate-related concepts positively, such as translating "Renewable Energy" الطاقة المتجددة as "Clean Energy" الطاقة النظيفة to highlight eco-friendliness but potentially downplay the urgency of transitioning from fossil fuels. 3. Euphemisms for simplification: some euphemistic translations simplify technical terms to enhance accessibility to a broader audience. For example, "weather patterns" is euphemistically translated as "variability of atmospheric conditions" to reduce reliance on technical jargon. 4. Euphemisms for mitigation: Euphemistic translations may downplay the severity of climate

challenges, like translating "climate crisis" as "urgent environmental challenges," potentially reducing the sense of urgency. 5. Euphemisms for Greenwashing: Euphemistic translations can influence public perception, as observed with the use of "natural gas" instead of "fossil gas," potentially leading to greenwashing and affecting energy policy decisions. 6. Euphemisms for softening language: Euphemistic translations may soften language by focusing on readiness and preparation rather than the challenges posed by climate change, inadvertently downplaying the urgency and severity of climate issues. These findings highlight the importance of translation choices in climate communication and their potential implications for public understanding and policy decisions.

7. Conclusion

Through the obtained findings, this article concludes that the choice between direct and euphemistic translations in Arabic climate communication is of paramount importance for how climate-related issues are perceived. Euphemistic translations can serve specific communication goals but must be used cautiously to ensure the urgency of addressing climate change effectively. The selection of translation approaches should align with communication goals, the audience, and the need to accurately convey environmental concepts. Striking a balance between accessibility and preserving the seriousness of the climate crisis is crucial for driving effective action and policy changes.

This research has highlighted the significance of euphemisms in climate communication and proposed solutions for accurately translating climate-related terms. It has been found that direct translation can help maintain scientific accuracy, but cultural context and audience understanding should be considered. Euphemization was also observed, aiming to adapt terminology in the Arabic context. This research underscores the need for a nuanced approach to communicating climate-related information, emphasising the importance of translation methodologies, cultural adaptation, and societal reception. Finally, these findings provide important insights for improving climate communication and translation efforts.

Limitations of the Study

While this research underscores the importance of euphemisms in climate communication and strategies for translating climate-related terms from English into Arabic, it is essential to acknowledge their limitations. First, the study's potentially limited sample size of translated climate terms may affect the generalisability of the findings; a more extensive dataset is needed for a comprehensive understanding of translation strategies and euphemization in

climate communication. Second, the research has a limited scope in examining strategies, and it doesn't provide a comprehensive analysis of all possible approaches for translating euphemistic language in climate-related terminology, warranting further exploration of supplementary translation methods. Lastly, the assessment of euphemistic language in translation is subjective and may vary across translators and communicators, potentially leading to differences in the analysis.

Recommendations

The need for continuous assessment of climate-related communications in the face of complex climate change challenges is emphasised. Research on public perceptions is crucial for improving future communication efforts.

Key recommendations for effective climate communication include prioritising cultural sensitivity and clarity in translation, avoiding overly literal translations, and conducting pilot tests for different audiences. Climate communicators should carefully select language and euphemisms that match the audience's climate knowledge and strike a balance between transparency and softer language. They should also avoid excessively tailoring messages to specific audience segments and uphold ethical communication practices. Additionally, investing in education and awareness initiatives, collecting feedback, evaluating communication efforts, and collaborating with translators and communities are vital for ensuring culturally sensitive and effective climate communication for diverse audiences.

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