

Exploring the Role of translation in Generating Multiple Terminology The Case of Mediatizing the Events of Gaza in Both BBC and Aljazeera Channel

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ABSTRACT :

This research is meant to investigate the impact of translation on generating multiple terminologies through analyzing how different media are broadcasting the latest events in Gaza. Data were drawn from the braking news of both the BBC and Aljazeera channels, and then examined using content analysis. According to the analysis of the used terms in the given news, treating the same event from different channels is fully reflected by their ideologies. The content analysis reveals diverse terminologies generated in treating the events in Gaza. In view of that, the authors advocate that each channel has a terminology database where distinct Arabic and English terms are used to express what is happening in Gaza. They addressed typical domains for the same terminology used in both channels, indicating that the inappropriate representation and the misled acquisitions are the two main issues every term base is facing in those braking news.

Keywords: Content analysis ; Braking news ; Translation ; Multiple terminology.

الملخص باللغة العربية:

يهدف هذا البحث إلى دراسة دور الترجمة في توليد مصطلحات متعددة من خلال تحليل كيفية بث وسائل الإعلام المختلفة للأحداث الجارية في غزة. تم استخلاص البيانات من الأخبار العاجلة للقنوات العالمية، ثم تمت دراستها باستخدام تحليل المحتوى. من خلال تحليل المصطلحات المستخدمة في الأخبار المقدمة، فإن التعامل مع نفس الحدث من قنوات مختلفة يعكس تماماً إيديولوجياتهم. كشف تحليل المحتوى عن مصطلحات متنوعة تم إنشاؤها في معالجة الأحداث في غزة. وفي ضوء كل ذلك، لقد تناولنا مجالات محددة لنفس المصطلحات المستخدمة في كل القنوات، مشيرين إلى أن التعبير غير المناسب والمضلل هو المسؤول الرئيسي الذي تواجهه كل قاعدة مصطلحات في تلك الأخبار المثبطة. ارتأى الباحثون أن يكون لكل قناة قاعدة بيانات للمصطلحات تستخدم حسب الضرورة للتعبير عما يحدث في غزة.

الكلمات المفتاحية: تحليل المحتوى; الأخبار; الترجمة; المصطلحات المتعددة.

Résumé :

La présente étude vise à mettre la lumière sur l'interaction entre la traduction et la terminologie dans le champ médiatique international en temps de crises et de conflits. La recherche s'est articulée sur l'analyse des informations d'actualité relatives à l'agression qui cible la Bande de Gaza, diffusées par les différents organes des médias internationaux. Le contenu analysé a démontré, après examen, que les informations relayées par les différents médias reflètent leurs idiologies respectives. La même analyse de contenu a révélé l'utilisation d'une terminologie diverses et diversifiée en relation avec les événements de Gaza. Nous, les auteurs de cette recherche, considérons que chaque média emploie une terminologie reflétant sa vision du monde face à un même événement.

Mots-Clés : analyse de contenu; actualité ; traduction ; terminologie multiple.

1. INTRODUCTION:

Translation is deemed to be very important in boosting smooth transfer of ideas across national borders, aiming at bridging the gaps between the different cultures (Panou, 2013). In this sense, translation can be demarcated as the attempt to provide an equivalent meaning in the target language to that of the source language (Panou 2013), which makes it rather difficult to search for absolute equivalence in terminology interlingual translation. Hence, the recourse to a meaningful equivalence to achieve the maximum approximation or the closest possible meaning between different terms in the two languages is highly demanded . This would claim the possible loss and gain in the meaning of terms in most transmissions as a reaction to mistranslation (Zhang, 2018).

Even though many attempts have been carried out to recognize the relationship between terminology and translation, the dimension of equivalence is still considered as a thorny issue between languages. Yet, it is imperative to bear in mind that translation is a very specific in terms of terminology, which is related to The message itself rather than the meaning. This research focuses on the relationship between translation and terminology, which is concerned with the common cultural lexical repertoire, triggering either the loss or the creation of new terminology across languages.

