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Translating Euphemism in Media
Case study: BBC Channel Website

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Dedications

We dedicate this work to our families and friends.

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Introduction

Introduction

Introduction

Media is a communication channel that plays a massive role in delivering data and information. The latter makes it take control over the world and manipulate societies. Hence, the choice of words and expressions must be taken into account which sometimes leads reports to resort to using Euphemism in order not to offend the audience and avoid controversy. This phenomenon is considered as one of the difficulties translators encounter in the media world, where translation is crucial due to its communicative function. It is acknowledged that translation first arose after the incident of Babel, people were punished by by scattering and confusion of language. Then, translation was a means of communication and exchanging ideas. Decades later, the latter attained various roles in societies and it became crucial in the development of technology by transferring knowledge, information and news all around the world through a variety of languages. which allows the comprehension and recognition of incidents, products and more important matters that would not be understandable by the whole globe without Translation.

Literature Review

Before analysing the concept of Euphemism and the impact of its translation on media, it is indispensable to scrutinize previous works and studies concerning this phenomenon. According to **Meihua Wang**, the term Euphemism was first put forward by British writer **George Blunt** in early 1580s in his *Glossographia* (1656). According to him euphemism is “a good or favorable interpretation of a bad word”. Indeed, it is believed that euphemism is a sort of sweet speech and politeness. In *A Dictionary of Euphemisms and Other Double-Talk*; a book compiled by the British linguist **Hugh Rawson**, Hugh Rawson described the etymology of Euphemism and talked about its various types; the positive and negative Euphemisms, and conscious and unconscious Euphemisms. And in 1991 **Allan Keith and Kate Burridge** published a book titled *Euphemism & Dysphemism: Language Used as Shield and Weapon* where they explained that euphemism is an alternative for an offensive expression to avoid being offensive and that euphemism should not be taken only as a mere linguistic device, but should also be considered an everyday, comprehensive phenomenon; meaning a “verbal behavior”. Moreover, the book explains the connection between euphemism and context; how the context could shape the delivery of the euphemistic expression and diminish the application of euphemism. They stated that is used ‘as a protective shield against the anger or disapproval of natural or supernatural beings’.

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Similarly, **John Ayto** pointed out that ‘the euphemistic force of a word is often heavily dependent on its context’. In addition to **Mr. Halliday and Mr. Hasan** who stated that minding the social context is significant when using euphemism for the purpose to permit to the speakers interacting correspondingly. Taboo is one of the motives in using euphemism, as **Mr. Bakhtiar** discusses the power of euphemism precisely in Persian and the ability to avoid taboo words when using this strategy of communication as well as how it is manipulated by the ones having authority in order to shape the world. Furthermore, **Mr. Ahmed et al** studied taboo in Pashtun society. Although his study doesn’t cite euphemism, they applied the politeness theory which has a relationship with euphemism. **Epoge** has explained how euphemism in Cameroon can be either a sweet speech or a deception. He elucidated that ‘In Cameroon English sweet talking is used to refer to profanity in a suitable way in order to maintain face and avoid hurting people.

Statement of the problem

The problem in this study revolves around the process of translating euphemistic words and expressions used in media: from the challenges translators face and how euphemisms are formed according to Warren’s model to the various procedures used to convey these euphemisms into Arabic

Research Questions

To further investigate the study, it is necessary to answer this question:

How does the translator deal with euphemism in BBC channel website?

The latter will be divided into three sub-questions:

- ✓ What are the difficulties the translator comes across when translating euphemisms used in BBC channel website?
- ✓ Does euphemism affect the delivery / origin of the news?
- ✓ What are the different strategies used to form euphemisms using Warren’s model?
- ✓ What are the translation procedures used to translate euphemisms used in BBC channel website?

Hypothesis of the study

In an endeavor to answer the questions raised in this study, we hypothesize the following:

- ✓ Sometimes translators encounter difficulties when dealing with euphemism, as the characteristics of the two languages differ
- ✓ Euphemism may affect the delivery of the news, because translators sometimes involve their backgrounds and ideologies
- ✓ There are different strategies used to form euphemisms in BBC channel and mostly the compounding strategy.
- ✓ Translators of the BBC channel website use different procedures in order to convey the accurate meaning and effect, mostly literal translation and modulation

Objective of the study

The essence of this study lies in analyzing how Euphemism is translated in the media industry, specifically in BBC Channel website and to see whether translators render Euphemism according to the ideology of the target audience and their backgrounds or just render the euphemism by another euphemism

Research Methodology:

In order to determine how Euphemism in media is rendered into the target language and to identify sorts of difficulties we come across when translating them this research will be conducted through an analytical and a descriptive approach. And since the study is concerned with Euphemism in media, the data will be collected from BBC channel English and Arabic websites.

Structure of the study

This study is divided into two parts: A theoretical and a practical part. The theoretical part comprises two chapters. The first chapter is entitled Translation in Media, it contains two sections. The first section will introduce The Media. It consists of the definition, the types, the roles and media translation, Challenges encountered, and the procedures media translators use. The second chapter titled Translating Euphemism. It will tackle the etymology and definitions of euphemism,

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its categories and purposes of use it will also include translating euphemism in different discourses: cultural, political, and religious. In addition to the challenges faced when translating it. Finally, the practical part. it tackles the analysis and descriptions of examples and findings.

Chapter one

Translation in

the media industry

Introduction

Undoubtedly, Media is an integral part of our daily life due to the rapid and effective communicative services it provides and thus its vital role in keeping the world connected. And since its main intention is to spread and to cater all sorts of news whether it is through television, newspapers, radio and internet, obtaining news and information from legitimate sources and translating them in a way that is comprehensive to the world is a number one duty. This chapter will introduce the Media, the different forms it can take, the various roles it plays, how it influences and shapes the world and will also discuss translation in the media industry, including the various kinds of procedures adopted.

I.1.1 Definition of Media

The term Media is the plural form of Medium. It refers to the various means used for disseminating all sorts of news and information to a targeted audience.

Media serving as a communication outlet have been dated to thousands of years ago, when ancient human ancestors engraved and painted on walls of graves to share messages. Experts believe that these engravings paved the way and consider them the birth of media even though the number of audience was not large.

With the development of the technology and the emergence of new ways for sharing information, the number of audience grew wider. It all started with the appearance of newspapers back in the 17th century thanks to Johann Carolus. Newspapers were irrelevant at beginning due to illiteracy, but once people begun fighting their illiteracy and started to learn reading and writing; readership increased and thus the prosperity of newspapers. After that Media witnessed a new wave as Photography made its debut. In 1862, Matthew Brady held an exhibition of photographs he had taken of the U.S. Civil War. Shocked Americans stood and stared at Brady's images of the dead at the Battle of Antietam. The New York Times noted that Brady brought "home to us the terrible reality of war. Then in 1895, in Paris, the Lumière Brother shocked the audience with their "moving images" discovery. In this same year, the Italian inventor and Nobel Prize winner Guglielmo Marconi played a major role in global wireless communication by demonstrating the first radiotelegraphy, he succeeded in receiving radio signals across the Atlantic (From Cornwall, England to Signal Hill, St. John's, Newfoundland 3,400 km away). On November 2, 1920, radio

station **KDKA** in Pittsburgh, Pennsylvania went on air to report the results of that year's presidential election. And finally the age of the internet which took part in the blow of media.

As for the Arabs, the media took the form of Arabic poems at first it was considered as the main communication tool between people well as propaganda from states and leaders. Then with the devolvement of printing press things took a turn and the media in the Arab world changed drastically

I.1.2 Types of Media

Media comes in different forms. They can be classified into three main categories:

- ✓ Print Media (Newspapers, Magazines, Banners and Billboards)
- ✓ Internet Media
- ✓ Broadcast Media (TV, Radio)

I.1.2.A Print Media

This type is the very first and the oldest form of media, and is considered its starting point. It was the only existing media people look up to and rely on in order to entertain, get important information and keep them posted. Print media includes:

- ✓ **Newspapers**

They contain news related to any field whether it is sports, politics, technology, science and even entertainment news related to fashion, celebrities, and movies. They may be National or Local. They are printed and published on a daily or weekly basis.

- ✓ **Magazines**

They provide educational, informational and entertainment contents (finance, food, lifestyle, fashion, sports). They are printed on a weekly, monthly, quarterly, or annual basis.

- ✓ **Banners** Used by companies in order to advertise their services or products. They must be hung in a well-chosen public place to attract people's attention.

- ✓ **Billboards** Very large outdoor boards created with the help of computers. They are used to attract people to the displayed advertisements.

I.1.2.B Broadcasting Media

Broadcasting Media is considered the main media for advertising and providing important information nowadays with the help of not only written content, but also with videos and audios. Broadcasting Media includes Television and Radio:

- ✓ **Television:** It is a machine used for transmitting visual images and sounds through a screen in order to broadcast entertainment, information, education or any kind of programs. In the past there were only few TV channels providing different types of content unlike now we have thousands of them and each one provides certain content according to the audiences' needs.
- ✓ **Radio:** One of the traditional and old-fashioned means of entertainment. It is a machine that uses Radio Waves in order to transmit sound programs to the public for entertaining, informative, and educative purposes. And sometimes it is used for advertisements too.

As for the Arab countries, broadcasting witnessed its first major expansion during the period after World War II, when Arab nationalism and anticolonialism were strong, and governments were very eager to use them for purposes of political nation building and national defense. For radio broadcasting only few Arab countries owned their broadcasting station before world war II. After 1945, most Arab states started creating their own radio broadcasting systems, although it was not until 1970, when Oman opened its radio transmissions, that every one of them had its own radio station. As for television, broadcasting in the Arab world first began during the late 1950s, in Iraq and Lebanon.

I.1.2.C Internet Media

Internet is one of the most crucial and greatest inventions of all times. Most people rely on it because it provides an enormous amount of information and knowledge in different forms that we choose whether by videos or audios or texts especially that nowadays some of the most known

TV channels have their own websites, streaming applications and service. So it basically facilitates access to everything. Internet media is divided in three types:

- ✓ **Websites** (includes publicly available websites, and private such as intranets & extranets)
- ✓ **Social networking sites:** Every online platform that allows us to create a public profile for different reasons, mostly to meet up with others users, interact and exchange interest with them. For example, Facebook, Instagram, Twitter, YouTube, Tumblr, LinkedIn, Snapchat, Quora, Reddit, Pinterest, etc. These platforms are widely used by people from all around the world.
- ✓ **Internet television:** Television channels delivered by the Internet, or individual TV shows offered via the websites of channels
- ✓ **Online forums:** A place online where users who share common interests exchange open messages, comments and discuss particular topics.
- ✓ **Podcast:** Recording of something that you can download from the internet and listen to on a computer or mp3 player.

I.1.3 Role of The Media

Media is considered to be the engine of development and affection in the world. At first the word was devoted just for newspapers and magazines; however, over time the term broadened by the invention of the broadcasting media and mostly the internet. In the innovation decade, media is almost as necessary as the human daily needs. At home, all the family members are distracted by media devices. it is a powerful instrument that is mainly used for entertaining, sharing information and influencing people perception. Due to its influential function the latter gained the status of forth important pillar of the state in contemporary democratic world

I.1.3.A Spreading Awareness

Media is known as the window in which people watch through what is happening in the world. Because of its implicit ability to attain a large number of audience. It plays an outstanding role in enlightening all the societies of the globe, which allows its huge impact on people's minds.

The latter is capable of making you believe the plaintiff as the defendant and the defendant as the plaintiff. As in some terrorist bombing incidents, where Muslims are always accused. Media spreads awareness by sharing the latest news in all parts of the world.

I.1.3.B Providing Information and Education

Living in the twenty first century makes seeking for knowledge a hundred times easier due to all the provided. We will never be able to tell our children how hard it is to study or to do an assignment because of media. There are numerous sites and applications which provides data about various fields and topic sometimes there are even educational TV channel. The facility of gaining knowledge at this time makes not seeking for it “a shame”. For example, during the coronavirus lockdown, schools are closed some TV channel or YouTube channels are providing lessons for students at home. Also some Channels such as BBC have their mobile application where you can check the news. It keeps you connected to the world wherever you are.

I.1.3. C Means of Socialization

The significance of media in this era makes it able of influence the personality and behaviour of the individual. Media is an agent of socialization because of its various mixture audiences. The societies of the whole globe are exposed to it, and it is considered a representative of each society in Earth; moreover, it shares all the characteristics of cultures and experiences of its individuals. The global availability of media allows the meeting of members of various societies in order to acknowledge the other and make changes in the world if possible.

I.1.3.D Entertainment:

One of the major reasons for the wide usage of media in our present time is the entertainment presented by the latter. Specially to teenagers who are more exposed to it and precisely to social media. Hours tend to be spent on devices on phones, computers and TVs and millions of profiles are created on numerous numbers on social applications in order to benefit from media. People are entertained by media in different ways; watching movies, surfing on social media, listening to music or radio channels, video gaming or reading newspaper.

I.1.4 The impact of the media of the world

Media is a totally trusted channel because of its ability to connect the ongoing affairs of the world. The latter is a double-edged sword; it can enlighten and instruct as it can manipulate and shape societies. Therefore, the audience shall be mindful of consuming the delivered information. In the globalization and development era where media is unavoidable, it affects all the societies and all their categories

✓ The Social Impact of Media

Media occupies a percentage of our leisure time. People spend, on average, 25 hours per week watching television, and they also find time for other devices related to media such as smart phones, newspapers, radio and computers which makes its influence stronger on the users. Media outreach makes the spread of awareness easier to attain all over the world. However, some claim that social sharing has emboldened people to use their devices in order to express their concern on social issues matters without interfering in the real life which makes the support limited in a post or a like bottom.

I.2 Translation and Media

In the present era, the role of media does not finite on entertainments and transferring information. It is more into creating interesting contents and studying cultural reformulations through various fields and developed technologies. The mass media has types and each type deal with a lot of elements which are from numerous different sources in all the languages of the world. The latter makes translation a crucial means which without, media would not be able to meet the demands of the audience to which they are addressed regarding to the diversity of languages, thoughts and beliefs. Bani (2006) explains that translation has commonly occupied a background position in international media despite its pivotal role in facilitating the flow of global news. Salzberg(2008) states in his article **Translation and Participatory Media: Experiences from Global Voices** “It has been shown that due to the translation taking part of the journalistic tasks of writing and editing; many of those who engaged in news translation do not see themselves as translators, but rather as journalists (**Bassnett 2006; Bielsa 2007**).

Integrated into other duties and dominated and overshadowed by more high profile functions, translation is invisible in international media as it is elsewhere (Venuti 1995)”

I.2.1 Media Translation

Media translation is the translation of media content. It refers to a variety of documents that companies use in order to share them on media. In the era of globalization, it is always pursued to reach the largest possible amount of audience regardless of the languages diversity. Different countries have various religious and cultural values, which makes the consideration of the latter crucial in order not to affect the delivery of the message. Ofer tirosh (2018) claims that Any non-relatable translation may lead to an offensive or a vague outcome. Therefore, the conceptual exactness, terminological precision and accuracy are vital.

I.2.2 Characteristics of Media Translation

It is recognised that translation is a pivot factor in attaining the main function of media which is the outreach to the whole globe. And in order to achieve the goal of translators, it is required to accommodate their translation products to several different target audiences at the same time. So taking the receivers geographical location, beliefs, interests and concerns into consideration helps producing a more accurate and specific translation. In other words, translating media is more about translating the content rather than the verbal content.

In addition to that, according to EL Enany (n.d), the following are some characteristics of translators in the journalistic field:

- ✓ Journalistic translators must focus on the translation of the headlines because they are the key to reaching global audiences.
- ✓ They must acquire the necessary experience to translate and adapt simultaneously these texts to the new linguistic and cultural context of the target language.
- ✓ They must convey the proper feeling and sense of the source text as well as the accuracy of meanings in order to result in original-like texts.
- ✓ They must be well qualified and experienced to work according to the rules of the journalism field to deliver the highest quality translation service.

- ✓ They must know how to control the different documentary sources of information in order to avoid misunderstandings in the translation.

I.2.3 Challenges of translating media

Translation in the media industry can be the tricky and challenging. Translation given that it involves getting the target audience to react to the translation in the same way as the original audience did to the source text, should serve as a mirror, meaning translators should come up with the accurate and authentic translation to reflect the news and transmit them in a way that satisfies a large number audience, considering their ideologies and cultures. Ward (2011) suggests the following challenges translators encounter when translating content of the media:

- ✓ **Adaptation vs. direct translation:** It is known that conveying the full and the exact meaning from a language to another is not an easy task. It is important for the outcome of the translation to be packaged within the conventions of the target language so it feels familiar to the audience.
- ✓ **Idioms and stock phrases:** Dealing with idioms and stock phrases can be considered a challenge for the translator, they can be difficult to translate for the fact that they can rarely be found in standard dictionaries and would not be right if we translate them word-for-word into the target language. The translator must always try to be familiar enough in the source and target languages to identify these idioms and use them accurately
- ✓ **Limitations of Time:** Inevitably, translators in the field of journalism or the media in general are subjected to the pressure and constraints of time, as the translations must be completed in a short amount of time because the deadlines are so tight, not only for the dailies but also the weekly and the monthly publications.

I.2.4 Procedures used in translating media

Translators use numerous procedures in order to convey news from a language to another accurately without distorting the content of the message, the following are some procedures applied by Mr. Jean-Paul Vinay and Mr. Jean Darbelnet in the media field:

- ✓ **Borrowing:** borrowing involves using the same word in the target material as it is found in the source material for example:

Pentagon ⇒ بنتاغون

Senator ⇒ سناتور

Jihad <= جهاد

- ✓ **Calque:** Vinay and Darbelnet (1958) define calque as a special kind of borrowing whereby a language borrows an expression from another, but then translates literally each of its elements. The result is either for example:
Foreign Policy ⇒ خارجية سياسة
The Cold War ⇒ الحرب الباردة
- ✓ **Literal Translation:** Vinay and Darbelnet (1958) describe literal translation as the direct transfer of source text into a grammatically and idiomatically appropriate target text. For example:
Deal of the century ⇒ صفقة القرن
US senators have been accused of sleeping and playing games during President Donald Trump's impeachment trial
اتهم أعضاء مجلس الشيوخ الأمريكي النوم و اللعب أثناء محاكمة الرئيس دونالد ترامب
- ✓ **Transposition:** Vinay and Darbelnet (1958) think that transposition involves replacing one-word class with another without changing the meaning of the message. Example:
The President thinks that ⇒ يعتقد الرئيس ⇒ Selon le Président
The barrier's route was determined by what Israel saw as its security needs, and **cuts** through the Jerusalem municipality
حدد تاسر ائيلمسار الجدار العازل لعليضوء احتياجاتها الأمنية مخترا قابلية القدس
- ✓ **Modulation:** Vinay and Darbelnet (1958) believe that modulation is a variation of the form of the message, obtained by a change in the point of view. For instance:
Mr. Bolton's lawyer Charles Cooper responded to the NSC letter last week by saying **the book contained no top secrets**
ورد محامي بولتن تشارلز كوبر على خطاب مجلس الأمن القومي الأسبوع الماضي قاتلا أن الكتاب لا يشتمل على معلومات سرية

I.3 Conclusion

This chapter covered the background of the media in brief, concluding that it is by all means an essential aspect of communication and that translation can be used as a tool to reinforce its main role and that is providing information and reaching the greatest number of audience and consumers as possible and that producing an accurate translation of the media content can sometimes be challenging to translators.