1.1. Statement of the Problem:

A very scarce research in the field of multiple terminology has been conducted, mainly in terms of the impact of translation on terminology across languages. For instance, most of the terminologies used in the media are culture-bound, framed by the ideology of the given media and framing the audience exposed to it accordingly. The reason for this might be attributed to both the forced ideology of the given media and the receiver's lack of knowledge in different languages. In this regard, the media might distort the message , and the audience might be misled in grasping the precise intended meaning of the message.

As far as cultural differences are of great concern, it is rather tough to reach a successful representation of the same event in two different languages. In similar vein, the terminology used in literary, religious, social, and particularly in the media texts evokes a drastically challenging area in translation, especially, if the media belong to totally different cultures and ideologies. Here, the main issue is related to the challenges reflecting the lack of understanding specific terminologies between Arabic and English languages which are the results of the cultural variations. Thus, the present paper intends to explore the impact of translation on generating different terminologies between The Arabic and English language

1.2 Research Questions

This paper is meant to answer the following research questions:

How does translation affect the use of terminology?

1/ What are the reasons that provoke the issue of terminology across languages?

2/ What are the possible solutions to generate equivalent terminology across languages?

1.3 Significance of the Study

To the best knowledge of the researchers, a few research is conducted to study the relationship between translation and terminology in the Arabic-English transfer. The great majority recent research is focusing on particular linguistic and/or cultural items including idioms, proverbs and collocations. Hence the present investigation is an attempt to highlight such gap in the literature of translation and terminology. The findings of this paper will help us understand the reasons triggering the issue of translation and terminology, providing practical

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solutions to both the creators of media content and the receivers of that content.

2. THEORETICAL BACKGROUND :

2.1 TERMINOLOGY

Terminology is viewed as the piece of language that conveys the content of the thought. The selection of the right terminology is important in expressing the intended meaning, as evidenced by its involvement in global cultural and linguistic growth trends. The use of terminology varies greatly depending on the objectives of the speech to be delivered. The use of a selective terminology with several communities eases the clear transfer of the message while using a different language. Hence it is necessary to understand what terminology carries in communication and interaction.

Usually, terminology shapes communication, and communication shapes terminology. A term in certain culture is unquestionably different from that very term in other cultures (Ali, Al-Rushaidi, & Mohammed, 2017). Furthermore, the differences between a terminologies across languages may be attributed to a variety of ways, and mainly culture. The diversity of terminologies across different cultures compels us to respect and understand each term as it is viewed in its culture of origin. We can never comprehend a term and interact following its typical connotation without referring to its culture (Panou, 2013). Moreover, the relationship between terminology and culture seems to affect various aspects in the language, especially literature which reflects more or less the culture of the author of the story/event. Such discussion could be rather important if it is concerned with literary works translated into different languages and distinctly different cultures.

2.2 TRANSLATION:

Translation is often needed to reach more receivers who speak another language rather than the language of the original text (Zhang, 2018). Translation is as such supposed to convey the message of a text in another language following the author's intended meaning (Panou, 2013), and this frequently requires the translator excessive knowledge in both languages, especially in the field of terminology. Translation is the cultural interchange of languages as well as the conveyance of information (Dabaghi & Bagheri, 2012; Zhang, 2018). Translation cannot be done haphazardly, some various methods and procedures can be applied in translating something so that the intent and purpose of the original text can be conveyed even through different languages. In this respect, bridging the gap between two languages in terms of terminology is deemed to be at the heart of the translators' role.