Chapter two
Translating
euphemism in media

Introduction

It is the nature of human beings to avoid using unpleasant or offensive expressions and do their utmost to not sound disrespectful or cruel so every now and then they tend to soften these abhorrent words and expressions by replacing the latter by one that would leave a positive effect on the addressee, in other words using Euphemisms. This chapter introduces euphemism in English and in Arabic, discusses its categories and forms, purpose behind its uses and finally it tackles the translation of euphemism in different discourses and the challenges translators may encounter.

II.1 Etymology of euphemism

The term Euphemism comes from the Greek word *euphēmos* which means “speaking auspiciously”. It is divided into **Eu** meaning “well” or sounding good, and *phēmē* which means “speech”. In the 16th century, the British aristocracy was developing its own elaborate court language. Characterized by circumlocutions and amplifications. This courtly argot was known as **euphuism** and was given its name by the author John Lyly who employed it in a satirical work called **euphuēs** (1578). The term Euphemism was first put forward by British writer **George Blunt** in early 1580s in his *Glossography*. The use of the euphemistic words or phrases was originally for the purpose of avoiding religious expressions that should not be spoken loudly. It was also considered the opposite of blasphemy which is using offensive words or statements that disrespect god, religion, and sacred things. The terms **euphuism** and **euphemism** do not have the same meaning; they both describe a manner of speaking that leans towards indirectness in the service of pleasantness.

II.2. Definition of euphemism:

1. English:

The term Euphemism has various definitions. It is **defined** by Mr. **Hugh Rawson** (1981) that euphemisms are “mild, agreeable or roundabout words used in place of coarse, painful or offensive ones”

Allan and Burridge (1991) state that **euphemism** is used as an alternative to a dispreferred expression, and are used to avoid possible loss of face. The dispreferred expression may be taboo,

fearsome, distasteful, or for some other reasons has too many negative connotations to felicitously execute speaker's communicative intention on a given occasion

According to **Southerland** and **Katamba** (1997) Euphemism is the avoidance of words which may be seen as offensive, obscene, or somehow disturbing to listeners or readers

While the **Oxford dictionary** offers that "a euphemism is an indirect word or expression substituted for one considered to be too harsh or blunt when referring to something unpleasant or embarrassing"

From the above definitions it is concluded that euphemisms are considered a form of **sweet talking** (Allan and Burridge 2006:1), meaning it revolves around softening the language by using socially accepted and innocuous words when expressing a thought that might be offensive, rude and harmful to the receiver. For example, using passed away instead of died, replacing ethnic cleansing with genocide, pregnancy termination instead of abortion and so on.

2. Arabic:

فقد عرف **التلطف** في الدراسات الغربية الحديثة بمصطلح يوناني تعنى الدلالة الحرفية له الكلام الحسن (المحظورات اللغوية) " تعبير المتكلم عن المعنى القبيح باللفظ الحسن, و عن النجس بالطاهر, وعن الفاحش بالعفيف, هذا و إذا قصد المتكلم نزاهة كلامه من العيب" بدوي(2005) و مطلوب البصيرة(2009) و حسب تعريف احمد مختار يعني مصطلح التلطف إبدال الكلمة الحادة بكلمة أقل جِدَّةً أو أكثرَ قبولاً (علم الدلالة ص240) مثالا على ذلك تعويض اعور بكريم العين وتعويض مات بانتقل إلى رحمة الله

Furthermore, both ancient and modern Arab linguists referred to euphemism in different ways in which we find Al-Jirjani (1908), Al-Qurtubi (2003) and Al-Zarkashi (1922) calling it Metonymy 'تحسين اللفظ' and others called it 'التلطف' (euphemism), 'تلطيف العبارة' (softening the expression), 'تجميل العبارات' (beautification of expressions) or 'التورية' (equivocation)

According to Al-Tarabulsi (1981), the term euphemism 'التلطيف' is considered as one kind of Metonymy 'الكناية' and he defined it as:

" التلطيف هذا النوع من الكناية يتمثل في استعمال اللفظ أو العبارة لغاية التخفيف من وطأة المعنى الموحش أو الحدث المرعب، وقد يصل حتى إلى استعمال الضد "

II.3. Categorization and formation of euphemism:

Euphemism can be categorized in different ways and can take various forms

1. Categorization of euphemism

According to Mr. Rawson (1981) Euphemism can be divided into positive euphemisms and negative euphemisms.

- ✓ **Positive Euphemisms** inflate and magnify, making the euphemized items seem altogether grander and more important than they really are for instance **occupational titles** such as **help** for **servant** which was originally an old euphemism for slave, **Beauticians** stand for hairdressers. Positive Euphemism also include **institutional euphemisms** like using mental hospital rather than madhouse
 - ✓ **Negative Euphemisms** deflate and diminish. They are defensive in nature, offsetting the power of tabooed terms and otherwise eradicating from the language everything that people prefer not to deal with directly. They are extremely ancient. “Speak of the devil and he appears”, since the safest policy is to use a different name, the names of the dead, creatures and animals which are feared used to be euphemized for example many people referred to the bear as **grandfather**, The tiger as the **striped one**. Another example in *Harry Potter*, Lord Voldemort is referred to as **You-know-who** or **He-Who-Must-Not-Be-Named**
- In addition to the categorization of Rawson, **Samoškaitė**(2011) suggested other six categories for euphemism
- ✓ **Professional euphemisms:** They are used to make the profession and job sound more important for example, **cleaning operative** for road sweeper and **sanitation engineer** for garbage man.
 - ✓ **Disease euphemisms:** Using terms which are less medical or deadly for example, replacing cancer with **long illness**
 - ✓ **Death euphemisms:** Death can be expressed in different and better-sounding names for the fact that it is feared in many societies for example, **pay the debt of nature, to be at peace and to return to the creator or dust.**
 - ✓ **Sex euphemisms:** Shehab, Abdul-Rahman and Hussein (2014) state that sex is treated differently from one culture to another in which one considers it an embarrassing topic to

speak about publically, but the other discusses it without any feeling of shame. Some sex euphemisms are the following: **Rape** is referred to as **criminal sexual assault** or **serious offense against a woman/man**

- ✓ **Crime euphemisms:** For example, replacing drug dealers with candy men
- ✓ **Political Euphemisms:** Euphemisms play a major role in politics since governments constantly resort to using them when understating facts. For example, replacing Bombing with tactical strike or air support and using collateral damage instead of civilians killed in bombings

2. Euphemism formation

There are many ways euphemism can be formed but Warren's model is the most common. According to Mrs. Warren(1992) words and expressions in English can be euphemized in two main ways **formal and semantic innovations**.

2.1. Formal innovation: It is divided into 3 sub-categories

2.1.1. Word formation devices: They include

- ✓ **Compounding:** It is the combination of words to create a new and one whole word such as comfort station
- ✓ **Derivation:** It is the process of modifying some loaned words from a given native language as Latin or Greek. For instance, celibatus modified to celibacy.
- ✓ **Acronyms:** the combination of the initial letters of words put together to pronounce it as one word as AIDS a disease for Acquired Immune Deficiency Syndrome
- ✓ **Onomatopoeia:** It is the formation of words in relation to the sounds that are associated with a given act. Such as quak quak for ducks
- ✓ **Blends:** Warren did not give any examples to what she means by this term, or how blend is formed.

2.1.2 Phonemic modification: The form of an offensive word is modified or altered

- ✓ **Phonemic replacement:** The rendering of one sound in the offensive word or taboo, gad, gosh, and golly for "God"
- ✓ **Back slang:** It is the spelling of words backward and in a reversed way unlike the way they are uttered, for example epar for rape.

- ✓ **Rhyming slang:** It is the formation of euphemisms following a certain rhyme. For example, darninstead of “damn”

- ✓ **Abbreviations**

2.1.3 Loan words: Which meaning importing words from a language into another

2.2 Semantic innovation:

- ✓ **Particularization:** It is the most common used device for creating euphemisms and it refers to the process of particularizing a given word in accordance to a context in order to hold a meaning as the term innocent is particularized for virginal
- ✓ **Implications:** Implications can have secondary senses unlike particularization. In order to arrive at the needed meaning, various steps are required as for the word loose that means ‘unattached’ and that is the interpretation of ‘sexually available’
- ✓ **Metaphor:** Metaphor is figurative means used for euphemistic substitutions, such as It is the red letter day for menstruation
- ✓ **Metonymy:** Another form of euphemisms.
- ✓ **Reversals:** Refer to the use of the opposite meaning of something impolite. “unusually small” for huge.
- ✓ **Understatement:** For instance, not very bright for stupid or drug habit instead of drug addiction. It occurs when the undesirable features are downgraded
- ✓ **Overstatement:** Such as personal assistant for secretary or flight to glory for death. It occurs when the desirable feature is upgraded

II.4 Purposes and uses of euphemism

Euphemistic words and expressions can be used for different purposes depending on the context. The most common and known uses of euphemism to be considered, are the following:

- ✓ Euphemisms can be used to change names with a terrifying or a frightening meaning
- ✓ Euphemisms can be used to replace words with unpleasant repulsive referential meaning
- ✓ Euphemisms can be used to name things or phenomena which at this epoch are considered impolite and indecent

Besides the above mentioned uses there are other purposes behind using euphemism:

- ✓ **Euphemisms to Comfort:** Euphemism can soften uncomfortable topics and can reduce tension in the conversation and make it less awkward. Euphemisms can be used for the benefit from the others without causing harm in many cases. For example, to be polite when speaking to a person grieving the recent loss of a loved one, the term "passed away" instead of "died" can ease some of the negative feelings the subject may cause.
- ✓ **Euphemisms to Disguise:** Crisp (1985) states that euphemisms can be used to intentionally confuse and disorient others and they are used by some to package the truth into something more easily digestible and have been called "unpleasant truths wearing diplomatic cologne."
- ✓ **Euphemisms to Shield:** Using euphemisms is like using language as a protection or a shield against what is feared and disliked.
- ✓ **Euphemisms to Spin:** Euphemism is often considered a form of spin, used most mostly by politicians, advertisers to pass an idea, a policy, or a product off

Mrs. Kate Burrige (2012) mentioned other various uses of euphemistic expressions in different contexts:

- ✓ **The Protective Euphemism:** This euphemism is used when someone is obliged to engage in a conversation about issues that s/he is uncomfortable to talk about such as private parts, sex, death, disease, etc.
- ✓ **The Underhand Euphemism:** This euphemism is used to contrary connotation of what really the original word or expressions means it is used in political and military contexts
- ✓ **The Uplifting Euphemism:** This euphemism is used in order to build or lift a conversation that refer to a positive thing
- ✓ **The Provocative Euphemism:** This euphemism is used to help people to remove the view of negative social stereotype and not hide the unpleasant reality
- ✓ **The Cohesive Euphemism:** This euphemism is used to show solidarity

- ✓ **The Ludic Euphemism:** The objective behind this euphemism is entertainment. Sometimes people find themselves in situation where they have to come up with some euphemistic expressions that fit the context for fun and entrainment purpose.

II.5. Translating euphemism:

Larsen (1984) states that euphemisms will often need to be translated by a comparable euphemism in the target language. The translator is required to understand the euphemistic nature of the source language expression and then translates it with a suitable expression of the target language, whether euphemistic or direct. In the following we will deal with Euphemisms and their translation in different discourses

5.1. Cultural discourse:

Each culture has taboo words and has euphemisms to replace them and serve as devices to avoid frightening or unpleasant subjects or anything that people from a certain culture hesitate to mention. Cultural differences make it hard to translate euphemisms so translators will have to bridge that cultural gap in order to give a relevant translation to the euphemism. For example: Comfort women instead of Prostitute in Arabic it would be نساء ترفيهيه

5.2. Political discourse:

Allan and Burrige (2006) argue that not all euphemisms are in response to taboo and that is the case for politicians, whom have to choose their language accurately to convey their messages and realize the desired effect on the audience they use euphemisms as a tool to hide scandals and to disguise the truth. For example, when Obama used **overseas contingency operations**, a more euphemized expression to sound politer when talking about terrorism in order to protect his public image. Its translation is عمليات مكافحة التمرد خارجا لولايات المتحدة

The translator should pay close attention when translating euphemism in political discourses because any mistranslation can have critical consequences, between countries, states, parties, or even at the level of individuals, cultures, and so on.

5.3 Religious discourse:

Religion should also be handled carefully and euphemism is a way to protect sacred names, rituals or anything that is inviolable. Religion has always been the root and lead of culture, and translating euphemisms of a religious discourse properly requires a deep understanding of both

source and the target language cultures. For example, the different euphemistic names for God the Majesty and The Holy One.

II.6. Challenges of translating Euphemism:

Since Euphemistic terms and phrases are distorted by nature, the process of producing the accurate translation and rendering their meaning from a language into another has proved to be somehow difficult. And by difficult we mean the problem within the concept itself, meaning every translator would encounter and find difficulties. Unlike “challenges” it is on a personal level it differs from a translator to another. The more educated the translator is, the more knowledge and background he has the less challenges he faces. Sometimes what is culturally suitable in the source language might be considered as unacceptable or as meaningless in the target language culture hence, it is a difficult task for the translator. For example; “the Jews avoided mentioning the name of *God* by using the word *heaven*” (Larson, 1984). Being unfamiliar with the Jewish culture and euphemistic expressions, the translator might translate it literally and it will be considered nonsense to the target language recipient. Alongside the cultural difficulties the translator should be expert enough and able to grasp the intended meaning of the used euphemism, in order to give the appropriate equivalent because euphemisms have an in-depth hidden related meaning behind them and any miscomprehension of the euphemism will obviously lead to mistranslating and distorting the meaning.

II.7. Conclusion:

This chapter presented an overview of the concept of euphemism It provided a number of definitions in both English and Arabic in addition to other detailed information concerning the subject, concluding that hiding behind euphemisms is a way to soften the speech and translating them demands familiarity with source and target language culture and the comprehension of what is meant by these euphemisms.

Chapter three

Practical part

1.Introduction

This chapter represents the practical part of the dissertation, in which the suggested hypotheses are to be analysed in order to check their legitimacy according to the used research tools. In an attempt to investigate then describe the difficulties of translating Euphemism in media, more precisely in BBC channel. First, we will introduce the corpus of the study then we will dive into our main concern which is the translation of media Euphemism.

2.Methodology

The methodology which we will adopt in this chapter is descriptive analytic. Its main purpose is to determine the translation procedures applied when dealing with Euphemism in BBC channel (website) and the different procedures to form these euphemisms according to Warren's model.

3.The Corpus

As mentioned previously, this analysis shall go through an analytical and descriptive study of the translation of Euphemism used by BBC translators. According to Wikipedia website, BBC is the abbreviation of The British Broadcasting Cooperation, which is a British public service broadcaster and Britain's most watched news channel. It is established under Royal Charter and operates under its agreement with Secretary of States for Digital, Culture, Media and Sport. It was founded on October 18th 1922 as British Broadcasting Company. BBC came officially into existence on January 1st 1927, and Reith was appointed its first Director General. The channel's moto is "Nation shall speak peace unto nation". The latter's headquarters are at Broadcasting House in Westminster, London. It has the largest broadcaster in the world by number of employees which are over 22,000 staff in total, more than 16,00 of whom are in public sector broadcasting.

BBC also delivers news in Arabic. BBC Arabic is considered the first non-English language service to be broadcasted by the BBC in 1938 when radio bulletin in the Arabic language went on air. Then in 1998 the website “bbcarabic.com” was launched and finally in 2008 the launch of the BBC Arabic TV channel. As for the data consist of 20 BBC English written news texts (source text) and their translation into Arabic (target text) which are also collected from the BBC channel website. The English Version link is <https://www.bbc.com/news> and the Arabic is <https://www.bbc.com/arabic>

4. Analysis

Example 1

Source Text	Target Text
Afghanistan investigates reports Iran guards forced migrants into river	افغانستان حقق في تقارير عن القاء حراس إيرانيين لمهاجرين في نهر

This BBC article is about Afghanistan retrieving at least 70 bodies of Afghan migrants and investigating reports about them drowning after being tortured and pushed into a river by Iranian border guards order to prevent their entry to Iran. The journalist used the euphemistic expression **forced into river** aiming to replace “**pushed migrants into river**”. According to Warren’s model the journalist used the **Compounding** method in order to form the euphemism, which is combining two innocuous words in order to form a euphemism for an otherwise unacceptable term. The intention behind using the euphemism here is to hide the horrific reality of the action that Iranian border guards have committed because reading about other people dying after being tortured then pushed into rivers is disturbing. For this reason, the journalist did his best to make the harsh effect

of using the words **push or drowned** into river smaller than it is. Thus, the euphemistic expression appeared as **force migrants into river**.

On the other hand, the translator did not follow the steps of the journalist, and did not translate euphemism for euphemism, meaning he did not use any euphemistic expressions and translated directly what is meant by **forcing into river** which is **القاء**. He did not have the same intention of the original writer which is to reduce the aggressiveness of the language, it could be because he faced challenges in finding an equivalent; a euphemistic expression in Arabic used to describe the action of violently pushing or throwing someone into the water. Or he does not give importance to the impact his translation might have on the receivers and just wanted to deliver the intended message. The euphemism was translated using **modulation**, there is a change of point of view that allowed the translator to convey the same phenomenon is, pushing the migrants into river in a different way. Here he gave the direct word that describes the action.

Example 2

Source Text	Target Text
The government has pledged to spend £76m to support vulnerable people who are trapped in a nightmare at home during the coronavirus lockdown	تعهدت الحكومة البريطانية بإنفاق 76 مليون جنيه استرليني لمساعدة الأشخاص الضعفاء العالقين في كابوس في منازلهم خلال حالة العلق العام بسبب وباء الكورونا

In this article, which is about the government spending a certain amount of money on abuse victims who are stuck at home during the coronavirus lockdown, the journalist again used the **compounding** method of warren's model, he applied the expression "**trapped in a nightmare**".

This expression is applied as a metaphoric language instead of directly mentioning domestic violence and modern slavery, in order to be in solidarity and show sympathy to the victims because the coronavirus lockdown has made it even worst for them. The journalist tried to beautify the harsh language which may add harm to the readers by applying this euphemistic expression in relation to the context because domestic violence or violence itself is an inhumanly act and in some of the social communities. It is considered as a tabooed subject to speak about in public since domestic violence is an unpleasant social issue. That's why the writer of the article made use of euphemistic word to make the aggressiveness of its meaning somehow less than it is.

Unlike the first example, the translator here used euphemism for euphemism. Deviating from the real context of the expression, **trapped in a nightmare** is translated literally by the same euphemistic expression into Arabic العنف المنزلي في كابوس which actually refers to

Example 3

Source Text	Target Text
North and South Korea in gunfire exchange	تبادل لإطلاق نار بين كوريا الشمالية وكوريا الجنوبية

This article talks about Seoul's military saying that shots from the North hit a guard post in the central border town of Cheorwon and that they returned fire and delivered a warning announcement. Rather than stating directly that there was a **firefight** between the two countries and that both conflicting sides are confronting a problem, the journalist minimized its effect on the receivers by applying the **compounding** method warren's model "**gunfire exchange**" which is when two opposing sides shoot at each other. It replaces a mortal conflict which reminds us that the Koreans are still at war. It may appear harsh and it may frighten the readers more when hearing

that a war is happening so he used **Gunfire exchange** to inform the readers that there is an offensive conflict going on leaving but in a way that leaves less psychological damage on them.

The translator here rendered the expression “**Gunfire exchange**” by applying a euphemistic equivalent, meaning euphemism for euphemism which is **تبادل لإطلاق نار** it is near in meaning with the one of the source language using **literal translation**. The translator did have the same intention of the writer of original article and that is to decrease the aggressiveness and offensiveness of the language when discussing the sensitive subjects like conflicts and wars.

Example 4

Source Text	Target Text
Egypt says 18 suspected armed fighters killed in Sinai firefight	مصر تعلن مقتل 18 مسلحا شمال سيناء

The above source text is taken from a recent BBC article. It is concerning a firefight that happened in North Sinai between an armed group and security forces where 18 armed fighters were killed two days after a deadly blast claimed by the ISIL armed group. Even though the Ministry described the armed fighters as terrorists in the following statement “National Security received intelligence about terrorist elements hiding out in a home in Bir al-Abed, where they were planning to launch hostile operations”, the writer used **armed fighters** (and **fighters** throughout the article) instead of terrorists when dealing with this article which is a euphemism. Using the **Compounding** strategy according to the model of Warren. So rather than stating directly that terrorists are involved he used armed fighters instead to drive away the readers from the harsh reality because terrorism is one the most sensitive and feared topics.

As for the translator, he adopted a semi-euphemistic translation using the word **مسلحا** instead of **إرهابيا**. The expression is translated using **modulation** and as we know modulation has different categories and in this case the translator used **part of the whole** because **armed fighters** stands for **مسلحا**. The translator here clearly has the same intentions of source text writer and it is to reduce the negativity of the term terrorist.

Example 5

Source Text	Target Text
Fears for 10 Egyptian soldiers in Sinai bomb attack	مقتلواصابة 10 من افراد الجيش المصري في انفجار

This article talks about 10 Egyptian soldiers who have been either killed or wounded in an explosion that targeted their armoured vehicle in the troubled Northern Sinai. The journalist here avoided using murderer and injuries and replaced them with the expression **Fears for** in order to sympathise with these soldiers and show them solidarity and also to not dismay the readers by lessening the fear it might have on them. The semantic innovation strategy of Warren's model has been properly applied in this example using **implication**.

Implications are defined as the result of the causal relationship between the contextual and conventional referents.

As for the translator, he did not follow the steps of the journalist, he did not use any euphemisms and went straight to the point by directly translating the meaning behind the euphemistic expression the journalist has used. It could be because he struggled to find an

equivalent euphemism that has the same effect as the journalist's or he just does not want to involve the emotions of the reader and just want to convey the news. The euphemism is translated using **compensation** in order to make up for the translation as fears cannot be translated directly into Arabic so he gave the actual meaning behind it.

Example 6

Source Text	Target Text
Yemen medics braced for unspeakable crisis	اليمن يحبس انفاسه لازمة لا توصف

The above article describes how Yemen's health system is in a state of collapse and how it's impossible to cope with an outbreak of the coronavirus. The writer here wants to describe the awful situation Yemen is going through right now and in order not to frighten the readers, the euphemism **unspeakable crisis** was employed instead of aggressive adjectives or words such as catastrophe or calamity. Again, the semantic strategy has been employed in this euphemism and that is a **metaphor**, a figure of speech used to hide some of the offensive and harsh reality that is happening in Yemen currently.

The expression is translated **literally** by the same euphemistic expression into Arabic **ازمة لا توصف**. Although, it is a euphemism but unlike the journalist the translator did not apply any metaphoric language because when translating euphemism for euphemism the translator can apply a different warren strategy to form the euphemism it does not have to be the same as the original writer's and also using metaphoric language in this case can make no sense.

Example 7

Source Text	Target Text
French charity workers kidnapped in Iraq are freed	إطلاق سراح عمال إغاثة فرنسيين بعد خطفهم في العراق

This article is concerning four workers from a French Christian Charity who were kidnapped in Iraq back in January being released. In a statement, the charity SOS Chrétiens d'Orient said no group had claimed responsibility for the abduction and no ransom demand had been received. In order to make the news more appropriate for the receivers, the writer used **kidnapped** instead of **abducted**. Kidnapping and abduction are both serious offenses, two separate crimes even though they often get lumped together and used interchangeably. According to USLEGAL.COM some state statutes have used the terms “abduct” and “abduction” in defining the offense of kidnapping. In this case abduct seems stronger and more horrifying and that would leave a negative impact on the readers that’s why it needed to get euphemized. For the formation of the euphemism in this example, the journalist used **Particularization**

The term was translated directly and **literally** into Arabic. No euphemism was used in the translation because even if the translator had the intention to soften his language it is difficult to find euphemisms related to kidnapping in Arabic.

Example 8

Source Text	Target Text
UK is Europe’s worst-hit country by covid-19 ,as official death tolls tops 32000	المملكة المتحدة اول بلد اوروبي يتجاوز عتبة 30 الف وفاة

This article discusses how Britain has overtaken Italy to report the highest official death toll from coronavirus in Europe with more than 32,000 deaths. The used expression that is written in bold “worst-hit” expresses the awful fact that UK is topping the list of the European countries which are suffering the most horrible damage and losses as they surpassed 30k deaths. The journalist used a euphemistic expression in an intention to hide some of this horrific reality of the UK being the most severely affected by the coronavirus in Europe because being too explicit could trigger the readers especially those from the UK. Also, the applied strategy for this euphemistic expression is **Particularization**.

The translator followed the same way as the original writer did, translated euphemism by euphemism in which he rendered the expression “worst-hit” with another expression that is near in sense with the one of the SL, one which shows that the UK has become the most European country affected by the virus but in a less offensive and a harsh manner. Using the **modulation** technique, the translator rendered it as اول. It is a cause for effect. Being the worst-hit country makes on top of the list.

Example 9

Source Text	Target Text
Many airlines have been struggling as the coronavirus pandemic has brought global travel to a virtual standstill	بدأت الاثار السلبية لوباء الكورونا في الظهور على قطاع الطيران بسبب تأثيره على حركة السفر حول العالم

This article talks about the announcement of Virgin Atlantic cutting more than 3000 jobs in the UK and its operation at Gatwick airport. As Air travel has been one of the hardest-hit

industries, the term **struggle** here is a euphemism for the bankruptcy some companies are facing. So in order to soften the language, the journalist used the term “struggle” to explain the fact that companies are actually collapsing because of the pandemic. When applying Warren’s model, we see that the journalist has used **Particularization**

The translator in this example has the same intention as the journalist, he translated by rendering the euphemism into another euphemism in Arabic using **modulation**. الأثار السلبية was used instead of directly stating that الشركات يواجهون الإفلاس because of the coronavirus effect.

Example 10

Source Text	Target Text
Fewer than 100 new deaths in France as hospitalizations continue to fall	فرنسا تسجل 80 وفاة خلال 24 ساعة في حصيلة هيا لأدنى

This article talks about the announcement the French health officials have made on Saturday concerning another 80 deaths from the new coronavirus which is the lowest figure recorded over 24 hours since early April. As we can see the journalist chose to use the euphemism fewer than 100 because generalizing and not giving the exact number leaves less negative impact on the readers because it does not sound like a high a number which is a relief. **Implication** was clearly applied in this example because the journalist used the expression “Fewer than 100” instead of 80 which might appear a lot to some readers.

The Translator here did not follow the steps of the writer we can see that he translated giving the actual information and did not use any euphemisms. He clearly does not have the same intentions

as the journalist because the euphemism here can be easily translated literally into **اقلمن 100** which is considered a euphemism in Arabic. Again the euphemism is translated using **modulation**.

Example 11

Source Text	Target Text
25% of pregnancies terminated , estimates suggest.	تنتهي 25 في المئة من حالات الحمل بالإجهاض كل عام حسب التقديرات العالمي

The above article talks about how one in four pregnancies ends in an abortion each year, according to what global estimates from the World Health Organization and Guttmacher Institute suggest. In the source language example. The journalist used the expression “pregnancy termination”, a well-known and commonly used euphemism for abortion because as we know abortion is a controversial topic and the word itself is somehow harsh and unacceptable for some people, so in order to talk about the act of intentionally ending a pregnancy in a way that does not trigger the readers “pregnancy termination” should be employed. In addition to that Some of the British medical institutions as the NHS have pointed out the cultural change in how it is preferable to adopt the new expression ‘The termination of pregnancy’, in order to diminish the censure or additional distress to women seeking abortion. The writer chose to adapt the **compounding** type of euphemism; which is done by combining two individually innocuous and inoffensive terms as the one used above.

As for the translator, He did not translate using euphemism for euphemism, instead he was direct or explicit and chose to go with **الاجهاض** which is an equivalent to the word abortion instead of literally translating it into **انها الحمل** because he did not have the same intention of reducing the

aggressiveness of the language as the original writer had so he chose to adapt it. The strategy used to translate this euphemism is **equivalence** since pregnancy termination is a fixed expression the translator directly its equivalent.