Generating multiple terminology across languages can be derived from the several methods of translation, which can be classified in terms of emphasis, one emphasizes the source language, while the other emphasizes the target language. On the one hand, the Word-for-word translation, Literal translation, Faithful translation, and Semantic translation stand for the methods that prioritize the SL. On the other hand, Adaptation, Free translation, Idiomatic translation, and Communicative translation stand for the methods that stress the TL (Newmark, 1988). More importantly, the transfer of ideas from one language to another is subject to many issues due to the drastic differences between the two languages as well as their cultural backgrounds (Dabaghi & Bagheri, 2012). In translation, the concept of terms loss or gain is very common, especially in literary translation (Tiwiyanti & Retnomurti, 2017).

Even if, traditionally and initially, terminology was claimed to be an independent discipline, as mentioned by Felber (1984), the practice shows that it has gradually become an interdisciplinary and transdisciplinary discipline. It has been linked to a range of subdisciplines, such as lexicology, linguistics, communication and even translation (cf. The interaction between terminology and translation according to (Thelen, 2015) can be referred to their interactive interplay in practice. In fact, the contribution of translation in terminology is obvious and evident, especially in the practice of the media, which is the main interest in the given research.

3. METHOD :

This study is carried out through the qualitative paradigm. data were collected from the braking news delivering the latest events in Gaza, which were broadcasted in both Arabic and English in Aljazeera news and the BBC news channels. We have opted for the analysis of how the events in Gaza are treated in different media sinse we have noticed a salient variance from Arabic to English in these channels. Moreover, such phenomenal variation will be discussed on the basis of the content analysis, following a comparative paradigm. Yet, the content analysis is set to be term-based where the selection of terms depends on their recurrence in the given media, impact on the audience, and contradiction across languages.

4. ANALYSIS AND DISCUSSION:

This part of the study deals with the content analysis of two braking news delivering the events in Gaza in both Aljazira and BBC channels to find out if there is a consistent use of terminology from Arabic to English. Due to the restricted space in the given paper, only few terms were addressed in the discussion. A wide range of terms were used in the given braking news, yet only six terms were adopted in the analysis depending on their frequency, effect, and paradox.

Here, it should be noted that the area of application of our speech is the mainstream press dealing with the political and military conflict between Israel and Palestine. The criteria of that contribution is the choices made by a professional translator to use this or that word. The choice of a specific terminology reflects obviously the point of view, the culture and the conclusions of its user. This is why translation is likely to impact thoroughly the decisions of the translator as far as the terminology is concerned. To conduct this study, we opted for different breaking news, in both English and Arabic, published in different international media, on the topic that is hitting the headlines, namely: the Israeli military aggression against Gaza strip launched since October the 8th 2023. To this end, we tried to understand how did translation of some terms may change from English into Arabic and vice-versa according to the difference of world vision (Maddox, 1998) where terminological and cultural difficulties may arise from one linguistic group to another.

As explained earlier, the analysis is based on the folloing criteria:

- The difference within the same term between the source language and the target language in breaking news translation.
- The frequency of the same term differently across the two languages.
- The drastic effect of the used term on the large audience.

To back up our assumption about the difference in use of terminology between English and Arabic, we picked the first example from abreaking news relayed by the reporting website CBS News on the 18th of October 2023. The news headlined (Biden heads to Israel as blast at Gaza hospital kills hundreds). Western media consider the victims of the Israeli airstrikes to be war dead. The online Reverso Dictionary defines (to kill) as the action of causing the death of a person or an animal; to put an end or to destroy. All those meanings presented by the Online Reverso Dictionary do not drop a hint that there will be a future reward to those victims. The definition refers exclusively to the biological action of death. The most obvious lexical equivalent of that verb in Arabic would be ((قتل). However, the same blast against Gaza hospital was broached by the qatari reporting website Aljazeera.net on the same date in different terms. Even though the Israeli aerial bombardment caused the same damage, the term used to describe that damage is different between English and Arabic. In fact, the Qatari reporting website indicates that those war dead are (martyrs). The term used by Aljazeera.net has a religious connotation, meaning that there will be reward in the great Beyond. In this regard, Humboldt suggests that differences between languages are due essentially to a dference in reality vision from a sociolinguistic group to another (Hamboldt 1963: 257). The online arab dictionary (alkoul) says that the word (chahid) which means (martyr) indicates the person who died or was