Example 12

Source Text	Target Text
Netanyahu ethnic cleansing remarks outrageous	تصريحات نتياهو حول التطهير العرقي "الشنيعه"

This BBC article talks about UN Secretary General Ban Ki-Moon criticising Israel's prime minister for saying Palestinians want the "ethnic cleansing" of Jews in the West Bank. In this headline, the writer opted for the **compounding** type of euphemism which is The Term **Ethnic cleansing** instead of **Genocide**. It is also a well-known and commonly used euphemism it stands for the systematic expulsion of ethnic, racial and/or religious group who belongs to a given territory by a more powerful and dynamic ethnic group, mostly with the intent of making it ethnically homogeneous. The reason behind using the phenomenon was for the purpose of reducing the charge of the gruesome act and also the aggressiveness of the language.

The translator here went for the **literal translation** and kept the euphemistic expression to make it clear for the Arabic readers and in order to leave the same impact on them and to keep the same intention of the source text journalist.

Example 13

Source Text	Target Text
British soldier Sgt Matt Tonroe 'killed by American friendly fire '	مقتل جندي بريطاني بنيران صديقة

This article talks about a UK soldier who died in Syria fighting the Islamic State group was killed by friendly fire according to the Ministry of Defence (MoD). The above expression Friendly fire stands for an attack or an assault by a military force on friendly or neutral troops while attempting to attack the enemy, it may be caused by misidentifying the target as a hostile or cross fire while engaging the enemy. This euphemism is used instead of kill or murder to show that the intention was not to kill yet it was just an accident. In order not to create misunderstandings and problems between the two parties. In this case the victim was British and the cause was an American. The journalist here used the **compounding** strategy in order to create the euphemism.

The translator here translated the euphemistic expression as نيران صديقة he chose to keep the euphemism as a euphemism so he translated the expression **literally** so as to keep the same effect of the latter and not make any changes on the intentions of the source text.

Example 1 4

Source Text	Target Text
Parents find son snatched in a hotel 32 years ago	عاد الى اسرته بعد مرور 32 عاما على اختطافه

This article covers a case about Chinese couple and their son who was abducted in a hotel back in 1988 have been reunited with him after 32 years. The word **snatched** is a replacement for **kidnapped**. Snatch is taking away someone or something suddenly and kidnapping is taking someone away illegally. It is clear that the writer's intention behind using this euphemism and softening the language of the intended text is to reduce the disturbance and the negative impact this might leave on the readers. According to Warren's model a **particularization** is used.

As for the translation of the euphemism, it is direct. The translator is objective and translated it literally as **اختطافه** which is the actual meaning behind the euphemism used by the original writer. The translator did not translate using a euphemism, kidnap and snatch both have the same meaning in Arabic. Nor using a euphemism in the target language could be either because s/he does not have the same intentions as the writer and just want to deliver the information or because it is challenging to find or come up with a euphemistic expression that stands for kidnapping in Arabic.

Example 15

Source Text	Target Text
Muslim women are the most economically disadvantaged group in British society.	"المسلمات في بريطانيا "هن أكثر السكان حرمانا اقتصاديا"

According to this article, the Women and Equalities Committee has said that Muslim women in Britain are the most financially deprived group. In this source headline, the journalist chose the euphemistic expression which is a collocation '**Economically disadvantaged**' which in this article refers to the poor economic situation of the Muslim women in the British community. Economically disadvantaged generally means receiving an income that does not exceed the higher

of the poverty line; or 70 percent of the lower living standard income. So the writer here decided to use the euphemistic expression in order to sound less cruel and hide the fact that Muslim women are actually suffering economically because of the discrimination these women are facing. he just used “disadvantaged” as a shield in order to protect Britain’s image and not receive any negative comments for their islamophobia and mistreatments of Muslim women. The expression “Economically disadvantaged” is a **compound** according to warren’s model.

The euphemism here is translated **literally** into حرمانا اقتصاديا but it is not a commonly used collocation in Arabic as in the source language, also it is not considered a euphemism in Arabic, meaning the translator did not translate euphemism for euphemism because he’s intentions are different from the writer’s they are the total opposite. Not using a euphemism here shows that the translator is siding with the Muslim women and in fact the word حرمان is a strong word for showing sympathy and support. As we can see the translator did not struggle in translating the euphemism it was easily conveyed into Arabic.

Example 16

Source Text	Target Text
Joe Biden denies sexually assaulting staff assistant Tara Reade	جو بايدن ينفي مزاعم الاعتداء الجنسي على معاونة له منذ سنة 30

The given article is concerning The US Democratic candidate Joe Biden who has flatly denied sexually assaulting a former staff assistant, Tara Reade, nearly 30 years ago. As the euphemism used above, the journalist opted for the **compounding** type of Euphemism. The expression ‘Sexually assaulting’ is as a euphemism of ‘Rape’ which sounds a lot more horrifying and could be triggering to some. The first, refers to any type of sexual behaviour that occurs

without explicit consent of the victim. On the other hand, the second is defined explicitly as the sexual penetration in any way without the consent of the victim. Although the latter is known to be more specific, yet the expression is used to present it because of its impact on the reader in order to make it less shocking and traumatizing, and to try discarding the outrageous behaviour.

the Arabic translation *لاعتداء الجنسي* in the headline, we see that the translator chose the writer's way by keeping the euphemism in the target language instead of using *اغتصاب* which is more sensitive and inappropriate so the euphemism was translated using **literal translation** to lessen the harshness of the language. The translator in this example did not face any difficulties rendering the euphemism because there is a commonly used expression in Arabic as an equivalent.

Example 17

Source Text	Target Text
Qatar Airways has warned its employees of substantial redundancies	الخطوط الجوية القطرية تعلن تسريح عدد كبير من موظفيها

The present article is about Qatar Airways warning its employees of substantial redundancies as it struggles with a collapse in demand. The euphemism here is the word 'Redundancies' which is a form of dismissal from your job and the state of being no longer employed due to the unavailability in the work place. It is considered more of a formal, mild and less offensive than other words used in this context such as 'Discharge', 'Dismissal', 'Unemployment', or 'Job losses'. So in order to sympathies with the employees, euphemism should be used. The writer chose **particularization** from Warren's model.

The phenomenon was also kept after translating it to the Arabic language. As well as the previous examples, in this headline the translator chose to use the literal translation of the expression in order to maintain the same meaning and impact. However, the verb ‘Warned’ was translated as ‘تعلمن’ in where they completely differ in meaning. The source language verb shows the warning yet not the action. In the other hand, the target language verb already declares the redundancy which means that it is already made in action unlike the first one. As for translating the Euphemism, although it was translated literally it not only makes sense in Arabic but it also serves as a euphemism.

Table1: The following table is the summary of the analysis:

EUPHEMISM S	REAL MEANING	THE STRATEGY	TRANSLATION	TRANSLATION STRATEGY
Forced into river	Push	Compounding	القاء	Modulation
Trapped in a nightmare	Stuck with domestic violence	Metaphor	العالمين في كابوس	Literal Translation
Gunfire exchange	Fight	Compounding	تبادل لإطلاق نار	Literal Translation
Armed fighters	Terrorists	Compounding	مسلحا	Modulation
Fears for	Death	Implication	مقتل واصابة	Compensation
Unspeakable crisis	Calamity	Metaphor	لازمة لا توصف	Literal translation
kidnapped	abduct	Particularization	خطفهم	Literal translation
Worst-hit	On top	particularization	اول	Modulation
Fewer than 100	80 Deaths	Compounding	80 وفاة	Modulation
Struggle	Bankruptcy	particularization	الآثار السلبية	Modulation
Pregnancy termination	Abortion	Compounding	الاجهاض	equivalence
Ethnic cleansing	Genocide	Compounding	التطهير العرقي	Literal translation

Friendly fires	Killed but not on purpose	Compounding	بنيران صديقة	Literal translation
Snatched	Kidnapped	particularization	اختطافه	Literal Translation
Economically disadvantaged	Suffering economically	Compounding	حرمانا اقتصاديا	Literal Translation
Sexual assault	rape	Compounding	الاعتداء الجنسي	Literal Translation
Redundancies	Dismissal	Particularization	تسريح	Literal Translation

5. Discussion of the results:

As we mentioned throughout the dissertation that it is important to appropriately and carefully select your words when conveying your message, whether in a direct or an indirect way, in order to be polite also in order not to harm or offend the receivers because some of the topics may seem harsh and difficult to be handled. Whenever one confronts a disliked or disfavored word or expression which may be harmful and offensive when using it, s/he would opt for changing that word or expression to be polite and to save one's public image, for this reason they created what is being called euphemisms.

Our study sheds light on the various uses of euphemisms which were applied by BBC journalists who tackle different topics that may appear harsh to the public; so they make use of some euphemized words in order to hide the offensive reality of some words or expressions. The study pointed out numerous euphemisms that are taken from different BBC articles than they were translated into.

Hence, our investigation on the articles is an intention to find the used euphemisms in different contexts with an application of Warren's modal on those euphemisms to see under which strategy

type they belong to then to analyze each translation procedures used when rendering these euphemisms into Arabic. And whether or the translator used euphemisms when translation, in addition to the difficulties he might have encountered.

Table 2:

Types of translation procedures used to translate euphemisms in BBC

TRANSLATION STRATEGY	NUMBER	PERCENTAGE
Literal	10	59%
Modulation	4	24%
equivalence	1	5%
Compensation	1	5%
Adaptation	1	5%
Total	17	100%

The selected articles provided us with twenty euphemisms and as shown in the table above they are grouped into small categories of translation procedures by which we found the first procedure; the most used one is used 10 times in the articles and in different contexts that is literal translation. Examples from the results above: التطهير العرقي, العالقين في كابوس, بنيران صديقة

In addition, the other used procedure in the translation of the euphemisms is modulation which is applied 4 times in the chosen articles. Examples, **مسلحا, الاثار السلبية, مقتل**,

And lastly, Adaptation, and equivalence and compensation which are the least used strategies as they are both is used only once **مقتل and استشهد**

As a result, we found that translators of BBC articles opt for mostly the literal translation procedure when translating euphemisms into Arabic.

Table 3:

Types of Euphemistic Strategies of warren's model

EUPHEMISTIC STRATEGY	NUMBER	PERCENTAGE
Compounding	9	53%
Particularization	5	29%
Implications	1	6%
Metaphor	2	12%
Total	17	100%

Moving to the analysis of the application of warren's model strategies in which we noticed that the journalists opted for the application of different strategy types when coming up with the euphemism. As it is shown in the table above, we found that there are four strategies used in the articles. The most used strategy is the compounding strategy The writer in this case used to

compound words together to come out with a new word or expression that is the creation of euphemism. It is used nine times. Examples: **Ethnic cleansing, friendly fire and sexual assault.**

The second most used strategy is particularization which is applied in five euphemisms. It belongs to the second category of euphemisms according to the division of Warren. Examples: struggle, dies and operation. The next strategies are implication and metaphor strategies, hence the most used strategy from Warren's model is the compounding strategy.

And finally from the analysis we can see that 52% of the euphemisms were translated to their euphemistic equivalent into Arabic and 48% of them were translated by giving the intended meaning. And the reason behind the slight difference is that it is either the used euphemistic words or expressions caused a problem to the translation because they are idiomatic or the cultural differences between the source and the target language which made it difficult to find a euphemistic equivalent in Arabic. Or the translator chose not to use a euphemism and decided to be objective and shift from the indirect meaning to the direct one, losing that sense of politeness or softness for ideological reasons and to give the target audience more attention. At the end what matters is that she or he recognizes the nature of the euphemism and understands the meaning behind it in order to give the appropriate and acceptable translation whether euphemistic or direct because it could affect the delivery of the news and misinform the receivers.

Conclusion:

Throughout this chapter, we have attempted all along the study to analyze and describe the selected samples of translations for the euphemisms used in BBC articles, and based on that we came to the conclusion that the cultural boundaries could cause a problem when translating

euphemism and the most adopted procedure to render it is literal translation, as for the strategy from warren's model, it is the compounding strategy.

General conclusion

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The present study attempted to shed light on the different uses of euphemisms in BBC Channel website and how the translators undertake the process of rendering some of these euphemisms into Arabic, basing the work on different articles taken from BBC website with the provided Arabic translation of each English article

The study is divided into three chapters in which we find the first chapter that is intended to give an overview about the media, and discusses translation in media, the challenges encountered when delivering the news into a different language and the procedures used in order to do so. As for the second chapter it is intended to give a detailed definition for the concept of euphemism and a clarification of euphemisms in both languages. English and Arabic. Then, it dealt with its different categorizations and how euphemisms can be formed with reference to Warren's model which best clarifies the various strategy types and finally the possible challenges translators face when translating euphemism

Moving to the third and the last chapter, which is the practical part of this study. This chapter contains deep analysis for the euphemisms under investigation and their translations, in order to come out with the attended results that are discussed after finding the results from the study. From the analysis we can see that the use of euphemism in BBC articles; whether in the source or the target article, does not affect the delivery of the news in terms of distorting the information and its meaning but it does make a difference in terms of the audience's emotional and psychological state, because euphemisms can control the receivers' first impression when reading the news and how they would feel and perceive them. The latter is mainly used in order to show sympathy and/or support to a given person, a case or a situation, also to decrease the shock level on the reader especially when it comes to the terrifying and frightening news. And finally, not

General conclusion

to incite the audience on following any kind of inappropriate or horrifying acts. After the analysis of the euphemistic words there was an application of Warren's model on the given euphemisms, so that to deduce which strategy is used to create euphemisms in BBC, then providing the translation of each euphemism into Arabic and to indicate as well the type of translation strategy used in rendering those euphemistic words or expressions.

Recommendations and suggestions for further studies

- ✓ Future research can examine the translation of tabooed words in Media.
- ✓ Future research can be conducted to complete the current investigation, exploring the other euphemized topics in BBC channel.
- ✓ More research can explore the translation of euphemism in the other channels such as Al Jazeera, France24, CNN, etc.

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من إعداد: مخالفة شيماء نانلة نور

العمرى ندى

بمعنوان

ترجمة التلطف في وسائل الاعلام:

دراسة حالة موقع قناة بيبيسي BBC

تمت مناقشتها علنيا

بتاريخ

أمام اللجنة المكونة من:

جامعة قاصدي مرباح-ورقلة

جامعة قاصدي مرباح-ورقلة

جامعة قاصدي مرباح-ورقلة

رئيسة اللجنة:

المشرف: مسلوب دليلة

المناقش:

مقدمة:

يعتبر الإعلام قناة تواصل تلعب دورا كبيرا في إيصال البيانات والمعلومات المختلفة مما يجعله يسيطر على العالم ويتحكم في المجتمعات، فلذلك اختيار الكلمات والتعبير المناسب امر في غاية الاهمية ومثالا على ذلك اللجوء الى ظاهرة التلطيف او التلطف في الكلام. حيث يعد التلطف من أهم الأساليب التي يعتمدها المتكلم خلال حديثه بهدف تجنب الاساءة الى الغير. كما تمثل الظاهرة أحد الصعوبات التي يواجهها المترجمون في الاعلام حيث تعتبر الترجمة امرا مهما بسبب وظيفتها التواصلية وتسهيل عملية نشر الاخبار إلى جميع لغات العالم.

إشكالية البحث:

تسعى هذه الدراسة إلى البحث عن مشاكل واستراتيجيات ترجمة التلطف المستعمل في موقع قناة بي بي سي

أهداف الدراسة:

تهدف هذه الدراسة من خلال تحليل ووصف بعض الكلمات او الجمل التي استعمل فيها التلطف مأخوذة من مقالات قناة بي بي سي وترجمتها العربية الى تحديد كيفية ترجمة التلطف في وسائل الإعلام إلى اللغة المستهدفة وتحديد أنواع الصعوبات التي نواجهها عند ترجمتها

تساؤلات البحث :

ومن خلال هذا تم طرح بعض التساؤلات التي نبحت لها عن إجابة

- ماهي الصعوبات التي يواجهها المترجم عند ترجمة التلطف المستعمل في مقالات بي بي سي

-هل يؤثر التلطف على عملية نقل الخبر

-ماهي الاجراءات المتبعة لترجمة التلطف المستعمل في قناة بي بي سي

الفرضيات :

قمنا بوضع الفرضيات التالية للإجابة على الأسئلة أعلاه

- يواجه المترجم مشاكل عند التعامل مع التلطيف اذ انه ينتقل بين لغتين مختلفتين لكل منها خصائص

يمكن للتلطيف التأثير على عملية نقل الخبر اذ يقم المترجم خلفيته و ايدولوجيته خلال عملية الترجمة

-يستعمل مترجمو قناة بي بي سي مختلف الاجراءات لترجمة التلطيف غرض نقل المعنى و الاثر الحقيقيين

خطة البحث:

تنقسم الدراسة الى جزئيين نظري وتطبيقي، اما النظري فيتكون من فصلين، نجد في الجانب النظري نظرة

شاملة حول وسائل الاعلام من مفاهيم الى اهمية وكيفية الترجمة. كما نجد مفاهيم مختلفة لظاهرة التلطيف

في كلتا اللغتين الانجليزية والعربية بالإضافة الى انواعه واسباب استعماله وكيفية ترجمته، من مختلف

الاساليب الى الصعوبات والعوائق التي تشكلها الظاهرة

الفصل الأول:

أن وسائل الإعلام جزء لا يتجزأ من حياتنا اليومية بسبب سرعة وفعالية الخدمات التواصلية التي تقدمها

وبالتالي دورها المهم في ابقاء العالم على اتصال وبما أن الهدف الرئيسي منها هو نشر جميع أنواع الأخبار

سواء عبر التلفزيون أو الصحف أو الإذاعة أو الإنترنت فان الحصول على الأخبار والمعلومات من مصادر

مضبوطة وترجمتها بطريقة شاملة للعالم امر واجب

نتطرق في هذا الفصل الى وسائل الإعلام، والأشكال المختلفة التي يمكن أن يتخذها، والأدوار المتنوعة التي

تقوم بها، وكيف تؤثر على العالم وتشكله، كما يناقش الفصل الترجمة في الإعلام، بما في ذلك مختلف أنواع

الإجراءات المعتمدة

حسب موقع موضوع يُعرّف الإعلام بأنه أداة تسمح بالاتصال بين طرفين؛ وهما الإعلامي والجمهور من خلال استعمال العديد من الوسائل الإعلامية المتنوعة التي تنقل المعلومات والحقائق والرسالة الإعلامية بينهما و عرف ايضا بانه عبارة عن بأنه العملية التي يتم فيها جمع المعلومات التي تستحق النشر منذ معرفتها يتم نقلها، وتحليلها وتحريرها، ومن ثم نشرها وإرسالها إلى الجمهور من خلال صحيفة ما أو إذاعة أو محطة تلفزيونية توجد ثلاثة أنواع رئيسية لوسائل الإعلام: وسائل الإعلام المطبوعة ووسائل الإعلام التي تقوم بالبيث، والإنترنت

أقدم أشكال وسائل الإعلام هي الصحف والمجلات، والنشرات الإخبارية، وغيرها من المواد المطبوعة. وجميع هذه المنشورات معروفة باسم وسائل الإعلام المطبوعة اما الإعلام الذي يبث هو الذي يبث التقارير الإخبارية عبر الإذاعة والتلفزيون. فالأخبار التلفزيونية تكون في غاية الأهمية للناس لأنهم يحصلون على أخبارهم من البث التلفزيوني أكثر من أي مصدر آخر واخيرا الإنترنت حيث تسببت في تغيير جذري في وسائل الإعلام حيث ان العديد أصبحوا يعتمدون على مصادر الأخبار من الإنترنت بدلاً من وسائل الإعلام المطبوعة ووسائل الإعلام التي تقوم بالبيث