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killed for God's sake or defending his/her country or in favour of a given duty. Thus, eastern and Islamic media believe that people who died as such will have a compensation on the judgment day. We notice that the translator in such a case is facing a dilemma; whether to choose the lexical equivalent that does not correspond to his culture or to opt for the dynamic equivalent which, according to Eugene Nida, "can never be identical, for the cultural and historical settings are too different, but there should be a high degree of equivalence or the translation would have failed to accomplish its purpose" (Eugene Nida 1969: 22).

A second example taken from the same breaking news points Hamas' action as an act of terror, meanwhile the same Qatari reporting website consider Hamas to be a movement of liberation and resistance. Though, CBS News believe that Hamas is breaching the law, whereas Aljazeera.net thinks it is a legal entity. Terminology in this case is ranging between the western world vision and the Islamic reality belief.

A third example talks of the same act in different terms. BBC News argues that Israel has the right to defend itself. However, almost all the arab media are unanimous to condemn the attacks perpetrated by Israel which are seen as an aggression. Even if both terms (the right of self-defense) and (aggression) belong to the same lexical and semantic field, namely the international criminal law; they point the same reality out in paradoxical words. The first term refers to an international absolute legal right, but the second sentences Israel to the crime of aggression which is stated in article 8bis in the Rome Statute of the International Criminal Court.

Last but not least, editors tend to switch freely and swiftly a set of binary terms according to their attitude towards the ongoing conflict. Freedom fighters can easily turn to terrorists; acts of aggression to resistance or self-defence; prisoners of war to hostages. In the Gaza imbroglio that is unfolding these days, western mainstream media has no scruples in calling Palestinian fighters who fall into captivity a bunch of disapproving names like "agitators", "dihadists", and "terrorists", but when an Israeli soldier or settler gets apprehended by Palestinian fighters, he is immediately described as "hostage", or "civilian" respectively, although most adult inhabitants of Israel are either armed and trained settlers or conscripts in the army. An Objective reporter would prefer the neutral and more accurate term of "p.o.w" instead of those terms that are chosen to excite a feeling of moral disgust and repulse against the perpetrators. Meanwhile, pro-Palestine outlets employ another set of legal terms to underline the fact that they were duly captured in self-defence operations against an army of occupation that has never ceased to oppress the natives over the last 70 years or so.

All in all, the findings of the study indicates that newstory terminology is quite revealing as to the position taken by the editors of a given paper. Keywords are carefully selected in mainstream media in general and the written press that has often been a malleable tool in the hands of power-holders to impress the desired impact on the readers. This is particularly notable in times of crisis and of war, conforming to the age-old saying that "truth is the first victim of war". George Orwell has long explained in his "Politics and the English Language" (1946) how the latter can be (ab)used to "cover" reality in both senses of reporting and distorting it, and thus manipulating the public opinion.

5. Conclusion:

This study aimed to explore the relationship between translation and terminology focusing on the differences between Arabic and English in the international media. Data analysis showed that the latest events in Gaza were represented differently, using extremely divergent terms depending on the ideology of the representing media. Such difference in terminology was used frequently by the international media in order to paint their wanted picture, and this so-called the role of translation. Based on content analysis of the presented data, it was obvious that such inappropriate transfer of terms across languages is adopted deliberately to either establish a solid ground for the clear perceptions of what is happening in Gaza, or

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to distract the audience from understanding the truth regarding the same events. Henceforth, it is highly recommended to take ownership in representing our own events by means of several languages to assure the clear transfer of the message across the globe. Yet, it must be claimed that the main limitation of the present investigation is a small sample size, and this prevents the findings of this study from generalization rather than the given sample. all in all, the findings of this study may motivate future researchers including us to further investigate the same issue from different angles, using different research tools.

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