تعتبر وسائل الإعلام بمختلف أنواعها المصدر الأكثر أهمية في الحصول على المعلومات بالنسبة للغالبية العظمى من الناس حيث تعمل على نشر الأخبار على أوسع نطاقٍ

في معظم الاحيان نجد ان الاخبار تترجم الى لغات متعددة يعرف هذا النوع من الترجمة بالترجمة الإعلامية الترجمة الإعلامية او الترجمة الصحفية تنصب على ترجمة الأخبار على اختلاف أنواعها، سواء السياسية أو الاقتصادية أو الفنية أو العلمية أو الرياضية من اللغة الأصلية إلى اللغة المُستهدفة، مع اختلاف اللغات. انها وسيلة لاكتشاف المجهول كما جعلت العالم مثل القرية الصغيرة. كما يمكن من خلالها الاستزادة الثقافية، واقتباس ما يُلائمنا من معارف هامة

الفصل الثاني:

يتمحور هذا الفصل حول ظاهرة التلطيف من مفاهيم مختلفة والاشكال التي يأخذها بالإضافة الى اسباب استعماله واخيرا كيفية ترجمته

يقصد بالتلطف استعمال المتكلم تعبيرات لطيفة لتجنب ايداء المخاطب بكلمات قاسية ويطلق عليه الفاظ مختلفة منها لطف التعبير، والتلطيف، وحسن التعبير... الخ كما توجد ظاهرة التلطف في اللغة الانجليزية تعرف ب Euphemism مشتقة من الكلمة اليونانية euphēmos التي تعني الكلام الحسن فاللغة العربية كاللغة الانجليزية تلجأ إلى التلطف لنفس الدوافع النفسية وان المتكلم يعمد إلى استعماله عند تعامله مع أم شيء مقدس أو الأشياء الشائنة، أو غير المقبولة. تعرف الظاهرة عند الانجليز بانها طريقة لتجنب الكلمات او العبارات التي يمكن اعتبارها مسيئة للغير عن طريق استبدال الكلمات الحادة بكلمات اخف. حسب راوسن هناك نوعان من التلطيف، تلطيف ايجابي وسلبى. التلطيف الإيجابي يعظم ويضخم العناصر التي قمنا بتلطيفها مثل استبدال مستشفى المجانين بمستشفى الامراض العقلية اما التلطيف السلبي فهو عكس ذلك فهو يصغر العناصر.

تختلف اسباب استعمال التلطيف باختلاف السياق، فأحيانا يستخدم لتغيير اسماء لها معنى مخيف وأحيانا لتعويض كلمات ذات المعنى البغيض كما يستعمل لتسمية ظواهر يمكن ان تعتبر غير لائقة في زمننا هذا. اما بالنسبة لترجمة التلطيف فنقول لارسن انه غالبا ما يجب ترجمة الكلمات والعبارات الملطفة بتلطيف مقابل الى اللغة الاخرى. سواء كانت الترجمة مباشرة او ملطفة يجب على المترجم اولا ان يفهم طبيعة التلطيف المستخدم في اللغة المصدر ثم ترجمته الى العبارة او الكلمة المناسبة.

الفصل الثالث:

قمنا بتحليل ووصف النص الاصلي وترجمته من اجل معرفة كيفية ترجمة التلطيف بالإضافة الى استخراج صعوبات ترجمته بالإضافة الى الاستراتيجيات والإجراءات المعتمدة عند ترجمة عبارات التلطيف بتحديد تقنيات "فيني وداربلني" حيث قمنا باختبار 20 مثالا مأخوذا من مقالات موقع بي بي سي كعينة لأجراء هذه الدراسة.

نستعرض في سبيل المثال:

Source text	Target text
25% of pregnancies terminated , estimates suggest.	تنتهي 25 في المئة من حالات الحمل بالإجهاض كل عام حسب التقديرات العالمي

يتحدث هذا المقال الصحفي عن ربع حالات الحمل تنتهي بالإجهاض حسب التقديرات العالمية لمنظمة الصحة العالمية. نرى ان كاتب النص الاصلي استعمل عبارة **pregnancy termination** التي هي عبارة تلطيف متداولة عوضا عن **abortion** لأنها تعتبر موضوع مثير للجدل والمصطلح في حد ذاته يعتبر قاسي عند الغرب كما اشارت بعض المؤسسات طبية بريطانية انه من الافضل اعتماد العبارة من اجل التقليل من الضغط و اللوم الذي تشعر به النساء اللواتي يردن الاجهاض. اما بالنسبة للمترجم فهو لم يقم بتلطيف العبارة بل كان مباشر على عكس كاتب النص الاصلي فترجم **pregnancy termination** الى اجهاض التي تقابلها حرفيا **abortion** لأنه يريد فقط توصيل الخبر فتلطيف الكلام ليس من اولوياته. كما نلاحظ انه استعمل الاستراتيجية المقابلة او **equivalence** لترجمة العبارة بدلا من ترجمتها حرفيا الى **انهاء الحمل** التي تعتبر تلطيف في العربية.

Source Text	Target Text
Netanyahu ethnic cleansing remarks outrageous	تصريحات نتانياهو حول التطهير العرقي "الشنيعه"

يتحدث هذا المقال الصحفي عن الانتقادات القوية التي وجهها الأمين العام للأمم المتحدة بان كي مون لرئيس الوزراء الإسرائيلي بنيامين نتانياهو بسبب تصريحاته للأخير قال فيها إن من يعارض التوسع الاستيطاني الإسرائيلي يعتبر مؤيداً للتطهير العرقي. نلاحظ ان كاتب النص الاصيلي قد استعمل عبارة التلطيف الشائعة **ethnic cleansing** عوضاً عن **genocide** التي يقصد بها إبادة او طرد السكان الغير مرغوب فيهم من إقليم معين على خلفية تمييز ديني أو عرقي. ويعود سبب اتباع ظاهرة التلطيف الى تخفيف عدوانية اللغة وشناعة الموقف. اما بالنسبة الى الترجمة فنلاحظ ان العبارة قد ترجمت حرفياً الى "التطهير العرقي" عوض "الإبادة الجماعية" اي ان عبارة تلطيف النص الاصيلي قد ترجمت الى تلطيف مقابل في النص الهدف.

من خلال هذا الفصل، فقد استنتجنا من خلال المناقشات والتحليل المذكورة سابقاً لترجمة عبارات التلطف في وسائل الاعلام من قبل البي بي سي ان الاستراتيجية الأكثر اعتماداً لترجمة عبارات التلطف هي الترجمة الحرفية وان الاستراتيجية الأكثر استعمالاً للإتيان بعبارة تلطف هي عن طريق التركيب اما بالنسبة لصعوبات ترجمته فغالبا ما تشكل الثقافات عائقاً.

الـخاتمة:

قمنا في هذه الدراسة بتسليط الضوء على ترجمة عبارات التلطف في وسائل الاعلام. وبناء على ذلك واعتماداً على المقارنة والوصف التي اجريناها في الجانب التطبيقي يمكننا الإجابة عن التساؤلات المطروحة التي وضعت في البداية.

ان استعمال عبارات التلطيف اما في النص الأصلي او المترجم فهي لا تؤثر على عملية نقل الخبر من ناحية تحريف المعلومة والمعنى لكنها تحدث فرقا في كيفية تقبل المستقبل للخبر فعبارات التلطيف تلعب دورا كبيرا في التحكم في الانطباع الأول للجمهور عند قراءة الخبر. ثم من خلال تحليل عبارات تلطف النص الاصلي المختارة قمنا بإسقاط نموذج وارن لنجد ان الاستراتيجية الأكثر استعمالا لتكوين عبارات التلطف هي عن طريق تركيب الكلمات ثم قمنا بتحليل ووصف لترجمة النص فوجدنا ان معظم عبارات التلطيف تترجم حرفيا يمكن ان تشكل عبارات التلطف عائقا عند الترجمة خاصة إذا اراد المترجم ترجمة التلطف بتلطف مقابل حيث يمكن ان تكون العبارة منعدمة في اللغة العربية بسبب اختلاف الثقافة ففي هذا الحال يجب عليه ان يكون مبدعا وان يأتي بالعبارة المناسبة.

Abstract

Euphemism is a word or an expression by which the speaker or writer produces an utterance that if said bluntly and plainly, the receiver would feel irritated and embarrassed. The present study attempts to examine how do the BBC journalists come up with the euphemisms used in articles, in accordance to the application of Mrs. Warren's model then analyze every translation. Mainly to see how BBC translators convey these euphemisms from English to Arabic, how they render them following which translation procedure. For this reason, we opted for a descriptive analytic method that we see fits the best for our study. And finally we concluded that literal translation is the most used procedure and compounding is the most used strategy to form a euphemism.

Keywords: Translation, Euphemism, BBC

Résumé :

'Euphémisme' est un mot ou une expression grâce à laquelle l'interlocuteur ou l'auteur produit une énonciation qui, si dite brusquement et sans détours, cause de l'irritation et de l'embarras à la personne qui est adressée. La présente étude tente d'examiner comment les journalistes de la BBC trouvent les euphémismes qu'ils utilisent dans des articles, en accord avec l'application du modèle de Mrs. Warren. Puis nous analysons chaque traduction. Majoritairement afin d'observer comment les traducteurs de la BBC communiquent ces euphémismes de l'anglais à l'arabe, comment ils les interprètent selon chaque processus de traduction. Pour cette raison, nous avons opté pour une méthode analytique descriptive que l'on pense convenir le mieux à notre étude.

Mots clés : Traduction, euphémisme, La BBC, Anglais, Arabe.